

2017 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LICENSES, LLC

Stations: KXBX(AM), Lakeport, CA
KXBX-FM, Lakeport, CA
KNTI(FM), Lakeport, CA
KQPM(FM), Ukiah, CA
KUKI-FM, Ukiah, CA
KUKI(AM), Ukiah, CA
KLLK(AM), Willits, CA
KDAC(AM), Fort Bragg, CA

Reporting Period: July 22, 2016 to July 21, 2017

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. April 21 2017 - co-sponsored a Job Fair at Mendocino College Lakeport campus with Workforce Lake. Provided employment information and accepted applications for future employment opportunities. Job Fair was staffed by the General Manager, Sales Manager and Operations Manager. In addition to staffing a booth, the station aired informational public service announcements and a live remote broadcast.

Participated in at least 2 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Area high schools send job shadow students twice per semester during the school year. The students spend two hours shadowing one of the DJs at the stations. The high school sends two students at a time to participate. During the reporting period, 8 students participated.

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

General staff receives training in the operation of EAS system and how to operate. Operations staff receives training in general radio station management, including revenue development and procedure. Sales Manager receives training in hiring practices, commission, payroll and budget development.

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

August 5 - August 6, 2016 - Hosted a booth at the Redwood Empire Fair (Mendocino County) to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

September 2 - September 4, 2016 - Hosted a booth at the Lake County Fair at the Lake County Fairgrounds to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

Booths at both fairs were staffed by one on-air personality, account executives and general sales manager throughout all above-listed days of the fairs.

Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

All full-time job openings are posted with the California Broadcasters Association and Oregon Association of Broadcasters

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
January 19, 2016	Account Executive	Bicoastal Media Radio Announcements
June 27, 2016	Account Executive	Bicoastal Media Radio Announcements
June 27, 2016	Account Executive	Craigslist
April 3, 2017	Account Executive	Indeed

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 42

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Radio Advertising	3
Craigslist	7
Indeed	24
Facebook	4
Walk In	1
Ukiah Daily Journal	2
All Access	1

RECRUITING SOURCES USED

The following sources were contacted for all full-time job openings.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St., Lakeport, CA 95453	Sarah Pritchard	707 263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, CA 95482	Timber Graham	707 468-3533
Bicoastal Media radio announcements	N	140 North Main, Lakeport, CA 95453	Alan Mathews	707 263-6113
Mendocino Community College	N	Ukiah Campus: 100 Hensley Creek Rd., Ukiah, CA 95482	Betty Antoni	707 468-3000
Mendocino Community College	N	Lake Center: 1005 Parallel Dr., Lakeport, CA 95453	Phyllis Harley	707 263-4944
Oregon Assoc. of Broadcasters	N	7150 Hampton St. Suite 240, Portland, OR 97223	Keith Shipman	503 443-2299
California Broadcasters Association	N	915 "L" Street, Suite 1150, Sacramento, CA 95814	Stan Statham	916 444-2237
Facebook	N	www.facebook/bicoastal medianorcal.com	NA	
Craigslist	N	Craigslist, Humboldt, SF Bay Area, Chico, Mendocino	NA	
Indeed.com	N	Indeed.com	NA	

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