

2017 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, 2016 – July 21, 2017

No. of Full-time Employees: More 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 Production Manager participated in a Job Fair August 24, 2016 at Humboldt State University Campus.

Operations Manager and Production Manager participated in a Job Fair February 23, 2017 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 presented to potential Sales Manager staff "Consulting Skills for Broadcast Advertising Salespeople" on August 17, 2016.

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

Hosted at least two students for March 16, 2017 Freshwater School World of Work Job Shadow Program. Students shadow the Morning Disc Jockey.

Hosted at least two students for March 21, 2017 McKinleyville High School World of Work Job Shadow Program. Students shadow the Morning Disc Jockey.

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

On March 28, 2017 General Manager, Business Manager and Operations Manager completed two hour on-line “Sexual Harassment for Supervisors” covering sexual harassment, discrimination and retaliation.

On February 15, 2017 Business Manager attended “California Labor Law - Preventing Common Employer Mistakes” 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.

Station staff attends weekly meetings of the local Eureka, CA Chapter of BNI-Business Networking International. 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
2/20/2017	Full Time Sales Associate	On air recruitment/referral
7/1/2017	Full Time Sales Associate	On air recruitment/referral

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	6
North Coast Journal	0
Craigslist	8
Job Fair 8/25/2016	1
Bicoastal Media Website	2

RECRUITING SOURCES USED

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

Job Title of Positions: Full Time Sales Associates Dates of Hire: 2/20/2017 and 7/1/2017

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
North Coast Journal	N	310 F Street Eureka, CA 95501	Mark Boyd	707-442-1400 mark@northcoastjour nal.com
Bicoastal Website	N	Bicoastalmedia.com	Mike Wilson	707-442-2000
Craigslist	N	www.craigslist.org	Posting ID#5976972360	www.Craigslist.org

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