

## 2022 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, 2021 – July 21, 2022
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

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

The licensee co-sponsored The Humboldt County Office of Education Job Fair April 27, 2022. The General Manager and the Ops Manager participated virtually.

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

The licensee's General Manager, Chief Operator and Promotions Director participated in the Broadcast Electronics Training Seminar for their Audio Vault Automation System September 1, 2021.

The licensee's General Manager, Sales Manager and sales staff attended a Digital Marketing Training Seminar October 12, 2021. Attendees learned about digital opportunities to qualify for higher level positions in a new product field.

The licensee's General Manager, Promotions Director, Sales Manager and entire staff attended the St. Jude Radiothon Online Summit presented from Memphis, TN January 13, 2022. The staff

learned about St. Jude protocols, new sponsorship opportunities and non-profit fundraising.

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

The licensee’s General Manager participated in the 2022 Humboldt County Office of Education’s Innovate Challenge Program March through May 2022 in which local high school students are prepped with entrepreneurial skills including business plans, budgets and marketing. Students have the opportunity to create their own businesses.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

The licensee hosted a weekly Summer Concert Series June 15 – July 21, 2022. Brochures regarding local radio and broadcast opportunities were presented at the table on site near the main entrance. The General Manager, Sales Manager, Jock staff and Sales Department participate in each event rotationally.

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

The licensee’s General Manager, Sales Manager and Chief Operator Attended an FCC Compliance Training Seminar on April 14, 2022. **[IT WAS POLITICAL COMPLIANCE]**

*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.*

Station staff routinely attended online, then on site monthly networking events for the Eureka and Mckinleyville Chambers of Commerce. These events enable our staff to disseminate information regarding employment opportunities with our employment unit.

Hiring Source: Indeed.

Outreach: Indeed, Craigslist, CalJobs, Bicoastal Media Website

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
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3/14/22	Business Manager	Indeed
7/18/22	General Manager	Small Market Radio Network

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed 19 applicants	7
Bicoastal.Media Website 2 applicants	2
Cragstlist.com 2 applicants	0
Cal Jobs 0 applicants	0
Facebook Small Market Radio Network 1	1
LinkedIn (gm only) 3 applicants	1
<b>Total Number of Persons Interviewed during the Reporting Period:</b>	<b>11</b>

RECRUITING SOURCES USED

Job Title of Position: Business Manager      Date of Hire: 3/14/22

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	Employer.indeed.com/posting	On line	
Craigslist	N	accounts.craigslist.org/login/home	On line	
CalJobs	N	www.caljobs.ca.gov	On line	
Bicoastal Web site	N	https://bicoastal.media/city/eureka/		https://selectproduct.paperform.co/

\* 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: 7/18/22

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cal Jobs	N	Systemalert@geosolinc.com	On line	
Craigslist	N	accounts.craigslist.org/login/home	On Line	
Indeed	N	Employer.indeed.com/posting	On line	
FB Small Market Radio Network	N		On line	

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