

2018-19 ANNUAL EEO PUBLIC FILE REPORT
Bicoastal Media Licenses III, LLC

Stations: KBDN(FM), Bandon, OR
KJMX(FM), Reedsport, OR
KWRO(AM), Coquille, OR
KSHR-FM, Coquille, OR
KTEE(FM), North Bend, OR
KBBR(AM), North Bend, OR
KOOS(FM), North Bend, OR

Reporting Period: September 21, 2018 to September 20, 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):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Bicoastal Media, Coos Bay worked with Bay Area Enterprises for disabled and retired adults. The stations employed a blind intern for 20 hours per week for 2 months in radio production. The employee was subsequently hired on a part-time basis.

In addition, the stations entered a Work Experience Agreement with the Oregon Department of Human Services, which involved using an intern for 24 hours per week, for 6 months.

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

During the reporting period, the Operations Manager offered hands on training for 4 new employees. Two of which have become permanent employees, on a part time basis for now. This training went beyond training to perform their jobs but also branched into other areas and departments at the stations, making

them more valuable and able to step in to backup others when needed.

The employment unit continued an operational enhancement program to cross-train and familiarize programming and office personnel with on-air operational procedures as well as traffic procedures.

*Established a **mentoring** program for station personnel.*

The Market Manager worked closely with the Traffic Manager to transition her into sales, to lead to Sales Manager, and eventually MM. A career path was clearly laid out and encouragement to grow within Bicoastal Media.

The Operations Manager continues to work closely with part-time employees and interns. Through one-on-one coaching and hands-on execution by the Operations Manager, the programming staff has grown in knowledge exponentially. He is preparing them for a future in radio, should they desire.

*Participated in **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

On March 7, 2019, the General Manager and Traffic Manager participated in a community job fair that took place at Three Rivers Casino in Florence, OR with the Coquille Tribe.

On October 17th, 2018 the Program/Operations Manager participated in a job fair at The College and Career Fair at The Mill Casino-Hotel with the Confederated Tribes of Coos, Lower Umpqua, & Siuslaw Indians.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
December 17, 2018	Marketing Consultant	Bicoastal Media radio ad
December 11, 2018	Traffic Manager	Prior employee of Bicoastal Media
September 4, 2019	Traffic Manager	Craigslist

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
The Oregon Association of Broadcasters	0
Washington State Association of Broadcasters	0
Station Websites	0
Bicoastal on-air ads	4
Craig's List	3
Employee referral and former employee	1

RECRUITMENT SOURCES USED

Marketing Consultant – Hired 12/17/2018

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bicoastal stations' on air ads	N	320 Central Avenue Coos Bay, OR 97420	Dee Dee DuPre'	541-267-2121 deedee@bicoastal.media
Craigslist	N	Craigslist.org jobs@craigslist.org San Francisco, CA	Craigslist.org	800-664-0633 415-566-6394

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

Traffic Manager – Hired 12/11/18.

A former employee was rehired for this opening. The former employee left her position as part-time Traffic Assistant when she had a baby. She did not expect to return to work. After a few months, however, she decided to return to work. She contacted Bicoastal Media, Coos Bay to see if she could come back to work, and her timing was such that we needed a new Traffic Manager. Because the person was familiar with the job and the stations, no other recruitment was conducted at that time.

Traffic Manager – Hired 9/4/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Bicoastal on air ads	N	320 Central Avenue Coos Bay, OR 97420	Dee Dee DuPre'	541-267-2121 deedee@bicoastal.media
Craigslist	N	Craigslist.org jobs@craigslist.org San Francisco, CA	Craigslist.org	800-664-0633 415-566-6394
Oregon Association of Broadcasters	N	7150 SW Hampton St. Suite 240 Portland, Oregon 97223	Online portal	www.theoab.org/careers
Washington State Association of Broadcasters	N	724 Columbia St NW Ste 310 Olympia, Washington 98501	Online portal	wsajobbank@comcast.net
Bicoastal Media Corporate Website	N	3625 Avion Dr. Medford, Oregon 97504	Bryce Burtner	541-494-4170 bryce@bicoastal.media
Craigslist	N	Craigslist.org jobs@craigslist.org San Francisco, CA	Craigslist.org	800-664-0633 415-566-6394