

BROADCAST EQUAL EMPLOYMENT OPPORTUNITY PROGRAM REPORT

Approved by OMB
3060-0113

(To be filed with broadcast license renewal application)

(For FCC Use Only)

Code No.

Legal Name of the Licensee <i>RUBY RADIO CORPORATION</i>		
Mailing Address <i>1750 MANZANITA LN. #1</i>		
City <i>ELKO</i>	State or Country (if foreign address) <i>NV</i>	ZIP Code <i>89801</i>
Telephone Number (include area code) <i>775-777-1196</i>	E-Mail Address (if available) <i>Allen@rubyradio.fm</i>	
	Facility ID Number <i>84839</i>	Call Sign <i>KHIX-FM</i>

TYPE OF BROADCAST STATION :

Commercial Broadcast Station

Noncommercial Broadcast Station

- ☒ Radio ☐ TV
☐ Low Power TV
☐ International

- ☐ Educational Radio
☐ Educational TV

KBGZ-FM
KUOL-FM

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through IV should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (city, state)	Time Brokerage Agreement (check applicable box)
<i>KHIX-FM</i>	<i>84839</i>	<input type="checkbox"/> AM <input checked="" type="checkbox"/> FM <input type="checkbox"/> TV	<i>CARLIN NV</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>KBGZ-FM</i>	<i>166019</i>	<input type="checkbox"/> AM <input checked="" type="checkbox"/> FM <input type="checkbox"/> TV	<i>SP. CRISTAL NV</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<i>KUOL-FM</i>	<i>166140</i>	<input type="checkbox"/> AM <input checked="" type="checkbox"/> FM <input type="checkbox"/> TV	<i>ELKO NV</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> TV		<input type="checkbox"/> Yes <input type="checkbox"/> No

CONTACT PERSON IF OTHER THAN LICENSEE

Name <i>ALENE SUTHERLAND</i>		Street Address <i>1750 MANZANITA DR. #1</i>	
City <i>ELKO</i>	State <i>NV</i>	Zip Code <i>89801</i>	Telephone No. <i>(775) 777-1196</i>

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a license renewal applicant whose station employment unit employs five or more full-time station employees must file a report of its activities to ensure equal employment opportunity. If a station employment unit employs fewer than five full-time employees, no equal employment opportunity program information need be filed. If a station employment unit is filing a combined report, a copy of the report must be filed with each station's renewal application.

A copy of this report must be kept in the station's public file. These actions are required to obtain license renewal. Failure to meet these requirements may result in sanctions or license renewal being delayed or denied. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

DISCRIMINATION COMPLAINTS. Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?

☐ Yes ☒ No

If so, provide a brief description of the complaint(s), including the persons involved, the date of the filing, the court or agency, the file number (if any), and the disposition or current status of the matter.

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Does your station employment unit employ fewer than five full-time employees?

Consider as "full-time" employees all those permanently working 30 or more hours a week.

☐ Yes ☒ No

If your station employment unit employs fewer than five full-time employees, complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed <i>Alene Sutherland</i>	Name of Respondent <i>ALENE SUTHERLAND</i>
Title <i>V.P.</i>	Telephone No. (include area code) <i>775-777-1196</i>
Date <i>5/25/22</i>	

The purpose of this document is to provide broadcast licensees, the FCC, and the public with information about whether the station is meeting equal employment opportunity requirements.

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

RESPONSIBILITY FOR IMPLEMENTATION

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

NAME	TITLE
ALLEN SUTHERLAND	V.P.

It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.

I. EEO PUBLIC FILE REPORT

Attach as an exhibit one copy of each of the EEO public file reports from the previous two years. Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.

Exhibit No.

II. NARRATIVE STATEMENT

Provide a statement in an exhibit which demonstrates how the station achieved broad and inclusive outreach during the two-year period prior to filing this application. Stations that have experienced difficulties in their outreach efforts should explain.

Exhibit No.

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The FCC is authorized under the Communications Act of 1934, as amended, to collect the personal information we request in this report. We will use the information you provide to determine if the benefit requested is consistent with the public interest. If we believe there may be a violation or potential violation of a FCC statute, regulation, rule or order, your request may be referred to the Federal, state or local agency responsible for investigating, prosecuting, enforcing or implementing the statute, rule, regulation or order. In certain cases, the information in your request may be disclosed to the Department of Justice or a court or adjudicative body when (a) the FCC; or (b) any employee of the FCC; or (c) the United States Government, is a party to a proceeding before the body or has an interest in the proceeding. In addition, all information provided in this form will be available for public inspection. If you owe a past due debt to the federal government, any information you provide may also be disclosed to the Department of Treasury Financial Management Service, other federal agencies and/or your employer to offset your salary, IRS tax refund or other payments to collect that debt. The FCC may also provide this information to these agencies through the matching of computer records when authorized. If you do not provide the information requested on this report, the report may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information. Your response is required to obtain the requested authority. We have estimated that each response to this collection of information will average 1 hour, 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to jboley@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552a(e)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

EEO PUBLIC FILE REPORT NARRATIVE
Ruby Radio Corporation June 1, 2020 – May 31, 2021

Recruitment Activities

As of May 2022, there are 7 full-time and no part-time employees at Ruby Radio. The following FCC recommended recruitment activities were engaged in during the period covered by this Report:

- 1) In previous years, Ruby Radio has participated in a Job Fair with Great Basin College. Large social gatherings were not held in 2021 or 2022 because of the threat of COVID.
- 2) Ruby Radio Corporation has established extensive sales and technical training programs to meet the learning needs of newly hired personnel and those promoted to higher level positions.

A comprehensive sale training program was developed in-house to training people without radio and/or sales experience. All sales positions during this review period were filled with trainees. During the training program, trainees gain knowledge of the sales process through classroom training, outside reading, and on-the-job training. Training was conducted by house staff.

The training programs were adapted to meet the needs of new hires interested in learning the radio business. They are designed to introduce the trainees to the various aspects of radio station operations with guided learning through a prescribed curriculum.

The program consists of didactic and skill development through mentoring by Administration and experienced sales staff. Experienced staff work closely with new employees to coach them on station operations, microphone technique, interviewing skills, production techniques, reading and writing skills and company procedures, and other skills appropriate to the employee's job description.

- 3) Ruby Radio Corporation developed a written policy and procedure manual that is reviewed with each employee at the time of hire. The company's policies, actions taken to meet federal equal opportunity requirements to prevent discrimination are discussed. Company policies including EEO practices are reviewed annually by the owners for compliance. The company policy and procedure manual is reviewed and updated annually.
- 4) Ruby Radio worked in collaboration with NV Unemployment to place a physically handicapped adult to learn production skills. This person worked only 4 months before resigning. We continue to work with NV Unemployment to place other suitable candidates.

Program Analysis

Annually, Ruby Radio reviews the recruiting policies and practices, and the outcome of the actions. Efforts are made to recruit qualified candidates to all positions within the organization.

The analysis extends to an evaluation of salary scales, increases based on merit, benefits and the promotion of staff to positions of greater responsibility.

Ruby Radio continually reviews hiring practices and job structure to match the candidate's skill sets and the requirements of the workplace.

Name and Title of Person Who Prepared Report Alene Sutherland

Signature *Alene Sutherland*

Date 5/22/2021

Telephone 775-777-1196

EEO PUBLIC FILE REPORT

For the period beginning: June 1, 2021 and ending May 31, 2022
Name of Licensee: Ruby Radio Corporation

This Report covers the following employment units:

Call Sign	Facility ID	Class of Station	Community of License	LMA(yes/no)
KHIX	84869	FM	Carlin, NV	No
KUOL	164140	FM	Elko, NV	No
KBGZ	166019	FM	Spring Creek, NV	No

A. Full Time Hires

The following is a list of full-time positions filled and recruitment sources used for each position:

1. Job Title: Account Executive and AE Trainee

- Date Opened: on-going
- Date filled: Feb 2022, Mar 2022, Apr 2022
- Total # of Interviews:

Recruitment Source	# interviews
KHIX, KUOL, KBGZ, KBGZ HD 2, 3, 4 on-air	15
On line advertisement	4

2. Job Title: News Director

- Date Opened: Aug 2021, Feb 2022, Mar 2022
- Date filled: Aug 2021, Feb 2022, Mar 2022
- Total # of Interviews:

Recruitment Source	# interviews
KHIX, KUOL, KBGZ, KBGZ HD 2, 3, 4 on-air	4
On line advertisement	3

3. Job Title: Office Manager

- Date Opened: April 2022
- Date filled: April 2022, May 2022
- Total # of Interviews:

Recruitment Source	# interviews
KHIX, KUOL, KBGZ, KBGZ HD 2, 3, 4 on-air	2
On line advertisement	2

4. Job Title: IT Manager

- d. Date Opened: Sep 2021
- e. Date filled: Sep 2021
- f. Total # of Interviews:

Recruitment Source	# interviews
KHIX, KUOL, KBGZ, KBGZ HD 2, 3, 4 on-air	0
On line advertisement	0

Sources used:

- a. KHIX, KUOL, KBGZ, KBGZ HD 2, 3, 4 stations of Ruby Radio Corporation
- b. Ruby Want Ads.com
- c. Mass media sources: Indeed, Google, Linkin, ZIP Recruiter

Alene Sutherland Name and Title of Person Who Prepared Report
Alene Sutherland Signature May 19, 2022 Date 775-777-1196 Telephone