

## 2011 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, 2010 – July 21, 2011

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

During the Reporting Period, a total of 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 a Job Fair August 26, 2010 at Humboldt State University Campus.

Business Manager and Operations Manager participated in a Job Fair February 18, 2011 at the 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 Women Entrepreneurs Institute, co-sponsored The WEI's Annual Educational Summit and Business Expo at the Fortuna River Lodge on Saturday March 12, 2011. The stations aired 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.*

The licensee hired a Assistant Production Director on June 1, 2011. The Assistant Production Director has undergone extensive training to acquire skills in areas including station programming, audio editing, FCC rules & regulations, client relations, etc.

On January 19, 2011 the licensee presented a Creating Commercial Copy That Get's Results RAB webinar for the entire full time staff.

On February 17, 2011 the licensee presented a Succeeding In a Challenging Economy RAB webinar for the entire full time staff.

On March 24, 2011 the licensee presented a The Sale is You live roundtable seminar for the entire full time staff.

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

*Participated in 4 events or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

November 26 and 27, 2010/Craftsman's 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 and broadcast live in-studio interviews with students and organizers of the event.

May 5, 2011/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 and broadcast live in-studio interviews with students and organizers of the event.

Hosted at least two students for March 9, 2011  
Arcata High School Career & College Center Job  
Shadow Program.

Hosted at least two students for March 17, 2011  
Freshwater School Job Shadow Program.

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

On April 20, 2011 Business Manager attended “Workplace 2011 – Employment Law Updates” 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 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 enable our staff 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 enable our staff to disseminate information regarding employment opportunities with our employment unit.

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#### LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE                     | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|-------------------------------|------------------------------------|
| 6/1/2011     | Assistant Production Director | Caljobs                            |

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 8

| Recruitment Sources Used in Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Eureka Times-Standard                        | 3  |
| Caljobs                                      | 5  |

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## RECRUITING SOURCES USED

Job Title of Position: Assistant Production Director

Date of Hire: 6/01/2011

| REFERRAL SOURCE       | * | ADDRESS OF SOURCE                  | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE    |
|-----------------------|---|------------------------------------|--------------------------|--|
| Eureka Times-Standard | N | 930 6 <sup>th</sup> Street, Eureka | Michael Rude             | 707-441-0556<br>mrude@times-standard.com |
| Caljobs               | N | EDD Job Listings                   | N/A                      | Caljobs.ca.job                           |

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