

## 2018 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: 9/21/2017– 9/20/2018

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.*

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

**5/17/18** - 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.

**3/7/18**– Linn Benton Community College Career Fair. Market Manager, Sales Manager and Office Manager 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.*

*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).*

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

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

**11/9/17** Bicoastal Media Willamette Valley LLC co-sponsored the University of Oregon Career Fair 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.

The stations engage in outreach to their audience through Facebook, Twitter and their respective station websites.

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 2017.

### **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. (5/15/18 & 9/6/18) 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. (3/13/18)

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

The Market Managers implement the mentoring program. They work 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 FULL-TIME POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/15/18	Engineer	Referral from KPNW’s Operation Manager
8/23/18	Receptionist	Indeed
9/10/18	Engineer	Bicoastal Media website
4/27/18	Promotions Director/Morning show host	All Access Radio

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 42

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Indeed	25 / receptionist
Allaccess.com	7 engineer/promotions director
Referral / Word of Mouth	10 / engineer
Bicoastal Media Corporate website (www.bicoastalmedia.com)	1 / engineer

## 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>
InDeed	Y	6433 Champion Grandview Way Austin, TX 78750	Submit online	
Allaccess.com	Y	Submit online		
Bicoastalmedia.com	Y	1500 Valley River Drive, Ste #350, Eugene, OR 97401	HR Manager	541-284-3647

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