

# 2009 ANNUAL EEO PUBLIC FILE REPORT

## BICOASTAL MEDIA LICENSES II, LLC

Stations in Employment Unit: KATA(AM), Arcata, CA  
KGOE(AM), Eureka, CA  
KFMI(FM), Eureka, CA  
KRED-FM, Eureka, CA  
KKHB(FM), Eureka, CA

Reporting Period: July 22, 2008 – July 21, 2009

No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, a total of 2 full-time positions were filled. 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.*

Co-sponsored with College of the Redwoods a Career in Technical Education Showcase presented on campus Saturday Dec 6, 2008. Promotions Director participated.

*Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.*

Bicoastal Media established an Internship Program. One Intern worked at the Stations between October 2008 and May 2009, approximately 12 hours per week. During this period, she earned college credit at Humboldt State University, Arcata, CA. She was trained in commercial audio production as well as such diverse areas as proposal writing and how to set up a remote broadcast.

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

Since October 1 2008, the licensee has hired one Account Executive. Account Executives undergo extensive training to acquire skills in areas including reaching out to potential new clientele, marketing consultation and planning, proposals, scheduling, and copy writing.

On May 21, 2009, the licensee presented an on line development webinar for the entire full-time sales staff.

The licensee's office assistant underwent extensive hands on training during the reporting period on broadcast topics including traffic, billing, accounts receivable, public service coordination and audio production.

The licensee's management team holds bimonthly training sessions designed to help staff become more knowledgeable in all areas of commercial broadcasting.

*Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.*

May 5, 2009 - Blue Ox May Days, a benefit for KKDS-LP, Eureka, CA. Blue OX School operates the non-profit student run radio station for the purpose of educating students in broadcasting. All 5 stations owned by Bicoastal Media, Eureka/Arcata promoted the date and time of the event on the air. KFMI Morning DJ and Promotions Director spoke at the event about various opportunities in radio broadcasting.

*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.*

Account Executive and Market Manager positions were posted to websites of both the California Association of Broadcasters and the 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.*

Licensee hosts a weekly Summer Concert series June through August where brochures regarding local radio and broadcast opportunities are made available at our table near the main entrance.

Station staff routinely attends monthly networking events at Eureka Chamber of Commerce. These events are used to disseminate information regarding employment opportunities with our employment unit.

Station staff attends weekly meetings of the local Fortuna, CA Chapter of Business Networking International. These events are used to disseminate information regarding employment opportunities with our employment unit.

**LIST OF POSITIONS FILLED**

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/06/2008	Account Executive	Eureka Reporter
9/26/2008	General Manager	Bicoastal Media Station Website

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 28

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Eureka Reporter	4
Bicoastal Media On-Air Announcements	3
Caljobs	4
Networking	6
CBA	0
OAB	2
TVandRadiojobs.com	0
Station websites	4
Bicoastal Media Company Website	5

**RECRUITING SOURCES USED**

Job Title of Position: Account Executive    Date of Hire: 10/6/2008

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Eureka Reporter	N	215 4 <sup>th</sup> Street, Eureka	Judy Pollace	707-476-8000 classifieds@EurekaReporter.com
Bicoastal Media On Air Announcements	N	5640 S. Broadway, Eureka	Victoria Bennington	707-442-2000 Victoria@Bicoastalmedia.com
Caljobs	N	EDD Job Listings	N/A	Caljobs.ca.job
California Broadcasters Association	N	915 L Street, Suite 1150 Sacramento, CA	Job Bank	Cabroadcasters.org 916-444-2237
Oregon Association of Broadcasters	N	7150 SW Hampton St., Suite 240, Portland, OR 97223	Job Bank	503-443-2299 Theoab.org

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

Job Title of Position: General Manager      Date of Hire: 9/26/2008

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Eureka Reporter	N	215 4 <sup>th</sup> Street, Eureka	Judy Pollace	707-476-8000 classifieds@EurekaReporter.com
Bicoastal Media Website	Y	One Blackfield Drive #333, Tiburon, CA.	Kevin Mostyn	415-789-5035 Kevin@Bicoastalmedia.com
California Broadcasters Association	N	915 L Street, Suite 1150 Sacramento, CA	Job Bank	Cabroadcasters.org 916-444-2237
Oregon Association of Broadcasters	N	7150 SW Hampton St., Suite 240, Portland, OR 97223	Job Bank	503-443-2299 Theoab.org
TVandRadiojobs.com	N	N/A	Job Bank	Tvandradiojobs.com

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

Note: The Eureka Reporter is no longer in business.