

2019 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses V, LLC Willamette Valley Employment Unit

Stations: KODZ(FM), Eugene, OR
KPNW(AM), Eugene, OR
KDUK-FM, Florence, OR
KFLY(FM), Corvallis, OR
KEJO(AM), Corvallis, OR
KLOO(AM), Corvallis, OR
KLOO-FM, Corvallis, OR
KRKT-FM, Albany, OR
KTHH(AM), Albany, OR

Reporting Period: 9/21/2018– 9/20/2019

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

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.

10/17/18 – Oregon State University Career Fair. Market Manager attended the OSU University Wide Career fair. Discussions about various broadcast positions were had with participants.

2/13/19 – University of Oregon Career Fair. Market Manager participated in the career fair in conjunction with Eugene Area Radio Stations. Discussions about various broadcast positions were had with participants

5/16/19 - Lane Community College Career Fair. Market Manager participated in the career fair in conjunction with Eugene Area Radio Stations. Discussions about various broadcast positions were had with participants.

4/17/19– Linn Benton Community College Career Fair. Market Manager and Promotions and Marketing Director represented Bicoastal Media by attending the event. Discussions about various

broadcast positions were had with participants.

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

Bicoastal Media Willamette Valley LLC co-sponsored the University of Oregon Career Fair on **8/19/19** in conjunction with the Eugene Area Radio Stations organization. Market Manager and Sales Manager represented Bicoastal Media with a booth at the event. Discussions about various broadcast positions were had with participants.

*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, Twitter and their respective station websites.

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

Bicoastal Media Market Manager and Sales Manager both serve on the Board of Directors for the Eugene Area Radio Stations (EARS) organization, which grants annual broadcast scholarships. Each year listeners from all area radio stations are invited to submit an application along with an essay describing why they want the scholarship. Applications are also distributed through Lane Community College, Linn Benton Community College, Oregon State University and the University of Oregon and all area high schools through their respective career counseling departments. All applicants are reviewed and winners are selected by the EARS board of directors. Three scholarships were awarded in 2019 totaling \$3000.

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

Nielsen Sales and Programmers Training

In-Market for 90 minute sessions. The sales staff participated in regular and on-going sessions during the reporting period. There were two (2) sessions inside of the reporting period. The training sessions focus on the Nielsen/Tapscan tools and are designed to improve skills. Sessions address various topics and are inclusive of all skill and experience levels. (3/12/19 & 8/27/19) Both training sessions presented knowledge and information that will assist in helping attendees become a better candidate for promotion.

Radio Advertising Bureau

We sent one (1) Account Executive through the Radio Advertising Bureau “Radio Marketing Professional” sales training program during the reporting period. (4/1/19)

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

The Market Manager implements the mentoring program. He works directly with all employees on a regular and ongoing basis making a special point to select employees who express and demonstrate a desire to elevate to higher level positions in the company. Coaching and counseling on management skills that include conflict resolution, personnel and project management and interpersonal relationship skills allowing each person on the team to grow to his or her fullest potential.

*Provided **assistance** to unaffiliated non-profit entities in **maintaining web sites** that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

The Market Manager works directly with the webmaster for the Eugene Area Radio Stations organization. The web site includes employment opportunities and resources for broadcast employment and scholarships.

LIST OF FULL-TIME POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
12/1/2018	Salesperson	Internal referral
5/8/2019	Promo Director/Midday DJ	Industry referral
5/31/2019	Web Developer	Indeed.com
7/16/2019	HR/Accounting	Robert Half & Associates
9/14/2019	HR/Accounting	Robert Half & Associates

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: **20**

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Indeed	4 salesperson
Robert Half	10 HR/Accountants
Referral / Word of Mouth	1 salesperson
Allaccess	5 midday – promo directors

RECRUITING SOURCES USED

Salesperson – hired 12/1/2018

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed.com	N	6433 Champion Grandview Way Austin, TX 78750	Submit online	

Promo Director/Midday DJ – hired 5/8/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Allaccess.com	N	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Submit online	
Bicoastalmedia.com	N	1500 Valley River Drive, Ste #350, Eugene, OR 97401	HR Manager	541-284-3647

Web Developer – hired 5/31/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Oregon Association of Broadcasters	N	7150 SW Hampton St Ste 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Allaccess.com	N	24955 Pacific Coast Highway, C303 Malibu, CA 90265	Submit online	
Bicoastalmedia.com	N	1500 Valley River Drive, Ste #350, Eugene, OR 97401	HR Manager	541-284-3647
Indeed.com	N	6433 Champion Grandview Way Austin, TX 78750	Submit online	
Craigslist	N	1381 9 th Ave. San Francisco, CA 94122	Submit online	

HR/Accounting – 7/16/2019
HR/Accounting – 9/14/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Robert Half Consulting	N	https://www.roberthalf.com/or-eugene	Kimberly Casey	800 Willamette St. Eugene, Or 97401

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