

2018 ANNUAL EEO PUBLIC FILE REPORT
Bicoastal Media Licenses VI, LLC
Rogue Valley Employment Unit

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|-----------------------------|---|
| Stations: | KIFS(FM), Ashland, OR KLDZ(FM), Medford, OR KMED(AM), Medford, OR KRWQ(FM), Gold Hill, OR KYVL(FM), Eagle Point, OR KCMD (FM), Grants Pass, OR |
| Reporting Period: | September 21, 2017 to September 20, 2018 |
| No. of Full-time Employees: | More 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):

| | |
|--|---|
| <i>Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.</i> | April 25, 2018 - Southern Oregon University Career Fair 2018 The stations participated in Southern Oregon University's career networking fair. We sent our Operations Manager and our KMED Program Manager to represent all 5 stations and to talk with several hundred students who were expected to attend this event. This event was held in the Rogue River Room in the Stevenson Union, where we set up a table and talked with attending students. |
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*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

The stations engage in outreach to their audience through Facebook.

Station websites invite people to fill out a form and take a tour of our studio's and learn what each member of our team does in our day to day operation.

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

The General Sales Manager continued cost-yield analysis and executed on going yield management training with all sellers and promotions personnel to better prepare them for departmental budgeting and for advancement opportunities. Quarterly, sales and promotions personnel are given detailed insight and instruction to spot costing, promotional return on investment as it pertains to the broadcast operation(s) and development of long-term revenue forecasting with maximized returns.

*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.*

Throughout the year we do live broadcasts from advertisers' locations. During these remotes, our on-air personalities hand out packets about our stations and all the careers and their different roles within our business.

September 4, 2018, our Operations Manager gave a tour to clients and staff of Rogue Valley Manor a senior citizen retirement village. He discussed various aspects of operating a radio station and education involved with on-air positions.

January 18, 2018 Our Operations Manager, KMED Program and our KIFS Program Manager conducted a one hour tour to six students from Three River School Districts transition program aged 18-21.

April 5, 2018 Our Operations Manager, KMED Program Manager and our KIFS Program Manager conducted a 75minute tour and question/answer session for a group of student job seekers and an advisor with WorkSource Oregon.

May 25, 2018 Our Operations Manager along with 4 Program managers and two sales executives gave a 100 minute tour to 5 students

from Logos Charter School. All 5 students were hand-picked by their advisor because of their interest and college majors.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|-------------------|------------------------------------|
| 3/1/18 | Account Executive | Indeed.com |
| 9/4/18 | Receptionist | Walk in |
| | | |
| | | |
| | | |
| | | |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 21

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Indeed.com | 7 |
| Bicoastal Media Websites | |
| Handshake-Southern Oregon University, Eastern Oregon University, OR State University | |
| www.allaccess.com | |
| Referral-word of mouth | 5 |
| Walk-in (Self) | 5 |
| Internal Candidate –existing employee applied | |
| Southern Oregon Help Wanted | |
| Oregon Association of Broadcasters | |
| Craigslist | 4 |

RECRUITING SOURCES USED

The following sources were used to recruit all full-time openings:

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|------------------------------------|---|--|--------------------------|---------------------------------------|
| Southern Oregon University | N | 1250 Siskiyou Blvd Ashland, OR 97502-5004 | Max Brooks | 541-552-6461 |
| Eastern Oregon University | N | One University Blvd La Grand, OR 97850 | | |
| Oregon State University | N | 1500 SW Jefferson St Corvallis, OR 97331 | | |
| Oregon Association of Broadcasters | N | 9020 SW Washington Square Rd, Ste 140 Portland, OR 97223-8366 | Shannon Johnson | 503-443-2299 |
| Station Websites | N | KRWQ-KZZE-KMED-KLDZ-KIFS (websites) 3624 Avion Medford, OR 97504 | Bryce Burtner | 541-772-4170 |
| www.indeed.com | N | indeed.com | | |
| Southern Oregon Help Wanted.com | N | 11 Abrams Rd Central Valley, NY 10917 | Dale Mulder | 541-772-4170 |
| www.craigslist.com | N | medford.craigslist.org | | |
| www.allaccess.com | N | allaccess.com | | |

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