

EEO PUBLIC FILE REPORT

For the period beginning : June 1, 2018 and ending May 31, 2019

Name of Licensee: Ruby Radio Corporation

This Report covers the following employment units:

<u>Call Sign</u>	<u>Facility ID</u>	<u>Class of Station</u>	<u>Community of License</u>	<u>LMA(yes/no)</u>
KHIX	84869	FM	Carlin, NV	No
KZBI	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 Trainee

- Date Opened: Apr 2019
- Date filled: Jun 2019
- Total # of Interviews: 8

<u>Recruitment Source</u>	<u># interviews</u>
KHIX, KZBi, KBGZ, Z107, Coyote on-air	3
Posted at station	0
Website: Ruby Want Ads	2
Great Basin College Job Board and Career Fair	0

Sources used:

- Great Basin College, 1500 College Parkway, Elko, NV 89801
- KHIX, KZBi, KBGZ, Z107.7, True Country and Coyote are FM and HD stations of Ruby Radio Corporation
- Ruby Want Ads.com

Alene Sutherland

Name and Title of Person Who Prepared Report

Alene Sutherland

Signature

8/20/2019 Date

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EEO PUBLIC FILE REPORT NARRATIVE
Ruby Radio Corporation June 1, 2018 – May 31, 2019

Recruitment Activities

There are 10 full-time employees for the Elko stations of Ruby Radio. The following FCC recommended recruitment activities were engaged in during the period covered by this Report:

- 1) Ruby Radio Corporation co-sponsored and participated in job fairs with Great Basin College in April, 2019. Local businesses that participated represented healthcare, mining, public utilities, public safety and education industries. Two formal interviews resulted from the April Job Fair; one was a full time sales trainee and the other was a part time announcer trainee.
- 2) Ruby Radio Corporation has established extensive sales and technical training programs to meet the learning needs of personnel promoted to higher level positions. By increasing the employee's level of understanding and providing supervised practical techniques, during this review period, no staff members were promoted to positions of increased skill and responsibility.
- 3) 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.

During the review period, we had two female Account Executives participate in the sales training program.

- 4) Ruby Radio Corporation developed a written policy and procedure manual that is reviewed with each employee at the time of hire and annually. The company's policies, actions taken to meet federal equal opportunity requirements and prevent discrimination are discussed. Company policies including EEO practices are reviewed annually by the owners for compliance. The company policy and procedure manual was review in April 2019; no changes were made.

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.

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