

2024 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses V, LLC Willamette Valley Employment Unit

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

Reporting Period: 9/21/2023– 9/20/2024

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.

02/24 – 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

4/2024– Linn Benton Community College Career Fair. Market Manager represented Bicoastal Media. Discussions about various broadcast positions were had with participants.

12/2023 – Linn Youth Job Fair. Promotions Director & GM participated. High School students attend the Job Fair to learn valuable interviewing & professional skills that will introduce them to new opportunities.

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

02/24 Bicoastal Media Willamette Valley LLC co-sponsored the University of Oregon Career Fair in conjunction with the Eugene Area Radio Stations organization. Market Manager represented Bicoastal Media. Discussions about various broadcast positions were had with participants.

05/24 - Bicoastal Media Willamette Valley LLC co-sponsored the Lane County Community College Job Fair in conjunction with Eugene Area Radio Stations organization. Market Manager represented Bicoastal

Media. 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, X/Twitter, Instagram, Text lines and their respective station websites. We also participate in the “Handshake Community” which includes 17 million students & young alumni at over 1,000 colleges, including 120+ minority-serving institutions.

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

Bicoastal Media Market Manager serves 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. On August 3, 2024 EARS announced that five students had been selected to receive 2024-2025 academic year scholarships totaling \$10,000.

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

Nielsen Sales and Programmers Training

During the reporting period, all sales and programmers, participated in multiple, on-line training and webinars provide by Nielsen Audio, NuVoodoo, RAB, Marketron, Federated Media, Inside Radio, New Wave Digital Solutions, Frequence, AffinityX and others.

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

The Market Manager implements the mentoring program. During the reporting period 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. The Market Manager also provides 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

During the reporting period 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 HIRES
09/03/2024	Program Director	RAMP

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media Corporate Website	1
Facebook – Small Market Radio	1
RAMP	2
Total Number of Persons Interviewed during the Reporting Period:	4

RECRUITING SOURCES USED

Program Director

Date of Hire 09/03/2024

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON	PHONE / E-MAIL
Facebook	N	1 Hacker Way, Menlo Park, CA 94025	N/A	650-308-7300
RAMP	N	25876 The Old Road #254, Valencia, CA 91381	Steve Resnik	818-951- 6700/the45King@aol.com
Bicoastal Media website	N	www.bicoastal.media	Sean Beken	541-284-3662 / seanbeken@bicoastal.media

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