

## 2018 ANNUAL EEO PUBLIC FILE REPORT

### Bicoastal Media Licenses II Crescent City, CA Employment Unit

Stations: KPOD(AM), Crescent City, CA  
KPOD-FM, Crescent North, CA  
KCRE-FM, Crescent City, CA

Reporting Period: July 22, 2017 – July 21, 2018

No. of Full-time Employees: Between 5 & 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>Co-sponsored at least one <b>job fair</b> with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i>	The Stations partnered with the Department of Health and Human Services and Del Norte Workforce Center in the local Job Fair on April 19th, 2018. The event was held at the Del Norte County Fairgrounds, Crescent City. The stations broadcast announcements promoting the event and posted information prior to and day of on the stations social media pages.
<i>Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.</i>	All staff was required to attend training on stopping sexual harassment, and an annual update on labor laws and opportunities for advancement within the industry. The program was held at the studios and presented by the General Manager on July 9, 2018.
<i>Participated in at least 4 <b>events or programs</b> sponsored by <b>educational institutions</b> relating to career opportunities in broadcasting.</i>	All three stations partnered with the Summer Youth Training Academy, hosted by Building Healthy Communities and Youth Training Academy. The summer program ran July and August 2017. Stations provided training and education for 15 students.

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

The Stations are actively involved in most of the biggest community events throughout the year. We constantly strive to educate the public during these events about radio employment opportunities, to partner with events/promotions, and to create growth in local businesses by creating job opportunities, such as:

1. The Stations sponsored/partnered with the Chamber of Commerce: Economic Summit-Northern California on March 16, 2018, presented by the Del Norte County Chamber of Commerce at the Elk Valley Rancheria Community Center-Crescent City. The General Manager and sales staff hosted a booth providing information about potential broadcasting employment opportunities.

*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.*

All three stations partnered in the Crescent City-Del Norte County Chamber of Commerce Regional Seminar and Awards night, January 20, 2018 at the Tolowa Event Center in Smith River, CA. Stations provided information about the broadcast industry and potential career opportunities.

The stations were involved in the following emergency preparedness activities, which serve to highlight the role of radio in the community:

1. The General Manager was the media representative for local radio and the role “radio” plays during community disasters. Approximately 20 agencies are involved in disaster preparedness programs. The event is held various times during this reporting period. Normally held at the CFPD Fire Hall, Washington Blvd, Crescent City.
2. Monthly Chamber of Commerce meetings/events at rotating locations are attended by (at least) one station employee who represents Bicoastal Media and discusses any current employment opportunities.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
11/13/18	General Manager	All Access - Website
2/24/18	Sales	Del Norte Workforce Center
5/3/18	Administrative Assistant	Radio Announcements
5/23/18	Sales	General Manager – Bicoastal Media Crescent City.
6/29/18	Administrative Assistant	Curry Pilot

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 18 (Plus 7 no shows)

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
Radio/Bicoastal Media Stations	9
Bicoastal Media Company Website	1
Del Norte <i>Triplicate</i> newspaper & Curry Coastal Pilot	3
Del Norte Workforce Center	2
DN Work Force Job Fair	2
Indeed.com	1

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RECRUITING SOURCES USED

**The following sources were contacted for the full-time opening as General Manager:**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The Bicoastal Media Company website	N	Bicoastalmedia.com	Bryce Burtner	541-772-4170 bryce@bicoastal.media
Indeed.com	N	Internet Website	On-line	Indeed.com
All Access	N	Internet Website	On-line	Allaccess.com
Craig's List	N	Internet Website	On-line	Craigslist.org

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

## RECRUITING SOURCES USED

The following sources were contacted for the two full-time openings in Sales:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The Bicoastal Media Company website	N	Bicoastalmedia.com	Bryce Burtner	541-772-4170 bryce@bicoastal.media
On air Announcements on Bicoastal Media Radio stations KCRE/KPOD	N	1345 Northcrest Drive Crescent City, CA 95531	Larry Timpe	(707) 464-9561 ltimpe@bicoastal.media
California Broadcaster's Association	N	Yourcba.com On line posting		Yourcba.com On line posting
College of the Redwoods-Del Norte	N	883 West Washington Blvd Crescent City, CA 95531	Sara/Reception	(707) 465-2300 hr@redwoods.edu
Del Norte Workforce Center	N	286 M Street Crescent City, CA 95531	Roberto Herrera	(707) 464-8347 rherrera@ncen.org
Daily Triplicate	N	312 H Street Crescent City, CA 95531	Emily/Classifieds	(707) 464-2141 ereed@triplicate.com
Curry Coastal Pilot	N	507 Chetco Avenue Brookings, OR 97415	Emily/Classifieds	(541) 469-3123 ereed@triplicate.com
Bicoastal Media Crescent City Social Media	N	1345 Northcrest Drive Crescent City, CA 95531	Mike O'Brien	(707) 464-9561 mobrien@bicoastal.media
Craig's List	N	Internet Website	On-line	Craigslist.org

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

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## RECRUITING SOURCES USED

The following sources were contacted for the two full-time openings in Administrative Assistant:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The Bicoastal Media Company website	N	Bicoastalmedia.com	Bryce Burtner	541-772-4170
On air Announcements on Bicoastal Media Radio stations KCRE/KPOD	N	1345 Northcrest Drive Crescent City, CA 95531	Larry Timpe	(707) 464-9561 ltimpe@bicoastal.media
California Broadcaster's Association	N	Yourcba.com On line posting		Yourcba.com On line posting
<b>Del Norte Workforce Center</b>	N	286 M Street Crescent City, CA 95531	Roberto Herrera	(707) 464-8347 rherrera@ncen.org
Daily Triplicate	N	312 H Street Crescent City, CA 95531	Emily/Classifieds	(707) 464-2141 ereed@triplicate.com
Curry Coastal Pilot	N	507 Chetco Avenue Brookings, OR 97415	Emily/Classifieds	(541) 469-3123 ereed@triplicate.com
Bicoastal Media Crescent City Social Media	N	1345 Northcrest Drive Crescent City, CA 95531	Mike O'Brien	(707) 464-9561 mobrien@bicoastal.media

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