

EEO Narrative
Bicoastal Media Licenses II, LLC - Eureka & Arcata Employment Unit

Bicoastal Media Licenses II, LLC - Eureka & Arcata Employment Unit, licensee of California commercial radio stations KATA(AM), KGOE(AM), KFMI(FM), KRED(FM), and KKHB(FM), 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: Indeed, Humboldt State University Job Fair, CalJobs, Craigslist, and the stations' on-air recruitment announcements.

The stations' leadership participate in job fairs hosted by Humboldt State University and also co-sponsored the Center Point, Inc. Virtual Job Fair to engage with attendees and to provide information on employment opportunities with the stations. The stations also host a weekly summer concert series and provide information on local radio and broadcast opportunities. The stations' staff attend monthly events with the Eureka Chamber of Commerce to disseminate information on employment opportunities at the stations.

Bicoastal hosts students for job shadowing events, where students have the opportunity to shadow the morning disc jockey. The stations' General Manager also participates in the online Humboldt County Office of Education "Innovate" Program, where local high school students learn skills including media marketing for proposed business models.

The station is committed to training staff to enable them to acquire skills that could qualify them for higher level positions. Several members of the stations' leadership and the entire staff attend the St. Jude Radiothon Online Summit each year, the General Manager and Director of Digital Marketing hold multiple trainings on digital marketing, and the Chief Operations Director provides trainings for Board Operators to help them qualify for higher level positions.

Bicoastal's General Manager, Chief Operations Director, and Business Manager attend the Broadcast1Source/California Broadcasters Association FCC EEO Training webinar.