

## 2014 ANNUAL EEO PUBLIC FILE REPORT

### Armada Media-North Platte, Ne.

Station(s):	KXNP, KHAQ, KODY, KRNP, KZTL
Community(ies) of License:	North Platte, Sutherland, Paxton, Maxwell,
Reporting Period:	2/1/13-1/31/14
No. of Full-time Employees:	12 Full time Employees
Small Market Exemption:	YES

During the Reporting Period, a total of 1 full time position(s) 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.*

Huskeradio Sports Director Sid Fessler participated in the Brady High School job fair on August 20, 2013 where he gave a careers in broadcasting presentation to the students.

*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.*

On April 8, 2013, the communications class from the North Platte Community College toured the radio stations and learned the jobs of broadcasting. Students from the class also wrote and recorded Public Service Announcements which aired on all Huskeradio stations.

*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*

On June 26, 2013 Kelsey Miller with the North Platte Workforce Development gave a live presentation on KODY 1240 to discuss the “happenings in the workplace.”

*specific job vacancies).*

*Participated in **scholarship** programs designed to assist students interested in pursuing a caereer in broadcasting.*

Huskeradio participated in the Nebraska Broadcasters Association scholarship program. The stations contributed money to the scholarship and ran promos encouraging high school seniors and current college students to submit and essay on their impression of broadcasting today and how it might be the future. Station staff read all entries and voted for the best 2, as did all the other stations across the state. Two winners each won a \$1400 scholarship. The radio promos aired March through May 2013, and the winner was determined in July 2013.

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

Huskeradio Participated in an event hosted by the North Platte Community College student senate on April 12, 2013 in which we had a booth and offered information on careers in broadcasting.

Traffic Manager Nicole Hardy and Production Director Mike Britton gave a presentation on Journalism & Broadcasting to the North Platte Community College “Mass Media in America” class on October 15, 2013.

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

PIselling.com has training session for management throughout the year ensuing equal employment opportunities in radio.

---

**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
7/1/13	Account Executive	Radio

---

**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	0
Newspaper	1

---

## RECRUITING SOURCES USED

Job Title of Position: Account Executive      Date of Hire: 7/1/13

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The Telegraph (Local Newspaper)		621 N Chestnut North Platte, NE 69101	Julie Murrish	308-532-6000 julie.murrish@nptelegr aph.com
Huskeradio Stations		307 E. 4 <sup>th</sup> Street North Platte, NE 69101	Dalene Skates	308-532-3344 dskates@huskeradio.com
Nebraska Workforce		<a href="http://www.neworks.nebraska.gov">www.neworks.nebraska.gov</a>	Niessa Thomsen	308-535-8339 niesa.thomsen@nebra ska.gov

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