

## 2016 ANNUAL EEO PUBLIC FILE REPORT

### BICOASTAL MEDIA LICENSES II, LLC

Stations in Employment Unit: KATA(AM), Arcata, CA  
KGOE(AM), Eureka, CA  
KFMI(FM), Eureka, CA  
KRED(FM), Eureka, CA  
KKHB(FM), Eureka, CA

Reporting Period: July 22, 2015 – July 21, 2016

No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, one 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):

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

Operations Manager and Production Manager participated in a Job Fair August 26, 2015 at Humboldt State University Campus.

Operations Manager and Production Manager participated in a Job Fair February 11, 2016 at the Humboldt State University Campus.

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

The licensee's Full Time General Manager presented to Sales Manager "Learning to Lead – Essential Lessons for Managers" on September 23, 2015.

The licensee's Full Time General Manager participated and presented to potential Sales Manager staff "Running Sales Meetings that Really Increase Sales" webinar March 16, 2016.

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

Hosted at least two students for April 19, 2016 Freshwater School World of Work Job Shadow Program. Students shadow the Morning Disc Jockey.

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

On January 20, 2016, Business Manager attended “HR Framework and Bullying in the Workplace” presented by California’s Economic Development Department (“EDD”).

On February 17, 2016 Business Manager attended “California Labor Law – Common Mistakes Employers Make” presented by EDD.

*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.*

Licensee hosts weekly Summer Concert series June through August where brochures regarding local radio and broadcast opportunities are made available at our table near the main entrance.

Station staff routinely attends monthly networking events at Eureka Chamber of Commerce. These events enable our staff to disseminate information regarding employment opportunities with our employment unit.

Station staff attends weekly meetings of the local Eureka, CA Chapter of BNI-Business Networking International. These events enable our staff to disseminate information regarding employment opportunities with our employment unit.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
12/1/15	Full Time Sales Associate	Specifically recruited

Exigent circumstance existed for hiring this candidate without additional recruitment beyond what had previously been advertised during the prior reporting period. The person hired was someone management had been attempting to recruit for over a year given the person's sales skills and knowledge of this small market. The recruit had 20+ years of media experience in print, TV and graphic design. He had his own TV show on 2 different local stations and has exceptional recognition in the community. The licensee reached out to him earlier but he was working a series for PBS for a local Museum and was then unavailable. Once he finished with that project, the station manager called him again and, basically, pulled him out of retirement to come to work for the stations. The manager initially contacted this recruit when she advertised the sales position opening in the local newspaper, on the licensee parent's website, with on air announcements, and on Craigslist, twice, during the 2015 reporting period. The recruit was then busy with the PBS project and turned down the offer. The stations recruited for and hired 3 sales people during the course of the 2015 reporting period when it also attempted to hire this person. None of the other 3 people could make it work. Finding experienced and knowledgeable media salespeople has been a challenge. When this recruit finished with his PBS project, he agreed to fill the opening and is excelling in the position.

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