

EEO Narrative
Bicoastal Media Licenses II, LLC - Crescent City Employment Unit

Bicoastal Media Licenses II, LLC - Crescent City Employment Unit, licensee of California commercial radio stations KPOD(AM), KPOD-FM, and KCRE-FM, as well as Oregon commercial radio stations KURY-FM and KURY(AM), achieves broad and inclusive outreach by recruiting for vacancies from a wide variety of sources and through its community outreach. Among the sources Bicoastal uses for recruitment for vacancies are: California Broadcasters Association, North State Jobs Online, Daily Triplicate, Curry Coastal Pilot, the stations' social media websites, employee referrals, and on-air recruitment announcements.

The stations regularly partner with various groups to co-host job fairs each year. Although one job fair was canceled because of the pandemic, past co-hosts have included the Department of Health and Human Services, Del Norte Workforce Center, and Central Point Inc./Pelican State Prison.

Bicoastal is committed to providing training to management and all personnel to ensure equal employment opportunity and to prevent discrimination. The stations' General Manager participates in the Broadcast 1 Source FCC EEO training offered by the California Broadcasters Association. All staff are required to attend trainings on sexual harassment prevention, an update on labor and employment laws, and information on opportunities for advancement in the industry.

The stations sponsor community events with local chambers of commerce that are designed to inform and educate the public about employment opportunities in broadcasting. While the pandemic has caused the events to be canceled, the stations strive to educate the public about radio employment opportunities.

Bicoastal's station staff are active in other community events to disseminate information about the stations and employment opportunities in broadcasting at the station. The General Manager is the media representative for local radio in various city disaster preparedness programs. The stations also have a representative at monthly Chamber of Commerce meetings to discuss employment opportunities at the stations.