

2026 ANNUAL EEO PUBLIC FILE REPORT
Reporting Period: February 1, 2025 through January 31, 2026

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.

POSITION FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
3/21/25	Marketing Assistant	Indeed
7/28/25	Account Executive	Radio

INTERVIEWEES AND REFERRAL SOURCE SUMMARY

The SEU interviewed a total of 10 as we had 2 positions open:

Recruitment Sources Used For Position	Number of Persons Interviewed that the Source Referred
Stations’ On-Air Announcements	3
Nebraska Broadcasters Assoc. jobs webpage	0
Indeed (Internet website)	7

OUTREACH INITIATIVES

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

February 10-11, 2025: 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 14, 2025: The General Manager and on-air staff were present for members of the local Rotary Club on location. Members were on-the-air and got to experience radio activities and speaking on the airwaves. Our staff educated Rotary on all the aspects of jobs available in radio.

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.

July 17, 2025: The SEU staff participated in McCook Chamber of Commerce’s Party on the bricks. At this event we not only were broadcasting live from this location downtown, but had a chance to talk to a variety of people on how we service our community and the careers available at the station.

August 11-13, 2025: 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.

November 17, 2025 The SEU participated in the Hayes Center career exploration event, which is similar in format to a career fair and features community professionals discussing their day-to-day occupations. An on-air staff member represented our organization and provided area freshmen and sophomores with an overview of careers in radio broadcasting. Students were engaged and asked thoughtful questions about opportunities and responsibilities within the radio industry. The event was coordinated by Kimberly Cook and the Hayes County Extension Office. Participating schools included Maywood-Hayes Center, Wauneta-Palisade, Hitchcock County, and Dundy County-Stratton

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