

**Radio Ranch, LLC**  
**DBA Ranch Radio Marketing Group**  
**KRHN-FM, KKVR-FM, KFXE-FM**  
**EEO PUBLIC FILE REPORT**

Reporting Period: April 1, 2023 – March 31, 2024

Prepared by: Radio Ranch, LLC – Susan Grubbs  
(Licensee/Permittee)

**This report covers the following employment unit(s):**

| <u>Call Sign</u> | <u>Facility ID #</u> | <u>Type of Station</u> | <u>City of License &amp; State</u> | <u>LMA</u> |
|------------------|----------------------|------------------------|------------------------------------|------------|
| KRHN             | # 41061              | C2                     | Kerrville, TX                      | No         |
| KKVR             | # 164166             | CA                     | Kerrville, TX                      | No         |
| KFXE             | # 164252             | C3                     | Ingram, TX                         | No         |

**A. The following is a list of all vacancies for full-time jobs during the previous 12 months:**

|   | <u>Job Title</u>           | <u>Date of Opening</u> | <u>Date Filled</u> |
|---|----------------------------|------------------------|--------------------|
| 1 | Sales Account Executive    | March 13, 2023         | June 1, 2023       |
| 2 | Traffic/Continuity Manager | July 8, 2023           | August 1, 2023     |
| 3 | Sales Account Executive    | June 30, 2023          | Sept. 26, 2023     |
| 4 | Sales Account Executive    | July 25, 2023          | Nov 1, 2023        |
| 5 | Sales Account Executive    | Jan. 3, 2024           | (Still Open)       |
| 6 | Radio Broadcast Engineer   | Jan 29, 2024           | Feb. 17, 2024      |
| 7 | Morning Show Host KFXE     | March 25, 2024         | (Still Open)       |

**B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time job openings.**

|    | <u>Recruitment Source</u>  | <u>Contact Information</u>   | <u>Used? Y/N</u> |
|----|--|--|------------------|
| 1  | Texas Association of Broadcasters                                  | <a href="https://www.tab.org">https://www.tab.org</a>  | Y                |
| 2  | Ranch Radio Marketing Group Website                                | <a href="http://www.ranchradiogroup.com">www.ranchradiogroup.com</a>                         | Y                |
| 3  | Bandera Chamber  | <a href="http://www.banderatex.com">www.banderatex.com</a>                                   | Y                |
| 4  | Boerne Chamber   | <a href="http://www.boerne.org">www.boerne.org</a>   | Y                |
| 5  | Bulverde/Spring Branch Chamber                                     | <a href="http://www.bulverdespringbranchchamber.com">www.bulverdespringbranchchamber.com</a> | Y                |
| 6  | Comfort Chamber  | <a href="http://www.comfortchamber.com">www.comfortchamber.com</a>                           | Y                |
| 7  | Fredericksburg Chamber   | <a href="http://www.fredericksburg-texas.com">www.fredericksburg-texas.com</a>               | Y                |
| 8  | Kerrville Chamber  | <a href="http://www.kerrvilletx.com">www.kerrvilletx.com</a>                                 | Y                |
| 9  | West Kerr County Chamber   | <a href="http://www.wkcc.com">www.wkcc.com</a>   | Y                |
| 10 | Broadcast Radio Ads / All Stations                                 | <a href="http://www.ranchradiogroup.com">www.ranchradiogroup.com</a>                         | Y                |
| 11 | LinkedIn.com   | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 12 | Radio-Online.com   | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 13 | Radiolnsight.com   | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 14 | FB Group: Radio Club   | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 15 | FB Group: Anything Broadcast                                       | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 16 | FB Group: Radio Online FM & Digital                                | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 17 | FB Group: Small Market Radio Network                               | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 18 | FB Group: Broadcasting/Radio/<br>Music/DJs Encouragement Promotion | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a>                     | Y                |
| 19 | FB Group: Small Market Radio Owners,                               |  |                  |

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|    |                                |  |   |
|----|--------------------------------|--|---|
|    | Managers, Engineers Group      | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a> | Y |
| 20 | FB Group: I Love AM & FM Radio | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a> | Y |
| 21 | Radio Broadcasting Jobs        | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a> | Y |
| 22 | Live 365 Broadcasters          | <a href="mailto:randy@ranchradiogroup.com">randy@ranchradiogroup.com</a> | Y |

**C. The following is a list of the sources for full-time jobs shown in Section A above and the recruitment source which provided the hire for that position:**

| Job Title |                            | Recruitment Source                                     |
|-----------|----------------------------|--|
| 1         | Sales Account Executive    | Boerne Chamber of Commerce                             |
| 2         | Sales Account Executive    | Boerne Chamber of Commerce                             |
| 3         | Traffic/Continuity Manager | <a href="http://www.ranchrmg.com">www.ranchrmg.com</a> |
| 4         | Sales Account Executive    | Bulverde Chamber of Commerce                           |
| 5         | Radio Broadcast Engineer   | Word of Mouth  |

**D. During the previous 12 months, there were a total of 42 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees by each recruitment source shown in Section B.**

| Recruitment Source |  | Total Number Interviewed Per Source |
|--------------------|--|-------------------------------------|
| 1                  | <a href="http://www.tab.org">www.tab.org</a>                         | 12                                  |
| 2                  | <a href="http://www.ranchradiogroup.com">www.ranchradiogroup.com</a> | 14                                  |
| 3                  | Word of Mouth  | 7                                   |
| 4                  | Boerne Chamber   | 8                                   |
| 5                  | Bulverde Chamber   | 1                                   |

**E. During the last 12 months, Radio Ranch, LLC engaged in the following Outreach Initiatives: (If no such initiatives were conducted during the period an explanation must be provided).**

| Recruitment & Awareness Initiatives |   | Explanation  |
|-------------------------------------|---|--|
| 1                                   | <b>Fredericksburg Job Fair</b><br>April 13, 2023<br>10A – 2P  | Participation in community job fair organized by the <u>Fredericksburg Chamber</u> . High school students also attended. Terrestrial Broadcast radio and related careers was explained—questions were answered.  |
| 2                                   | <b>Workforce Job Fair</b><br>May 4, 2023<br>10A – 2P  | Participation in community job fair organized by the <u>Workforce</u> . Radio employment opportunities were presented. Terrestrial Broadcast radio and related careers was explained—questions were answered.  |
| 3                                   | <b>Intern Student from Schreiner University</b><br>January 2024 – March 2024<br>(130 Hours as required by Schreiner University)   | Schreiner student, Noah Saucedo, interned with Ranch Radio under the supervision of our President/COO. Noah was introduced to all areas of Terrestrial Radio: Programming/Production, Engineering, Administration and Sales. Additionally, Noah received special focus on leadership, management, and marketing. |
| 4                                   | <b>Leadership Kerr County</b><br>A premier leadership program for Kerr County-enabling men and women to learn more about the issues and topics that face us on a daily basis...everything from education and social | Ranch Radio's President/COO applied to & joined this 9-month long county leadership program. Numerous events allowed her to share employment opportunities and the many community services of local broadcast radio. The program culminated with a community event   |

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|          | services to economic development and health care. Leadership Kerr County is a nine-month course that informs attendees and builds networks of professional contacts while helping lay a foundation for future involvement in Kerrville.                               | known as “Easter-fest” that was fully organized and directed by this 24-person team with our COO as Co-Chair. Local businesses and families attended the annual outdoor celebration with music, food trucks, games and vendors. All of Ranch Radio’s stations were present and broadcasted remotely throughout the event.  |
| <b>5</b> | <b>Presentation at Public School Science Event</b><br>Chad Hill, one of Ranch Radio’s Morning Hosts participated in a this event using his own program, “The Science of Radio” at Kerrville ISD’s Tom Daniels Elementary School on Friday, March 8, 2024<br>(4 Hours) | KKVR Morning Host, Chad Hill, enlightened students & teachers with connections of how their lessons in sound waves, electrical circuits, and other electromagnetic principles are applied to radio broadcasting. Students participated in Hands-On experiences with sound waves and voice projection. Mr. Hill further discussed the science of persuasion, marketing/sales & responsible use of social media. |

F. The following table shows the total vacancies, interviews and hire dates for positions as they were filled.

|          | <b>Full-time Job Vacancies</b> | <b>Total Interviews</b> | <b>Date Filled</b> | <b>Source of Hire</b>                                  |
|----------|--------------------------------|-------------------------|--------------------|--|
| <b>1</b> | Sales Account Executive        | 11                      | June 1, 2023       | Boerne Chamber   |
| <b>2</b> | Traffic/Continuity Manager     | 4                       | Aug. 21, 2023      | <a href="http://www.ranchrmg.com">www.ranchrmg.com</a> |
| <b>3</b> | Sales Account Executive        | 15                      | Sept. 26, 2023     | Boerne Chamber   |
| <b>4</b> | Sales Account Executive        | 9                       | Nov. 1, 2023       | Bulverde Chamber                                       |
| <b>5</b> | Sales Account Executive        | 7 to date               |                    | (No Hire to Date)                                      |
| <b>6</b> | Radio Broadcast Engineer       | 3                       | Feb. 17, 2024      | Word of Mouth  |
| <b>7</b> | Morning Show Host KFXE         | 0                       |                    | (No Hire to Date)                                      |