

**2024 ANNUAL EEO PUBLIC FILE REPORT**  
**Reporting Period: February 1, 2023 through January 31, 2024**

Armada Media-McCook, Inc.

Station Employment Unit (“SEU”): **Stations KICX-FM, KBRL, KQHK,**  
**each licensed to McCook, Nebraska**

During the Reporting Period, the SEU filled a total of one (1) full-time position.

POSITION FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
05/30/2023	Sports Director/On-air	Nebraska Broadcasters jobs webpage

INTERVIEWEES AND REFERRAL SOURCE SUMMARY

The SEU interviewed a total of two (3) persons for the one position:

Recruitment Sources Used For Position	Number of Persons Interviewed that the Source Referred
Stations’ On-Air Announcements	1
Nebraska Broadcasters Assoc. jobs webpage	1
Indeed (Internet website)	1

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## OUTREACH INITIATIVES

The SEU engaged in the following broad outreach initiatives during the Reporting Period:

February 6-7, 2023: The SEU participated in “McCook Bison Days” for high school students to visit the Stations for hands-on learning experiences, including writing the script for a commercial and recording it. Also explained the potential careers in radio.

March 26, 2023: Members of the local Rotary Club visited the Stations to learn about being on-the-air and experience on-site sales activities and speaking on the airwaves.

The SEU participated in the Nebraska Broadcasters Association scholarship program by contributing money to the scholarship fund and running promos encouraging high school seniors and college students to compete for scholarships by submitting essays on the subject of broadcasting today and tomorrow in the future.

The SEU hosted a on-air programming conference on July 12, 2023. This event provided continuing education on on-air programming and techniques.

The SEU management had weekly online training sessions with P1selling.com that included training in EEO matters.

The SEU provided a bi-monthly training course to get educated on the facts of Digital advertising for Account Executives, business managers, and traffic director conducted by Marketron.

The SEU provided monthly training for Account Executives through the Radio Advertising Bureau and Rumble continuing education.