

2015 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LICENSES, LLC

Stations: KXBX(AM), Lakeport, CA
KXBX-FM, Lakeport, CA
KNTI(FM), Lakeport, CA
KQPM(FM), Ukiah, CA
KUKI-FM, Ukiah, CA
KUKI(AM), Ukiah, CA
KLLK(AM), Willits, CA
KDAC(AM), Fort Bragg, CA

Reporting Period: July 22, 2014 to July 21, 2015

No. of Full-time Employees: Between 5 & 10
Small Market Exemption: Yes

During the Reporting Period, a total of 3 full time positions was filled. 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. April 10 2015 - co-sponsored a Job Fair at Mendocino College Lakeport campus with Workforce Lake. Provided employment information and accepted applications for future employment opportunities. Job Fair was staffed by Sales Manager and one Account Executive. In addition to staffing a booth, the station ran radio spots and a live remote broadcast at the event to promote the event.

April 24 2015 - Co-sponsored Job Fair at Yuba College Clearlake campus with Workforce Lake. Provided employment information and accepted applications for future employment opportunities. The job fair was staffed by Sales Manager and one Account Executive. In addition to staffing a booth, the station ran radio spots and a live remote broadcast at the event to promote the event.

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

Area high schools send job shadow students twice per semester during the school year. The students spend two hours shadowing one of the DJs at the stations. The high school sends two students at a time to participate. During the reporting period, 8 students participated.

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

Office staff receives hands-on training in areas of traffic insertion, billing accounts receivable data entry, website management, and daily logs.

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

August 1 - August 4, 2014 - Hosted a booth at the Redwood Empire Fair (Mendocino County) to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

August 29 - September 1, 2014 - Hosted a booth at the Lake County Fair at the Lake County Fairgrounds to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

Booths at both fairs were staffed by one on-air personality and one Account Executive throughout all above-listed days of the fairs.

Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

All full-time job openings are posted with the California Broadcasters Association and the Oregon Association of Broadcasters.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
October 7th 2014	Account Executive	Bicoastal Media Radio Announcements
February 2th 2015	Sales Manager	Hired from within Bicoastal Media
April 17 th 2015	Account Executive	Bicoastal Media Radio Announcements

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 22

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Radio Advertising	12
<i>Lake County Record Bee</i> newspaper	6
California Broadcasters Association	4

RECRUITING SOURCES USED

The following sources were contacted for all full-time job openings.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
<i>Lake County Record Bee</i>	N	2150 S. Main St., Lakeport, CA 95453	Sarah Pritchard	707 263-5636
<i>Ukiah Daily Journal</i>	N	590 South School, Ukiah, CA 95482	Timber Graham	707 468-3533
Bicoastal Media radio announcements	N	140 North Main, Lakeport, CA 95453	Alan Mathews	707 263-6113
Mendocino Community College	N	Ukiah Campus: 100 Hensley Creek Rd., Ukiah, CA 95482	Betty Antoni	707 468-3000
Mendocino Community College	N	Lake Center: 1005 Parallel Dr., Lakeport, CA 95453	Phyllis Harley	707 263-4944
Oregon Assoc. of Broadcasters	N	7150 Hampton St. Suite 240,Portland, OR 97223	Bill Johnstone	503 443-2299
California Broadcasters Association	N	915 "L" Street, Suite 1150, Sacramento, CA 95814	Stan Statham	916 444-2237
Home Town Shopper	N	194 Ford Rd., Ukiah, CA 95482	Timber Graham	707 476-9111

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