

**2021 ANNUAL EEO PUBLIC FILE REPORT**  
**Reporting Period: February 1, 2020 through January 25, 2021\***

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 two (2) full-time positions.

POSITIONS FILLED

| DATE OF HIRE | JOB TITLE         | RECRUITMENT SOURCE REFERRING HIRE |
|--------------|-------------------|-----------------------------------|
| 9/17/2020    | Account Executive | Stations’ On-air announcements    |
| 11/16/20     | Account Executive | Stations’ On-air announcements    |

INTERVIEWEES AND REFERRAL SOURCE SUMMARY

The SEU interviewed a total of seven (7) persons for the two positions:

| Recruitment Sources Used in Preceding Year | Number of Persons Interviewed that the Source Referred |
|--|--|
| Stations’ On-Air Announcements             | 6  |
| NE Broadcasters Assoc. jobs webpage        | 1  |
| Indeed (Internet website)                  | 0  |

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\* The 12-month Reporting Period has been shortened by a few days to allow for the submission of this Report before the 2/1/2021 FCC deadline for the filing of the Stations’ license renewal applications.

## RECRUITING SOURCES USED

| REFERRAL SOURCE                          | * | ADDRESS OF SOURCE                                  | CONTACT PERSON<br>AT SOURCE | TEL. NO. AND E-MAIL<br>ADDRESS OF SOURCE   |
|--|---|--|-----------------------------|--|
| SEU Stations’<br>On-Air<br>Announcements | N | 1811 West O<br>McCook, NE                          | Bryan Loker                 | 308-345-5400<br><a href="mailto:bryan@highplainsradio.com">bryan@highplainsradio.com</a> |
| Nebraska<br>Broadcasters<br>Association  | N | 11414 W. Center Rd<br>Suite 342 Omaha, NE          | Jim Timm                    | 402-933-5995<br><a href="mailto:jjim@ne-ba.org">jjim@ne-ba.org</a>                       |
| Indeed                                   | 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.

## OUTREACH INITIATIVES

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

February 17 and 18, 2020: 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.

March 15, 2020: Members of the local Rotary Club visited the Stations to learn about being on-the-air and experience on-site sales activities.

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 – “Funnel for Success” for new Account Executives conducted by Terry Shockley.