

**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>
KRNH	# 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

**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

**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:**

	<u>Job Title</u>	<u>Recruitment Source</u>
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

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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	<p style="text-align: center;"><b>Fredericksburg Job Fair</b>            April 13, 2023            10A – 2P</p>	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	<p style="text-align: center;"><b>Workforce Job Fair</b>            May 4, 2023            10A – 2P</p>	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	<p style="text-align: center;"><b>Intern Student from Schreiner University</b>            January 2024 – March 2024            (130 Hours as required by Schreiner University)</p>	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	<p style="text-align: center;"><b>Leadership Kerr County</b>            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 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.</p>	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 known as “ <u>Easter-fest</u> ” 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	<p style="text-align: center;"><b>Presentation at Public School Science Event</b>            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)</p>	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.

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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	Jan. 3, 2024	(Still Open)
<b>6</b>	Radio Broadcast Engineer	3	Feb. 17, 2024	Word of Mouth