

2018 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses, LLC Lakeport/Ukiah, CA Employment Unit

Station(s): KXBX(AM), Lakeport, CA
KXBX-FM, Lakeport, CA
KNTI-FM, Lakeport, CA
KQPM-FM, Ukiah, CA
KUKI(AM), Ukiah, CA
KLLK(AM), Willits, CA
KDAC(AM), Fort Bragg, CA

Reporting Period: July 22, 2017 – July 21, 2018

No. of Full-time Employees: Between 5 – 10

Small Market Exemption: Yes

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

The stations partnered with the EDD and Career Point Lake in the local Job Fair on November 8, 2017. The event was held at the American Legion Hall in Clearlake, Ca. Job Fair staffed by Operations Manager and Sales Manager.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

General staff receives training in the operation of EAS system and how to operate. Operations staff receives training in general radio station management, including revenue development and procedure. Sales Manager receives training in hiring practices, commissions, payroll and budget development. This training helps promote advancement within the company.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

The Stations are actively involved in most of the biggest community events throughout the year. We constantly strive to educate the public during these events about radio employment opportunities, to partner with events/promotions, and to create growth in local businesses by creating job opportunities, such as:

August 4 - August 5, 2017 - Hosted a booth at the Redwood Empire Fair (Mendocino County) to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

September 1 – September 2, 2017 – Hosted a booth at the Lake County Fair at the Lake County Fairgrounds to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

Booths at both fairs were staffed by one on-air personality, account executives and Sales Manager throughout all above listed days of the fairs.

***Listed** each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

All full-time job openings are posted with the California Broadcasters Association and Oregon Association of Broadcasters.

*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.*

Monthly Chamber of Commerce meetings/events at rotating locations are attended by (at least) one station employee who represents Bicoastal Media and discusses any current employment opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/9/17	Account Executive	Bicoastal On-Air Commercials
2/26/18	Account Executive	Indeed.com
3/12/18	Account Executive	Walk-In
5/1/18	General Manager	All-Access.com
7/2/18	Account Executive	Bicoastal Media Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 16

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Radio/Bicoastal Media Stations	8
Bicoastal Media Website	4
Indeed.com	2
All-Access.com	1
Craigslist	1

RECRUITING SOURCES USED

The following sources were contacted for all full-time job openings.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Oregon Assoc. of Broadcasters	N	7150 Hampton St. Suite 240, Portland, OR 97223	Keith Shipman	503-443-2299
Craigslist	N	Craigslist, Humboldt, SF Bay Area, Chico, Mendocino	N/A	
Indeed.com	N	Indeed.com	N/A	
California Broadcasters Assoc.	N	915 "L" Street, Suite 1150, Sacramento, CA 95814	Stan Statham	916-444-2237
Facebook	N	Facebook.com	N./A	
Bicoastal Media radio announcements	N	140 N. Main St. Lakeport, CA 95453	Sean Beken	707-263-6113

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