

## EEO PUBLIC FILE REPORT

For the period beginning : June 1, 2017 and ending May 31, 2018.  
 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
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

- a. Date Opened: Aug 2017; Nov 2017; Jan 2018; and Apr 2018
- b. Date filled: Sep 18, 2017; Nov 13, 2017; Jan 8, 2018; Jan 16, 2018; and Apr 2, 2018
- c. Total # of Interviews: 9

Recruitment Source	# interviews
KHIX, KZBi, KBGZ, Z107, Coyote on-air	1
Posted at station	0
Website: Ruby Want Ads	10
Great Basin College Job Board and Career Fair	1
Indeed.com	50

Sources used:

- a. Great Basin College, 1500 College Parkway, Elko, NV 89801
- b. [Indeed.com](http://Indeed.com): recruiting website specific to local area and job skills
- c. KHIX, KZBi, KBGZ, Z107 and Coyote are FM and HD stations of Ruby Radio Corporation

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 Alene Sutherland Name and Title of Person Who Prepared Report

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*Alene Sutherland* Signature 5/26/2018 Date

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 775-777-1196 Telephone

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**EEO PUBLIC FILE REPORT NARRATIVE**  
**Ruby Radio Corporation June 1, 2017 – May 31, 2018**

**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 on April 12, 2-18. Local businesses that participated represented healthcare, mining, public utilities, public safety and education industries. One formal interview resulted from the April Job Fair.
- 2) Ruby Radio Corporation has developed two internship programs in collaboration with Great Basin College for sales trainees and technical trainees. They are designed to introduce the student to the various aspects of radio station operations with guided learning through a prescribed curriculum. During the review period, three sales trainees started the sales program.
- 3) Ruby Radio Corporation has established an extensive training program 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.

Ruby Radio Corporation has developed an intensive training program focused on our need to fill sales positions. The program consists of didactic and skill development through mentoring by Administration and experienced sales staff. During the review period, we had five Account Executives participate in the sales training program; two female.

- 4) Ruby Radio Corporation has established a mentoring program for newly hired on-air personnel. 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.
- 5) 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 update in April 2018. All employees received a new edition.

**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.

Alene Sutherland	Name and Title of Person Who Prepared Report
<i>Alene Sutherland</i>	Signature
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