

2013 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, 2012 to July 21, 2013

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

During the Reporting Period, a total of 5 full time positions were 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.

March 20, 2013 - co-sponsored a Job Fair at Soper Reese Theater with Workforce Lake. Provided employment information and accepted applications for future employment opportunities. Job Fair was staffed by Sales Manager and two Account Executives. In addition to staffing a booth, the station ran radio spots to promote the event.

April 4, 2013 - Co-sponsored Job Fair at Clearlake Community School with Workforce Lake. Provided employment information and accepted applications for future by General Manager and two Account Executives. In addition to staffing a booth, the station ran radio spots to promote the event.

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

Area high schools send job shadow students once or twice per semester during the school year. The students spend two hours shadowing one of the DJs at the stations. Sometimes the high school sends two students at a time to participate. During the reporting period, 4 students participated.

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

Account Executives undergo extensive training on, for example, how to conduct initial contact with prospective advertisers, conduct the initial fact finding meeting, write proposals, write orders, write copy for commercials, and sell advertising to prospective local and regional businesses.

The management team holds weekly sales/training meetings and follows up with ride a-long support training.

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 2 - August 5, 2012 - 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 30 - September 2, 2012 - 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.