

## 2011 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, 2010, to July 21, 2011

No. of Full-time Employees: Between 5 & 10

Small Market Exemption: Yes

During the Reporting Period, 7 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 a job fair by station personnel who have substantial responsibility in making hiring decisions.*

November 19, 2010 – Co-sponsored a Job Fair at Konocti Vista Casino Resort and Marina. Provided employment information and accepted applications for future employment opportunities. Job fair was staffed by Sales Manager and two Account Executives.

May 20, 2011 – Co-sponsored Job Fair at Lake One Stop. Provided employment information and accepted applications for future employment opportunities. Job fair was staffed by Sales Manager and two Account Executives.

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

Area High Schools sent job shadow students once or twice per semester during the school year. The students spend 2 hours shadowing one of the DJs at the Stations. Sometimes the High Schools send three students at a time. During the reporting period, 6 students participated.

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

Since July 2010, the 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.

Office staff receives hands on training in areas of traffic insertion, billing accounts receivable data entry, website management, daily logs.

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

August 6 thru August 7, 2010 – 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.

September 2 thru September 5, 2010 – 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 Associations and The Oregon Association of Broadcasters.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
June 22, 2010	Account Executive	Radio Advertising
August 13, 2010	Sales Manager	Radio Advertising
August 2, 2010	Account Executive	Lake County Record-Bee (Print)
December 6, 2010	Account Executive	Lake county Record-Bee (Print)
January 11, 2011	Account Executive	Home Town Shopper (Print)
April 11, 2011	Sales Manager	Radio Advertising
June 13, 2011	Account Executive	Radio Advertising

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 36

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio Advertising	25
Lake County Record Bee newspaper	8
Ukiah Daily Journal	3
Mendocino Community College	1

## RECRUITING SOURCES USED

The following sources were contacted for all full-time job openings:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St. Lakeport, CA	Kevin McConnell	707-263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, CA	Kevin McConnell	707-468-3533
Bicoastal Media	N	140 North Main, Lakeport, CA	Alan Mathews	707-263-6113
Mendocino Community College	N	Ukiah Campus: 1000 Hensley Creek Road, Ukiah, CA 95482	Betty Antoni	707-468-3000
Mendocino Community College	N	Lake Center: 1005 Parallel Drive, Lakeport, CA 95453	Phyllis Harley	707-263-4944
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240, Portland, OR 97223	Bill Johnstone	503-443-2299
California Association of Broadcasters	N	915 "L" Street, Suite 1150, Sacramento, CA 95814	Stan Statham	916-444-2237
Sacramento State Career Center	N	6000 J Street Lassen Hall, Rm. 2000, Sacramento, CA 95814	Electronic Posting <a href="http://www.csus.edu/careercenter/">http://www.csus.edu/careercenter/</a>	916-278-6231
Home Town Shopper	N	194 Ford Road Ukiah, CA 95482	Will Butler	707-476-9111

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