

2019 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses II Crescent City, CA Employment Unit

Stations: KPOD(AM), Crescent City, CA
KPOD-FM, Crescent North, CA
KCRE-FM, Crescent City, CA

Reporting Period: July 22, 2018 – July 21, 2019

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.*

The Stations partnered with the Department of Health and Human Services and Del Norte Workforce Center in the local Job Fair on April 17th, 2019. The event was held at the Del Norte County Fairgrounds, Crescent City. The stations broadcast announcements promoting the event and posted information prior to and day of on the station's social media pages. The General Manager and Sales Manager were in attendance.

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

All staff was required to attend training on stopping sexual harassment, and an annual update on labor laws and opportunities for advancement within the industry. The program was held at the studios and presented by the General Manager on July 3, 2019.

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

The Stations are actively involved in most of the biggest community events throughout the year. We constantly strive to educate the public during these events about radio employment opportunities, to partner with events/promotions, and to create growth in local businesses by creating job opportunities, such as:

The Stations sponsored/partnered with the Chamber of Commerce: Economic Summit-Northern California on March 15, 2019, presented by the Del Norte County Chamber of Commerce at the Elk

Valley Rancheria Community Center-Crescent City. The General Manager and sales staff hosted a booth providing information about potential broadcasting employment opportunities.

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.

All three stations partnered in the Crescent City-Del Norte County Chamber of Commerce Regional Seminar and Awards night, January 19, 2019 at the Tolowa Event Center in Smith River, CA. Stations provided information about the broadcast industry and potential career opportunities.

The stations were involved in the following emergency preparedness activities, which serve to highlight the role of radio in the community:

1. The General Manager was the media representative for local radio and the role “radio” plays during community disasters. Approximately 20 agencies are involved in disaster preparedness programs. The event is held various times during this reporting period. Normally held at the CFPD Fire Hall, Washington Blvd, Crescent City.
2. Monthly Chamber of Commerce meetings/events at rotating locations are attended by (at least) one station employee who represents Bicoastal Media and discusses any current employment opportunities.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
11/16/18	Sales Account Executive	Triplicate Newspaper
4/10/19	Sales Account Executive	Bicoastal Station’s Social Media (Facebook)
4/10/19	Sales Account Executive	Bicoastal Radio Announcements

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 10

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Radio/Bicoastal Media Stations	3
Bicoastal Media Local Website	1
Del Norte <i>Triplicate</i> newspaper & Curry Coastal Pilot	3
Bicoastal Social Media Local (Facebook)	1
Indeed.com	2

RECRUITING SOURCES USED

The following sources were contacted for the full-time opening in Sales hired 11/26/2018:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
On air Announcements on Bicoastal Media Radio stations KCRE/KPOD AM & FM	N	1345 Northcrest Drive Crescent City, CA 95531	Larry Timpe	(707) 464-9561 ltimpe@bicoastal.media
California Broadcaster's Association	N	Yourcba.com On line posting		Yourcba.com On line posting
College of the Redwoods-Del Norte	N	883 West Washington Blvd Crescent City, CA 95531	Sara/Reception	(707) 465-2300 hr@redwoods.edu
Del Norte Workforce Center	N	286 M Street Crescent City, CA 95531	Roberto Herrera	(707) 464-8347 rherrera@ncen.org
Daily Triplicate	N	312 H Street Crescent City, CA 95531	Cathleen/Classifieds	(707) 464-2141 clamb@triplicate.com
Curry Coastal Pilot	N	507 Chetco Avenue Brookings, OR 97415	Cathleen/Classifieds	(541) 469-3123 clamb@triplicate.com
Bicoastal Media Crescent City Social Media	N	1345 Northcrest Drive Crescent City, CA 95531	Mike O'Brien	(707) 464-9561 mobrien@bicoastal.media
Craig's List	N	Internet Website	On-line	Craigslist.org

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

The following sources were contacted for the **two** full-time opening in Sales hired 4/10/2019:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The Bicoastal Media Company website	N	Bicoastalmedia.com	Bryce Burtner	541-772-4170 bryce@bicoastal.media
On air Announcements on Bicoastal Media Radio stations KCRE/KPOD AM & FM	N	1345 Northcrest Drive Crescent City, CA 95531	Larry Timpe	(707) 464-9561 ltimpe@bicoastal.media
College of the Redwoods-Del Norte	N	883 West Washington Blvd Crescent City, CA 95531	Sara/Reception	(707) 465-2300 hr@redwoods.edu
Del Norte Workforce Center	N	286 M Street Crescent City, CA 95531	Roberto Herrera	(707) 464-8347 rherrera@ncen.org
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