

2019 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LICENSES II, LLC - Eureka & Arcata Employment Unit

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, 2018 – July 21, 2019

No. of Full-time Employees: Less than 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):

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

Operations Manager and Business Manager participated in a Job Fair August 22, 2018 at Humboldt State University Campus.

Operations Manager and Business Manager participated in a Job Fair February 14, 2019 at the Humboldt State University Campus.

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

The licensee's General Manager and Sales Manager attended Digital Products and Sales Training Workshop presented by Bicoastal Media's Corporate Director of Digital Marketing on June 12, 2019.

The licensee's General Manager, Sales Manager and Director of Digital Marketing presented "Digital Training, Billing and Implementation" to entire sales staff on July 8th, 2019.

The licensee's General Manager and Business Manager provided training to an Operations Assistant to qualify him for a higher level position between the dates of January 24, 2019 to present.

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

Hosted at least two students for March 15, 2019 Freshwater School World of Work Job Shadow Program. Students shadow the Morning Disc Jockey.

The licensee's General Manager participated in the 2018-2019 months long Humboldt County Office of Education "Innovate" Program in which local high school teens are prepped with skills including media marketing for proposed business models.

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

The licensee's General Manager and Business Manager attended HR Training in Workman's Compensation/Restricted Duties presented by Bicoastal Media's Corporate Human Resources Director on September 4, 2018.

On January 25th, 2019 General Manager, Business Manager and Operations Manager completed two hour on-line "Harassment/Discrimination/Retaliation Training for Supervisors" covering sexual harassment, discrimination and retaliation.

On April 17, 2019 Business Manager attended "Labor Law Update, Drugs in the Workplace, and the Me Too Movement" presented by EDD.

*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.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
4/24/2019	On Air Personality	Bicoastal Media Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 17

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
On air recruitment	0
Indeed	15
NAACP	0
H.S.U. Job Fair 2/14/2019	0
Bicoastal Media Website	2
Alliance for Women in Media	0
Caljobs	0
Craigslist	0

RECRUITING SOURCES USED

The sources listed below were used to recruit for all fulltime openings.

Job Title of Positions: On Air Personality

Dates of Hire: 4/24/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
On air recruitment ESPN 1340 KATA, KRED, KFMI, KKHB, KGOE	N	5640 South Broadway, Eureka	Victoria Bennington	707-442-2000 victoria@bicoastalme dia.com
Indeed	N	www.indeed.com 6433 Champion Grandview Way, Bldg 1, Austin, TX 78750	N/A	1-800-430-6955 www.indeed.com

Bicoastal Media Website	N	Bicoastalmedia.com	Mike Wilson	707-442-2000
NAACP	N	www.naacpjobfinder.com/recruiters	N/A	888-281-9066 www.naacpjobfinder.com/recruiters
Alliance for Women in Media	N	2365 Herrodsburg #A325 Lexington, KY 40504	N/A	www.allowmeinmedia.org
Caljobs	N	Caljobs	N/A	707-441-5627 www.Caljobs.ca.gov
Craig's List Humboldt County	N	www.craigslist.org	N/A	www.craigslist.org

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