

2025 ANNUAL EEO PUBLIC FILE REPORT
Reporting Period: February 1, 2024 through January 31, 2025

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 zero (0) full-time positions.

POSITION FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
na	none	na

INTERVIEWEES AND REFERRAL SOURCE SUMMARY

The SEU interviewed a total of none as we had no positions open:

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

OUTREACH INITIATIVES

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

February 12-13, 2024: 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.

April 15, 2024: The General Manager and on-air staff were present for members of the local Rotary Club on site learning about the Stations. Members were on the air and got to experience radio activities and speaking on the airwaves.

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 about broadcasting today and tomorrow in the future.

The SEU hosted a on-air programming conference on July 9-10, 2024. This event provided continuing training on on-air programming, techniques, and updating software that the staff uses.

August 6-7, 2024: The SEU staff participated in the annual Nebraska Broadcasters Convention. The on-air and sales staff were educated on the latest in the radio business. Plus, the General Manager had a chance to attend employer rules with employees at a management seminar.

October 8-10, 2024: The SEU participated in a virtual job fair sponsored by the Nebraska Broadcasters Association. This gave the SEU a chance to show potential employers what they have to offer.

The SEU provided a bi-monthly training course to get educated on the facts of Digital advertising for Account Executives, business managers, and traffic director conducted by Marketron.

The SEU provided monthly training for Account Executives through the Radio Advertising Bureau and Rumple continuing education.