

# 2014 ANNUAL EEO PUBLIC FILE REPORT

## Armada Media-McCook

Station(s): KICX-FM-KBRL-KQHK-KJBL  
Community(ies) of License: McCook,NE; Julesburg, CO  
Reporting Period: 2/1/13-1/31/14  
No. of Full-time Employees: \_\_ Full time Employees  
Small Market Exemption: YES

During the Reporting Period, a total of 1 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in 1 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

April 10, 2013 McCook High School presents a job fair to the freshman class. Our station group was present to show what there is to offer with jobs in radio broadcasting.

*Participated in at least 1 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

March 10, 2013 Rotary International came in to see what it's like to be on the air. Members were even allowed to do their own show.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

We participated in the Nebraska Broadcaster website jobs available program that seek to ensure compliance with the FCC'S EEO requirements.

*Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting.*

February 8-10, 2013 Staffed a booth at an event conducted by the McCook Chamber of Commerce in which the stations demonstrated all that radio offers

November 13-14, 2013 Staffed a booth at an event sponsored by McCook Farm and Ranch expo. We promoted what the stations have to offer to the farming community

*Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.*

P1selling.com has training session for management throughout the year ensuring equal employment opportunities in radio.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
11/11/13	Account Executive	Radio

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: **3**

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio	2
Internet	1
Newspaper	0

## RECRUITING SOURCES USED

Job Title of Position: Account Executive      Date of Hire: 11/11/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Oberlin Herald	N	170 S. Penn Oberlin, KS	Kimberly Davis	785-475-2206
Radio	N	1811 West O McCook, NE	Bryan Loker	308-345-5400 bryan@highplainsradio.net
Nebraska Broadcasters	N	12020 Shamrock Plaza Suite 200 Omaha, NE	Marty Reimenschneider	402-778-5178 marty@ne-ba.org

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.