

2023 ANNUAL EEO PUBLIC FILE REPORT
Reporting Period: February 1, 2022 through January 31, 2023

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
12/16/2022	Account Executive	Stations’ On-air announcements

INTERVIEWEES AND REFERRAL SOURCE SUMMARY

The SEU interviewed a total of three (6) persons for the one position:

Recruitment Sources Used For Position	Number of Persons Interviewed that the Source Referred
Stations’ On-Air Announcements	4
Nebraska Broadcasters Assoc. jobs webpage	0
Indeed (Internet website)	2

OUTREACH INITIATIVES

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

February 14-15, 2022: 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 20, 2022: 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.

August 16, 2022: General Manager went to an Employment Law class. Get updated on the latest regulations.

October 10-14, 2022: The SEU participated in Nebraska Broadcasters Association virtual Job fair.

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 participated in the Nebraska Broadcasters Association website’s jobs available program, posting notices of job openings there.

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

The SEU provided a four-week training course – Learning Digital advertising for Account Executives, business manager, and traffic director conducted by Terry Shockley.

The SEU provided monthly training for Account Executives through the Radio Advertising Bureau.