

2021 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses, LLC Lakeport/Ukiah, CA Employment Unit

Stations:	KXBX(AM), Lakeport, CA KXBX-FM, Lakeport, CA KNTI-FM, Lakeport, CA KQPM(FM), Ukiah, CA KUKI(AM), Ukiah, CA KUKI-FM, Ukiah, CA KLLK(AM), Willits, CA KDAC(AM), Fort Bragg, CA
Reporting Period:	July 22, 2020 – July 21, 2021
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 Workforce Alliance in a virtual local Job Fair on November 17th 2021. The event was held on line and was staffed by Market Manager.

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

General staff receives training in the operation of EAS system and how to operate. Operations staff receives training in general radio station management, including revenue development and procedure. Sales Manager receives training in hiring practices, commissions, payroll and budget development. This training helps promote advancement within the company.

*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:

July 3 2021 – Hosted a booth at the Clearlake Concert Series to make the public aware of employment opportunities with our company. Staffed booth and provided employment information.

July 16 2021 - Hosted a booth at the Lakeport Summer Concert Series to make the public aware of employment opportunities with our company. Staffed booth and provided employment information.

Booths at both concerts were staffed by one on-air personality, account executives and Sales Manager throughout all above listed days of the Concerts.

*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.*

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 HIREE
09/01/20	Sales Associate	Management Connections (recruitment firm)
03/15/21	Sales Associate	Management Connections (recruitment firm)

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 8

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
On air recruitment	1
Management Connections (recruitment firm) (www.norcaljobs.com)	4
Workforce Lake Job Fair 11/17/20	3

RECRUITING SOURCES USED

Job Title of Position: Sales Representative

Dates of Hire: 9/1/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
On air recruitment KXBX, KXBXFM, KUKI, KUKIFM, KQPM, KNTI	N	140 N. Main St. Lakeport, CA 95453	Paul Thomas	77-263-6113 pthomas@bicoastal. media
Management Connections (a recruitment consulting firm) **	N	290 N Main St, Lakeport, CA 95453	Pam Harpster	707-263-4562 https://www.norcaljobs.com/
Bicoastal Media Website	N	Bicoastalmedia.com	Mike Wilson	707-263-6113
Facebook	N	www.facebook.com	N/A	www.facebook.com

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

RECRUITING SOURCES USED

Job Title of Position: Sales Representative

Dates of Hire: 3/15/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Management Connections (a recruitment consulting firm)**	N	290 N Main St, Lakeport, CA 95453	Pam Harpster	707-263-4562 https://www.norcaljobs.com/
Bicoastal Media Website	N	Bicoastalmedia.com	Mike Wilson	707-263-6113
Workforce Lake	N	55 1st St, Lakeport, CA 95453	Chris Taliaferro	(707) 263-0630
Facebook	N	www.facebook.com	N/A	www.facebook.com

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

** According to Management Connections, a third-party recruiting firm, it used Facebook, Indeed, Career Point (Ukiah and Lakeport), Employment Development Department, Department of Social Services - welfare to work programs, posters in storefront, Tribal TANF programs, and hiring events on zoom during COVID to generate referrals.