

2010 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, 2009 – July 21, 2010

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

During the Reporting Period, a one full-time position was 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):

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

Operations Manager and Production Manager participated in Job Fair August 26, 2009, at Humboldt State University Campus.

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

Along with The Job Market, co-sponsored The Redwood Coast Green Opportunity Fair presented on College of the Redwoods Campus Friday March 19, 2010. Stations aired on air announcements to promote attendance and broadcast live in-studio interviews with organizers.

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

Since June 21 2010, the licensee has hired one Account Executive. The Account Executives undergo extensive training to acquire skills in areas including reaching out to potential new clientele, marketing consultation and planning, proposals, scheduling, copy writing, etc.

On August 20, 2009 the licensee presented a Consumer Insights & Analysis webinar for the

entire full time sales staff.

The licensee's office assistant underwent extensive hands on training 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 at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

May 5, 2010/Blue Ox May Days-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 advertised to the public via radio the date and time of the event. 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.

All upper-level category positions were posted with the California Association of Broadcasters and the Oregon Association of Broadcasters.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.

On April 21, 2010 Office Manager attended "Workplace 2010 For Employers and Business Owners" presented by the Northcoast Employer Advisory Council in partnership with the Employment Development Department.

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 weekly Summer Concert June through August series 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 designed to disseminate information regarding employment opportunities with our employment unit.

Station staff attends weekly meetings of the local

Fortuna, CA Chapter of BNI-Business Networking International. These events are designed to disseminate information regarding employment opportunities with our employment unit.

Hosted students for March 10, 2010 Arcata High School Career & College Center Job Shadow Program.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
6/23/2010	Account Executive	Bicoastal Media Station on-air ads.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 14

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Humboldt Beacon	0
Redwood Times	0
Tri-City Weekly	0
Eureka Times-Standard	1
Bicoastal Media On-Air Announcements	10
Caljobs	1
Networking	2
Bicoastal Media Company Website	0

RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 6/23/2010

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Humboldt Beacon	N	930 6 th Street, Eureka	Michael Rude	707-441-0556 mrude@times-standard.com
Redwood Times	N	930 6 th Street, Eureka	Michael Rude	707-441-0556 mrude@times-standard.com
Tri-City Weekly	N	930 6 th Street, Eureka	Michael Rude	707-441-0556 mrude@times-standard.com
Eureka Times-Standard	N	930 6 th Street, Eureka	Michael Rude	707-441-0556 mrude@times-standard.com
Bicoastal Media On Air Announcements	N	5640 S. Broadway, Eureka	Victoria Bennington	707-442-2000 Victoria@Bicoastalm edia.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.