

EEO PUBLIC FILE REPORT

For the period beginning : June 1, 2015 and ending May 31, 2016.

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: News Director
 - a. Date Opened: 11/15/2015
 - b. Date filled: 12/21/2015
 - c. Total # of Interviews: 1

| Recruitment Source | # interviews |
|---------------------------------------|--------------|
| KHIX, KZBi, KBGZ, Z107, Coyote on-air | 0 |
| Posted at station | 0 |
| Website: Ruby Want Ads | 0 |
| Great Basin College | 0 |
| Nevada State College | 0 |
| Allaccess.com | 2 |

2. Job Title: Chief Engineer
 - a. Date Opened: 3/1/2015
 - b. Date filled: 6/29/2015
 - c. Total # of Interviews: 5

| Recruitment Source | # interviews |
|---------------------------------------|--------------|
| KHIX, KZBi, KBGZ, Z107, Coyote on-air | 0 |
| Posted at station | 0 |
| Website: Ruby Want Ads | 0 |
| Allaccess.com | 15 |
| New Bay Media | 2 |

3. Job Title: Account Executive Trainee
 - a. Date Opened: 8/3/2015
 - b. Date filled: 9/14/2015
 - c. Total # of interviews: 2
 - d.

| Recruitment Source | # interviews |
|---------------------------------------|--------------|
| KHIX, KZBi, KBGZ, Z107, Coyote on-air | 6 |
| Posted at station | 0 |
| Website: Ruby Want Ads | 5 |
| Great Basin College | 0 |
| Nevada State College | 0 |

4. Job Title: Account Executive Trainee
- a. Date Opened: 9/21/2015
 - b. Date filled: 10/5/2015
 - c. Total # of Interviews: 2

| Recruitment Source | # interviews |
|---------------------------------------|--------------|
| KHIX, KZBi, KBGZ, Z107, Coyote on-air | 4 |
| Posted at station | 0 |
| Website: Ruby Want Ads | 5 |
| Great Basin College | 0 |

Sources used:

- a. Great Basin College, 1500 College Parkway, Elko, NV 89801
- b. Nevada State College, 1125 Nevada State Drive, Henderson, NV 89002
- c. www.allAccess.com: recruiting website for broadcast industry
- d. New Bay Media, 28 East 28th Street, 12th Floor, New York, NY 10019
- e. KHIX, KZBi, KBGZ, Z107 and Coyote are FM and HD stations of Ruby Radio Corporation

 Alene Sutherland Name and Title of Person Who Prepared Report

Alene Sutherland Signature 6/1/2016 Date

 775-777-1196 Telephone

EEO PUBLIC FILE REPORT NARRATIVE
Ruby Radio Corporation June 1, 2015 – May 31, 2016

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 a job fair with Great Basin College on September 17, 2015. Local businesses that participated represented healthcare, mining, public utilities, public safety and education industries. No formal interviews resulted from the 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, two 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. Each Account Executive has completed an on-line sales training program provided by Radio Advertising Bureau. The Account Executive is given a certification upon successfully completing the program. During the review period, we had two Account Executives participate in the sales training program; one male and one 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 formatics, 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.

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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| <u>Alene Sutherland</u> | Name and Title of Person Who Prepared Report |
| <u><i>Alene Sutherland</i></u> | Signature 6/1/2016 Date |
| <u>775-777-1196</u> | Telephone |
