

2007 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA, LLC

Stations in Employment Unit:

KATA-AM, Arcata, CA
KGOE-AM, Eureka, CA
KFMI-FM, Arcata, CA
KRED-FM, Eureka, Ca
KKHB-FM, Eureka, CA

Reporting Period: July 22, 2006 through July 21, 2007

No. of Full-time Employees: More than 10

Small Market Exemption: Yes

During the reporting period a total of five full time positions were 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):

Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

The stations participate in Broadcasters Training Network, an industry-operated apprenticeship training program designed to find, train and develop aspiring new broadcasters. One person was trained in on-air broadcasting, operations, and production from April 1st 2007 to July 22, 2007 (on-going) average hours 20 per week.

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

The licensee has hired a part-time Operations Assistant April 4, 2007. This assistant has and still is undergoing extensive hands-on training including but not limited to audio production, transmitter readings, live board operation, programming, filing, telephones, etc.

Since August 14, 2006 the licensee has hired 5 Sales Account Executives. The Account Executives undergo extensive training to include but not limited to how to make initial contact with prospective clients, conduct fact finding meetings, create marketing plans, write proposals, schedule flights, copy writing, etc.

On June 6, 2007, the licensee hosted a Radio Advertising Bureau sales training seminar for the entire Sales Team. 6 Fulltime sales executives participated and the seminar was conducting by Lynn Anderson of RAB. The Management team holds weekly sales/training meetings.

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

Quarterly, Station DJ invites 5-6 students from a variety of local high schools to a program called Job Shadowing; it is basically a "Career Day". For instance, KFMI DJ was shadowed by 6 students from Freshwater High School on 2/13/2007.

11/17/2006/KFMI Studio/Job Shadow of KFMI Morning DJ by student from Winship.

2/13/2007/KFMI Studio/Job Shadow of KFMI Morning DJ by student from Freshwater High.

4/30/2007/KFMI Studio/Job Shadow of KFMI Morning DJ by student from Arcata High.

5/5/2007/Blue Ox Mays Days-Benefit for KIDE/Eureka. KIDE is a tribal-owned 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 broadcasts the date and time of the event. KRED Morning DJ and Promotions Director spoke at the event about various career opportunities in radio broadcasting.

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

The President and COO of Bicoastal Media provided on-going management training including methods of ensuring equal employment opportunity and preventing discrimination to two Co-General Managers during the reporting period (July 21, 2006-July 22, 2007)

Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information

Sales executives attend Chamber of Commerce, Kiwanis, Soroptomist Women's Group, and other networking activities.

as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Held an on-going radio campaign designed to make the public aware of various employment opportunities within the company. On-air recruitment announcement runs 3-4 times weekly on all stations in the employment unit.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
8/14/06	Account Executive	Local Newspaper
8/14/06	Account Executive	Radio
4/1/07	Account Executive	Networking/referral
5/1/07	Account Executive	Radio
5/1/07	Account Executive	Radio

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 22

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Express Personnel	2
Eureka Reporter	8
Bicoastal Media on air announcements	10
Cal Jobs	2

RECRUITING SOURCES USED

The following sources were contacted for all job openings filled during the reporting period:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Express Personnel	N	14 West Wabash, Eureka	Randy Hansen	268-1866
Eureka Reporter	N	215 4 th Street, Eureka	Judy Pollace	476-8000 Classifieds@EurekaReporter.com
Bicoastal Media on air announcements	N	5640 S Broadway, Eureka	Laurie Tate	442-2000 LTate@Bicoastalmedia.com
Cal Jobs	N	EDD Job Listings	N/A	Caljobs.ca.gov

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