

EEO PUBLIC FILE REPORT NARRATIVE
Ruby Radio Corporation June 1, 2019 – May 31, 2020

Recruitment Activities

There are 7 full-time and 2 part-time employees at 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 that resulted in 1 hire in June 2019. Local businesses that participated represented healthcare, mining, public utilities, public safety and education industries.
- 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. We have used an outside on-air trainer for programming trainees.
- 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, one Production Assistant/PT On-air Announcer participated in the 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 is reviewed annually.

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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