

## 2020 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, 2019 – July 21, 2020

No. of Full-time Employees: Less 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.*

The licensee's Operations Manager and Business Manager participated in a Job Fair August 28, 2019 at Humboldt State University Campus.

The licensee's Operations Manager and Business Manager participated in a Job Fair February 13, 2020 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 Promotions Director and Sales Manager attended St. Jude Radiothon Summit in Memphis, TN January 15-17<sup>th</sup>, 2020.

The licensee's General Manager and Director of Digital Marketing presented "Digital Training, Digital Incentive and Implementation Summit" to entire sales staff on September 19<sup>th</sup> and 20<sup>th</sup>, 2019.

The licensee's General Manager and Chief Operations Director provided training to a Board Operator to qualify her for a higher level position between the dates of January 23, 2020 to present.

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

Hosted at least two students for March 13, 2020 Freshwater School World of Work Job Shadow Program. Students shadow the Morning Disc Jockey.

The licensee's General Manager participated in the online 2020 Humboldt County Office of Education "Innovate" Program March 2020 through May 2020 in which local high school teens are prepped with skills including media marketing for proposed business models.

*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 25th, Aug 1st, Aug 8th and Aug 15<sup>th</sup> 2019 where brochures regarding local radio and broadcast opportunities are made available at our table near the main entrance.

Station staff routinely attended through Feb 29<sup>th</sup> 2020 monthly networking events at Eureka Chamber of Commerce. 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
1/24/2020	Sales Consultant	Bicoastal Media Radio Campaign

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### INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 12

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
On air recruitment	1
Indeed	8
H.S.U. Job Fair 8/28/2019	1
Bicoastal Media Website	1
Caljobs	0
Craigslist	1

## RECRUITING SOURCES USED

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

Job Title of Positions: Sales Consultant

Dates of Hire: 1/24/2020

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
Indeed	N	<a href="http://www.indeed.com">www.indeed.com</a> 6433 Champion Grandview Way, Bldg 1, Austin, TX 78750	N/A	1-800-430-6955 <a href="http://www.indeed.com">www.indeed.com</a>
Bicoastal Media Website	N	Bicoastalmedia.com	Mike Wilson	707-442-2000
Caljobs	N	Caljobs	N/A	707-441-5627 <a href="http://www.Caljobs.ca.gov">www.Caljobs.ca.gov</a>
Craig's List Humboldt County	N	<a href="http://www.craigslist.org">www.craigslist.org</a>	N/A	<a href="http://www.craigslist.org">www.craigslist.org</a>

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