

ARMADA MEDIA – McCOOK, INC.  
 ANNUAL EEO PUBLIC FILE REPORT  
 for Reporting Period of  
 February 1, 2021 – January 31, 2022

For Stations Employment Unit (“SEU”) that includes the following radio stations:

KXNP, North Platte, NE  
 KHAQ, North Platte, NE  
 KODY, Maxwell, NE

During the Reporting Period, one (1) full-time position was filled. The position, date of hire and recruitment source that referred the hire are as follows:

| DATE OF HIRE | JOB TITLE         | RECRUITMENT SOURCE REFERRING HIRE    |
|--------------|-------------------|--------------------------------------|
| 5/27/21      | Account Executive | On-air Announcements by SEU Stations |

A total of eight (8) persons were interviewed for the filled position and were referred from the following recruitment sources:

| Recruitment Sources Used                        | Number of Interviewees Referred by Each Source |
|---|--|
| SEU Stations On-air announcements               | 3  |
| Indeed (Online Recruitment Website)             | 5  |
| Nebraska Broadcasters Assoc. online job listing | 0  |

The SEU engaged in the following broad outreach initiatives during the Reporting Period in accordance with various elements of FCC Rule 73.2080(c)(2):

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

Leadership Lincoln County visited the SEU studio/offices on December 21, 2021 for a tour and learning session about the business and operations of radio stations. Members of the SEU Sales Staff, On-Air Staff, Production Staff, Traffic and Business Staff participated.

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

The SEU participated in the Nebraska Broadcasters Association scholarship program by contributing funds to the scholarship and the Stations ran promos encouraging high school seniors and current college students to submit essays related to broadcasting today and in the future.

*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).*

The SEU participated in the Nebraska Broadcaster Association's website jobs available program.

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

SEU staff participated in P1selling.com training sessions for management throughout the year to promote equal employment opportunities in radio.

The SEU provided training to new Account Executives: "Funnel for Success" by Terry Shockley.