

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 & 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	https://www.tab.org	Y
2	Ranch Radio Marketing Group Website	www.ranchradiogroup.com	Y
3	Bandera Chamber	www.banderatex.com	Y
4	Boerne Chamber	www.boerne.org	Y
5	Bulverde/Spring Branch Chamber	www.bulverdespringbranchchamber.com	Y
6	Comfort Chamber	www.comfortchamber.com	Y
7	Fredericksburg Chamber	www.fredericksburg-texas.com	Y
8	Kerrville Chamber	www.kerrvilletx.com	Y
9	West Kerr County Chamber	www.wkcc.com	Y
10	Broadcast Radio Ads / All Stations	www.ranchradiogroup.com	Y
11	LinkedIn.com	randy@ranchradiogroup.com	Y
12	Radio-Online.com	randy@ranchradiogroup.com	Y
13	Radiolnsight.com	randy@ranchradiogroup.com	Y
14	FB Group: Radio Club	randy@ranchradiogroup.com	Y
15	FB Group: Anything Broadcast	randy@ranchradiogroup.com	Y
16	FB Group: Radio Online FM & Digital	randy@ranchradiogroup.com	Y
17	FB Group: Small Market Radio Network	randy@ranchradiogroup.com	Y
18	FB Group: Broadcasting/Radio/ Music/DJs Encouragement Promotion	randy@ranchradiogroup.com	Y
19	FB Group: Small Market Radio Owners,		

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	Managers, Engineers Group	randy@ranchradiogroup.com	Y
20	FB Group: I Love AM & FM Radio	randy@ranchradiogroup.com	Y
21	Radio Broadcasting Jobs	randy@ranchradiogroup.com	Y
22	Live 365 Broadcasters	randy@ranchradiogroup.com	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	www.ranchrmg.com
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	www.tab.org	12
2	www.ranchradiogroup.com	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	Fredericksburg Job Fair April 13, 2023 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	Workforce Job Fair May 4, 2023 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	Intern Student from Schreiner University January 2024 – March 2024 (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	Leadership Kerr County 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.
5	Presentation at Public School Science Event 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 (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.

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