

## 2016 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: 9/21/2015 – 9/20/2016

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

During the Reporting Period, a total of one (3) 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):

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

**2/24/16** – Oregon State University Career Fair. Market Manager attended the OSU University Wide Career fair. Discussions about various broadcast positions were had with participants.

**3/3/16** – Albany Area Chamber of Commerce Youth Job Fair at Linn Benton Community College – Market Manager participated in the event as an interviewer to assess and counsel high school students on their resume building and interview skills.

**4/21/16** - Lane Community College Career Fair. Market Manager and Sales Manager participated in the career fair in conjunction with Eugene Area Radio Stations. Discussions about various broadcast positions were had with participants.

**4/20/16**– 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 11/22/15 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 (3) \$3000 scholarships were awarded in 2016.

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

### **Sandler Sales 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 Sandler Sales and Management Systems and are designed to

improve skills. Sessions address various topics and are inclusive of all skill and experience levels.

**Radio Advertising Bureau**

We sent two (2) Account Executive new hires through the Radio Advertising Bureau “Radio Marketing Professional” sales training program during the reporting period.

*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.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
7/15/16	Account Executive	Referral
8/16/16	Engineer	Bicoastal Corporate Website
8/29/16	Account Executive	Referral

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Oregon Association of Broadcasters	
Lane Community College	
University of Oregon Career Center	
Oregon State University Career Center	
Linn Benton Community College	
Cottage Grove Family Center	
McKenzie Center	
Centro Latino Americano	
Eugene Springfield Asian Council	
Black Student Union	
Mt. Hood Community College	
NAACP	
Affirmative Action, University of Oregon	
Asian Pacific Student Union, University of Oregon	
Black Student Union, University of Oregon	
Chinese Student Association, University of Oregon	
Native American Student Union, University of Oregon	
Personnel Source	
Allaccess.com	
On-Air Announcements	2
Insideradio.com, 365 Union St, Littleton, NH 03561, 603-444-5720	
Current FT& PT Employee's	1
Referral / Word of Mouth	3
Bicoastal Media Corporate website (www.bicoastalmedia.com)	
Eugene Register Guard	
Craigslist.org	1

## RECRUITING SOURCES USED

The following sources were notified about all full-time openings filled during the reporting period.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Oregon Association of Broadcasters	Y	7150 SW Hampton St Ste 214 Portland, OR 97223	Bill Johnstone	503-443-2299 <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>
Lane Community College	N	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 <a href="mailto:kramerl@lanecc.edu">kramerl@lanecc.edu</a>
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 <a href="mailto:jobs@darkwing.uoregon.edu">jobs@darkwing.uoregon.edu</a>
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
Linn Benton Community College	N	6500 Pacific Blvd Albany, OR 97321	Carla Raymond	541-917-4788
Cottage Grove Family Center	N	305 Coop Court Cottage Grove, OR 97424	Barbara Dewey	541-942-8214
McKenzie Center	N	2885 Chad Dr Eugene, OR 97408	Jill Parrish	541-686-7878
Centro Latino Americano	N	944 West 5th Ave Eugene, OR 97402	Alberto Urquilla	541-687-2667
Black Student Union Lane CC	N	4000 E 30 <sup>th</sup> Ave Eugene, OR 97405	Ruby Lewis	541-463-5043
Women's Center Lane CC	N	4000 E 30 <sup>th</sup> Ave Eugene, OR 97405	Jill Bradley	541-463-5353
Mt. Hood Community College	N	26000 SE Stark St Gresham, OR 97030	John Rice	503-491-7635
NAACP	N	PO Box 11484 Eugene, OR 97440		541-431-1119
Affirmative Action University of Oregon	N	474 Oregon Hall Eugene, OR 97403	Kathy Cannon	541-346-3123 <a href="mailto:kcannon@aaeo.uoregon.edu">kcannon@aaeo.uoregon.edu</a>
Asian/Pacific Am S.U University of Oregon	N	EMU Suite 29 Eugene, OR 97403	Becky Leung	541-346-4342
Black Student Union University of Oregon	N	EMU Suite 25 Eugene, OR 97403	Dominique Beaumonte	541-346-4379
Chinese Student Assoc University of Oregon	N	EMU Suite 5 Eugene, OR 97403	Frank Tsai	541-346-4322
Native American SU University of Oregon	N	EMU Suite 26 Eugene, OR 97403	Melissa Swartz	541-346-3723
Allaccess.com	N	Submit online		
Personnel Source	N	555 Lincoln St Eugene, OR 97401	Rebecca Hill	541-342-5310
Bicoastalmedia.com	Y	1500 Valley River Drive, Ste #350, Eugene, OR 97401	HR Manager	541-284-3647
InsideRadio.com	N	365 Union Street Littleton, NH 03561	Submit Online	603-444-5720
On-Air Announcements	N	Bicoastal Media Stations	In-House	
Eugene Register Guard	N	PO Box 10188	n/a	541-342-1212

		Eugene, OR 97440-2188		special.registerguard.com/ jobs
Craigslist.org	N	Submit Online: Craigslist.org	n/a	

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