

# 2020 ANNUAL EEO PUBLIC FILE REPORT

## Armada Media-McCook

Station(s): KICX-FM-KBRL-KQHK  
Community(ies) of License: McCook, NE  
Reporting Period: 2/1/19-1/31/20  
No. of Full-time Employees: 7 Full time Employees  
Small Market Exemption: YES

During the Reporting Period, a total of 2 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 2 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

March 21, 2019 our radio stations hosted a job fair. Hiring staff was on site with other businesses to see all the job potential in not only radio but the area of McCook, Nebraska.

January 29, 2020 we participated in the Southwest Schools job/career fair in Bartley, Nebraska. Spoke to several high school students to show what exciting radio jobs there is to offer in southwest Nebraska.

*Participated in at least 2 **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, 2019 Rotary International came in to see what it's like to be on the air. Members were even allowed to do their own show and experience on site sales.

October 4, 2019 General Manager, Bryan Loker, had a chance to show college staff at McCook Community College what radio has to offer from on-air, sales and engineering.

*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 1 **event** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

We participated in the Nebraska Broadcast Association’s scholarship program for two students to be awarded \$1,500 each for those going into the broadcasting field

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

.Bryan Loker (GM) attended 1 Employment Law Seminars sponsored by the NBA on August 13<sup>th</sup>. This seminar addressed discrimination, retaliation and harassment claims, wage and hour compliance, worker classification, paid leave and leave of absence, salary history inquiry bans, and equal pay act claims.

High Plains Radio sales employees attended seminars to improve job performance at the NBA convention on August 14, 2019.

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

Terry Shockley, Funnel for Success. Training for Account Executives.

---

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
June 24,2019	Account Executive	Nebraska Broadcasters website
Sept. 3, 2019	Account Executive	Facebook, Our hosted Job Fair, Indeed.com and highplainsradio.net

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 5

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio	5
Internet	1
Job Fair	3

### RECRUITING SOURCES USED

Job Title of Position: All were used to hire 2 Account Executives

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Radio	N	1811 West O McCook, NE	Bryan Loker	308-345-5400 bryan@highplainsradio.net
Nebraska Broadcasters	Y	12020 Shamrock Plaza Suite 200 Omaha, NE	Marty Reimenschneider	402-778-5178 <a href="mailto:marty@ne-ba.org">marty@ne-ba.org</a>
Indeed.com	N	<a href="http://www.indeed.com">www.indeed.com</a>		

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