

2021 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, 2020 – July 21, 2021

No. of Full-time Employees: Less than 10
Small Market Exemption: Yes

No fulltime positions were filled during the reporting period.

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 licensee co-sponsored Center Point, Inc. Virtual Job Fair May 26th, 2021. The licensee co-sponsored Center Point, Inc. Virtual Job Fair May 26th, 2021.

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

The licensee's Promotions Director, Sales Manager, Business Manager and entire staff attended St. Jude Radiothon Online Summit presented from Memphis, TN December 7th, 2020.

The licensee's General Manager and Director of Digital Marketing presented "Affinity X Partner Launch Digital Training", to entire sales staff on Jan 7th, 2021

The licensee's General Manager and Director of Digital Marketing presented "Affinity X Product

Training” to entire sales staff on Feb 2nd-Feb 4th, 2021.

The licensee’s General Manager and Director of Digital Marketing presented “Affinity X Reporting Training” to entire sales staff on March 15th, 2021

The licensee’s Chief Operations Director provided training to a Board Operator to qualify him for a higher level position between the dates of July 20th, 2021 to present.

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

The licensee’s General Manager participated in the 2021 Humboldt County Office of Education “Innovate” Program March 2021 through May 2021 in which local high school teens are prepped with skills including media marketing for proposed business models.

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

The licensee’s General Manager, Chief Operations Director and Business Manager attended the Broadcast1Source/California Broadcasters Association FCC EEO Training Webinar March 2nd, 2021.

*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 hosted weekly Summer Concert series July 15th, 2021 where brochures regarding local radio and broadcast opportunities are made available at our table near the main entrance.

Station staff routinely attended online monthly networking events at Eureka Chamber of Commerce. These events enable our staff to disseminate information regarding employment opportunities with our employment unit.