

2006 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LLC.

Stations in Employment Unit:

KXBX, AM Lakeport, CA
KXBX, FM, Lakeport, CA
KNTI, FM, Lakeport, CA
KQPM, FM, Ukiah, CA
KUKI FM, Ukiah, CA
KUKI AM, Ukiah, CA
KLLK AM, Willits, CA
KDAC AM, Fort Bragg, CA

This report for the employment unit of Bicoastal Media, covers the period between July 21, 2005 and July 21, 2006

During the Reporting Period, a total of eight full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

BROAD OUTREACH
AND INITIATIVES

Stations: KXBX (AM), KXBX (FM). KNTI (FM), KQPM (FM)
KUKI (FM) KUKI (AM) KLLK (AM) KDAC (AM)
(list all that are included within Employment Unit)

Communities of License: Lakeport, Ukiah, Willits, Fort Bragg California

Date of Annual Report: July 21, 2006
(enter the anniversary of the date the renewal application must be filed, which is four months prior to expiration of license)

No. of Full-time Employees: 5 – 10 _____ / More than 10 X _____
(check the number that applies)

Small Market Exemption: Yes

*In a **two-year** period an Employment Unit with more than 10 full-time employees must engage in at least four of the initiatives or events listed in FCC Rule 73.2080(c)(2). If the Employment Unit has 5 – 10 full-time employees or is located in a smaller market,¹ it must engage in at least two initiatives or events.*

Since the reporting period of, the Employment Unit has engaged in:

INITIATIVE	DESCRIPTION
Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	Mendocino Community College and Yuba College campuses have been approached to send students interested in a radio broadcasting career. Currently, neither school has a broadcast curriculum. Area High Schools send job shadow students once or twice per semester, annually. The students spend 3 hours shadowing one of the DJs. Sometimes the High Schools send three students at a time. Approximately 8 students attended this past year. The licensee has an on-going “open” intern program for any student, college or high school, interested in learning the radio industry.
Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	The licensee has hired one office/production assistant. Since August 1, 2005. The office assistants undergo extensive hands on training to include but limited to, traffic insertion, billing,

¹ A “smaller market” is a metropolitan area with a population of fewer than 250,000, and any area outside all metropolitan areas as defined by the Office of Management & Budget.

for higher level positions.

Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

accounts receivable data entry, filing, website management, daily logs, and telephone skills. Since August 1, 2005, the licensee has also hired two sales Account Executives. The Account Executive undergoes extensive training to include but not limited to how to conduct initial contact with prospective advertisers, conduct the initial fact finding meeting, write proposals, write orders, write copy for commercials and sell advertising to prospective local and regional businesses.

The management team holds weekly sales/training meetings.

Placed an ad with Inside Radio, The California Broadcasters Associations and The Oregon Association of Broadcasters advertising for a Sales Manager and Market Manager.

Attends Chamber of Commerce functions, Lions, Rotary Club and other networking Functions.

Held a job fair as part of the Lake County Fair at the Lake County Fairgrounds. Making the public aware of employment opportunities with our company.

RECRUITING SOURCES USED

Use Separate Sheet for Each Opening

Job Title of Position: Account Executive Date of Hire: 12/12/05 & 5/1/06 Page 1 of 1

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St. Lakeport, Ca	Leslie Firth	707-263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, Ca	Kevin McConnell	707-468-3533
Bicoastal Media	N	140 North Main, Lakeport, Ca.	George Feola	707-263-6113
Mendocino Community College	N	Various Locations		
Yuba College	N	Various Locations		
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240 Portland Oregon, 97223	Bill Johnstone	503-443-2299
California Association of Broadcasters	N	915 "L" Street, Suite 1150 Sacramento, CA 95814	Stan Statham	(916) 444-2237
Sacramento State Career Center	N	6000 J Street Lassen Hall Rm 2000 Sacramento California 95814	Electronic Posting/On going	916-278-6231

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).

Retain for each position filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

RECRUITING SOURCES USED

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Job Title of Position: Office Asst/Prod Asst Date of Hire: 5/1/06 Page 1 of 1

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

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Yuba College	N	Various Locations		
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240 Portland Oregon, 97223	Bill Johnstone	503-443-2299
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Job Title of Position: Controller

Date of Hire: 06/17/06

Page 1 of 1

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

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Job Title of Position: Production Manager Date of Hire: 3/23/06 Page 1 of 1

List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

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