

# 2009 ANNUAL EEO PUBLIC FILE REPORT

## BICOASTAL MEDIA LICENSES, 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

Date of Annual Report: July 22, 2008 to July 21, 2009

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

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

### BROAD OUTREACH INITIATIVES

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

INITIATIVE	DESCRIPTION
<i>Participated in a job fair by station personnel who have substantial responsibility in making hiring decisions.</i>	April 8, 2009 - Participated in a Job Fair at Konocti Vista Casino Resort and Marina. Provided employment information and accepted applications for future employment opportunities. Job fair was staffed by two Account Executives.
<i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	Area High Schools sent job shadow students once or twice per semester during the school year. The students spend 3 hours shadowing one of the DJs at the Stations. Sometimes the High Schools send three students at a time. Approximately 8 students participated during the reporting period.

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

The licensee hired one office/production assistant during the reporting period. Since August 1, 2008, the office assistant received extensive hands-on training in such areas as traffic insertion, billing, accounts receivable data entry, filing, website management, daily logs, and telephone skills.

Since August 1, 2008, the licensee hired two Account Executives. The Account Executives undergo extensive training on, for example, 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.

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

August 28, 2008 thru September 1<sup>st</sup> 2008 – 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. Booth was staffed by one on air Personality and one account Executive all four days of the fair.

*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 Associations and The Oregon Association of Broadcasters.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
09/15/08	Account Executive	Lake County Record Bee newspaper
12/30/08	Office Assistant	Lake County Record Bee newspaper
06/08/09	Account Executive	Ukiah Daily Journal

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 29

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio Advertising	15
Lake County Record Bee newspaper	2
Ukiah Daily Journal	8
Chamber Mixers	4

## 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
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	Alan Mathews	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.