

2016 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses II, LLC Crescent City, CA Employment Unit

Stations: KPOD(AM), Crescent City, CA
KPOD-FM, Crescent North, CA
KCRE-FM, Crescent City, CA

Reporting Period: July 22, 2015 – July 21, 2016

No. of Full-time Employees: Between 5 & 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):

*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 Stations partnered with the Workforce Center/Rural Human Services in the Coastal Job Fair April 6th, 2016. The event was held at the Del Norte County Fairgrounds, Crescent City. The fair was hosted by Rural Human Services Work Force Center, Crescent City. Stations participated as co-host, vendor and provided live remotes from the event.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

The Stations present a weekday program entitled “Hot Jobs” offering the latest employment opportunities in the community. We partner with the Del Norte Work Force Center, Rural Human Services and local businesses by offering a daily radio report (Mondays & Tuesdays at 9:50am) of current job openings and job training opportunities. The Hot Jobs Program includes JOB FINDER TIPS OF THE WEEK provided by the Del Norte Work Force Center. It is an educational segment which airs 6 times per week on our Bicoastal Media Radio Stations, following the weekly listing of HOT JOBS.

The Stations partnered in promoting Del Norte High School Internships available during the Sept. 2015-June 2016 school year offered through area businesses by airing a series of on air interviews, news stories and public service announcements.

The Stations partner in promoting the revised Job Finders Workshop Trainings July 2015 to July 2016. These workshops are a customized training for each individual looking for employment, based on their needs, and is offered through the year, rather than specific dates. The stations provide on air interviews with the Job Finders instructor, focusing on gaining employment in difficult economic times, especially for women and minorities in the community.

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

The Digital Sales Manager participated in the Helping Small Businesses Grow workshop, led by the Northern California Procurement Technical Assistance Center at the Del Norte Resource Center, 494 Pacific Avenue, Crescent City on January 8, 2016.

The General Manager attended a Microsoft Excel Basics one day seminar, and passed the course on September 28, 2016 offered by PARK University Enterprises, Inc in Eureka, CA.

The Office Assistant attended the CPS Examination Services training for State of California Notary Public certification December 9, 2015 in Rohnert Park, California. She passed the course and obtained certification.

The Sales Team participated in a series of Broadcast Sales training on February 17, 2016 and May 18th, 2016 via webinar at the studios.

The Sales and Talent Team participated in a Social Media Advancements Training March 17, 2016 via webinar at the studios.

The Sales and Talent Team participated in a Time Management Training April 7, 2016 via webinar at the studios.

The General Manager, Operations Manager and Office Manager participated in a series of 'Better Management' training on March 16, 2016 and June 15, 2016 via webinar at the studios.

All staff was required to attend training on stopping sexual harassment, and an annual update on labor laws and opportunities for advancement within the industry. The program was held at the studios and presented by the General Manager on April 20, 2016.

The General Manager, Operations Manager and Office Assistant attended a one day workshop on Managing Communications During Coastal Power Outages September 23, 2015 at Coos Curry Electric in Brookings, Oregon.

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

Stations participated in the Del Norte High School Career Planning Day, January 20th, 2016 at Del Norte High School 1301 El Dorado, Crescent City, CA. Station Manager and Operations Manager presented students with 'Radio and Broadcasting Career Opportunities' followed by a Q & A session with 18 students.

1 High School youth participated in the High School Job Training & Intern Day on April 13 2016. Youth interest was defined as the broadcast industry. The job shadow program covered the basics of the broadcasting industry from sales and marketing to talent and operations.

All three stations partnered with the Summer Youth Training Academy, hosted by Building Healthy Communities and Youth Training Academy. The summer program runs July 7th-August 12th, 2016. Stations provided publicity, social media coverage and on air interviews in addition to hosting 'Media' training for 13 students at the studios July 20th 2016.

All three stations partnered with the Del Norte County Unified School District's Workability 1-Transition Partnership Program, assisting high school students to transition into the workforce. The Program is on-going through September 30, 2016. The stations provided on air interviews and educational messaging to promote the program.

All three stations partnered in the Building Healthy Communities Youth Media Session July 12, 2016 at the studios. 7 Students participated in radio voice over training and production for educational outreach messages.

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

The Stations are actively involved in most of the biggest community events throughout the year. We constantly strive to educate the public during these events about radio employment opportunities, to partner with events/promotions, and to create growth in local

businesses by creating job opportunities, such as:

1. The Stations sponsored/partnered with the Chamber of Commerce: Economic Summit-Northern California on April 29, 2016, presented by the Del Norte County Chamber of Commerce at the Elk Valley Rancheria Community Center-Crescent City. The General Manager and sales staff hosted a booth providing information about potential broadcasting employment opportunities.
2. Major Sponsor/Partner with American Cancer Society – hosting Relay for Life events in Crescent City, CA, July 15 and July 16 2016. General Manager on site with brochures promoting the radio industry and potential broadcast employment opportunities.

*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.*

All three stations partnered in the Crescent City-Del Norte County Chamber of Commerce regional Seminar and Awards night. January 23, 2016 at the Howenquet Hall in Smith River, CA. Stations provided information about the broadcast industry and potential career opportunities.

The stations were involved in the following emergency preparedness activities, which serve to highlight the role of radio in the community:

1. The General Manager and News Team participated in the PIO Crisis Communication and Social Media Training. The General Manager was the media representative for local radio and the role “radio” plays during community disasters. Approximately 20 agencies were involved in the exercise and were exposed to industry information and broadcast opportunities. Brochures regarding potential broadcast employment opportunities were made available at the event held at the CFPD Fire Hall, Washington Blvd, Crescent City and the Crescent City Airport on April 21, 2016.
2. Monthly Chamber of Commerce meetings at rotating locations are attended by (at least) one station employee per month who represents Bicoastal Media and discuss current employment opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/20/15	Office Assistant	Both the Del Norte Triplicate (newspaper) and Radio announcements
05/20/16	Sales	Radio announcements

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 16

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Radio/Bicoastal Media Stations	9
Bicoastal Media Company Website	1
Del Norte <i>Triplicate</i> newspaper & Curry Coastal Pilot	4
Del Norte Workforce Center	2

RECRUITING SOURCES USED

The following sources were contacted for the full-time opening as Office Assistant:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Del Norte Workforce Center	N	286 M Street Crescent City, CA 95531	Christy Hernandez	(707) 464-8347
<i>Daily Triplicate</i>	N	312 H Street Crescent City, CA 95531	Emily/Classifieds	(707) 464-2141
<i>Curry Coastal Pilot</i>	N	507 Chetco Avenue Brookings, OR 97415	Emily/Classifieds	(541) 469-3123
College of the Redwoods-Del Norte	N	883 West Washington Blvd Crescent City, CA 95531	Dan/Reception	(707) 465-2300
On air Announcements on Bicoastal Media Radio stations KCRE/KPOD	N	1345 Northcrest Drive Crescent City, CA 95531	Rene' Shanle-Hutzell	(707) 464-9561 Rhutzell@bicoastalm edia.com
The Bicoastal Media Company website	N	Bicoastalmedia.com	Bryce Burtner	541-772-4170 Bryce@bicoastalmed ia.com

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

RECRUITING SOURCES USED

The following sources were contacted for the full-time opening in Sales:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The Bicoastal Media Company website	N	Bicoastalmedia.com	Bryce Burtner	541-772-4170
On air Announcements on Bicoastal Media Radio stations KCRE/KPOD	N	1345 Northcrest Drive Crescent City, CA 95531	Rene’ Shanle-Hutzell	(707) 464-9561 Rhutzell@bicoastalm edia.com
California Broadcaster’s Association	N	Yourcba.com On line posting		Yourcba.com On line posting
College of the Redwoods-Del Norte	N	883 West Washington Blvd Crescent City, CA 95531	Dan/Reception	(707) 465-2300
Del Norte Workforce Center	N	286 M Street Crescent City, CA 95531	Christy Hernandez	(707) 464-8347
Daily Triplicate	N	312 H Street Crescent City, CA 95531	Emily/Classifieds	(707) 464-2141
Curry Coastal Pilot	N	507 Chetco Avenue Brookings, OR 97415	Emily/Classifieds	(541) 469-3123
Coastal Job Faire	N	421 Hwy 101 Crescent City, CA 95531	Workforce Center Christy Hernandez	(707) 464-7441

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

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