

2008 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: 10/01/2007 – 09/30/2008

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

During the Reporting Period, a total of seven 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.*

10/24/07 – Oregon State University Fall Career Fair – Stations’ Promotions Director attended.

12/12/07 – Albany Area Chamber of Commerce Youth Job Fair at Linn Benton Community College – Stations’ Promotions Directed attended.

4/24/08 – Lane Community College Career Fair – Stations’ Regional Director of Sales attended.

*Hosted at least one **job fair**.*

10/23/07 - Bicoastal hosted The Willamette Valley Career Fair (WVCF) at the Heritage Mall in Albany, OR. Bicoastal Media secured the venue at the mall. We invited businesses from throughout the region and abroad to participate through on-air advertising, direct mail and

personal contact. Over 30 businesses physically participated by staffing a booth representing their businesses. The W.V.C.F. was heavily promoted on five (5) Bicoastal radio stations including live remote broadcasts from two (2) of the stations. The W.V.C.F. was also advertised on 5 web sites and received favorable coverage in the local newspaper. The event was a terrific success with many business interviewing and hiring employees throughout the day. This was as ALL STAFF event, meaning the show was organized, implemented and staffed by all sales people, the Business Manager, on-air personalities, and the station General Manager.

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

04/24/08 –Lane Community College Career Fair. Bicoastal Media received a “presented by” sponsorship of this Career Fair event in exchange for in-kind marketing. Bicoastal received signage at the event and name recognition in all outside marketing in exchange for radio advertising for the event. The event was attended by 3 senior sales people and the Regional Director of Sales.

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

1/9/08 - Linn-Benton Community College Recruitment Marketing Workshop “guest speaker”. Bicoastal Media’s Market Manager presented a broadcast recruitment/marketing presentation at the workshop. Area business interested in recruitment marketing attended the workshop. The manager was invited as a speaker to make a 45 minute presentation on the use of broadcast radio as an effective recruitment marketing tool.

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

The Stations have an on-going internship program dedicated to developing talent and interest in the broadcast industry while providing students with practical work experience. During the reporting period we have had two (2) interns participating in our program:

Intern #1 was from South Albany High School. She interned over the Summer Term 2008, working 5 hours per week. She received course credit.

Intern #2 was from Dalla High School. She

interned over the Summer Term 2008, working 5 hours per week. She received course credit.

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

Bicoastal Media Regional Director of Sales serves as the President of 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 including an essay describing why they should get the scholarship. All applicants are reviewed and selected by the EARS board of directors. Two (2) \$1000 scholarships are awarded each year.

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

The market has purchased multiple educational products to assist in providing growth opportunities to include but, not limited to RAB training, Selling Power, Master Salesmanship, Harvard Business Review and multiple resource books and guides. In the past year, two Senior AE's were promoted to local sales manager. Both were actively engaged in leadership training with the General Manager utilizing the previously mentioned training materials and were both ultimately promoted.

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

Staff regularly job shadow each other and are cross-trained into multiple departments. Examples include: Account Executive mentoring with the Traffic Manager, in our Traffic Department. The AE is now cross-trained in this department. This involved daily training over several weeks to learn the skills necessary to work in this department. The Sales Manager mentored with the Program Director on the use of the profit system and production department. He is now effectively cross-trained in the Production department. This is an invaluable resource as a sales manager.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership*

Oregon Association of Broadcasters

includes substantial participation of women and minorities.

*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*

Provided web assistance to Eugene Area Radio Stations Group website. Our Webmaster regularly consulted with the Eugene Area Radio Station group on aspects of their website including the broadcast education and scholarship application component.

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

Market Manager meets regularly with hiring managers regarding appropriate hiring practices related to EEO standards, policies and procedures.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
01/10/2008	Account Executive	Radio Ad / Albany Area Stations
03/19/2008	Account Executive	Internal / Current Employee Referral
04/22/2008	Account Executive	Radio Ad / Albany Area Stations
06/25/2008	KDUK PMD / LN DJ	Allaccess.com
06/25/2008	KFLY Program Director	Current Full-time Employee
06/18/2008	Account Executive	Employee Referral
07/10/2008	Account Executive	Allaccess.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 111

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Oregon Association of Broadcasters	14
Lane Community College	1
University of Oregon Career Center	
Oregon State University Career Center	
Linn Benton Community College	1
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	
craigslist.com	4
Allaccess.com	64
On-Air Announcements	20
Insideradio.com, 365 Union St, Littleton, NH 03561, 603-444-5720	
Current FT Employee	7
Word of mouth	
virtualcareerfair.net	
Bicoastal Media Corporate website (www.bicoastalmedia.com)	

RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 01/10/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
Linn Benton Community College	Y	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 th Ave Eugene, OR 97405	Ruby Lewis	541-463-5043
Women's Center Lane CC	N	4000 E 30 th 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 kcannon@aaeo.uoregon.edu
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		
Craigslist.com	N	Submit online		
Bicoastalmedia.com	N	140 N Main Street Lakeport, CA 95453	Rick Munroe	707-263-6113

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

RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 03/19/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
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McKenzie Center	N	2885 Chad Dr Eugene, OR 97408	Jill Parrish	541-686-7878
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RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 04/22/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
Linn Benton Community College	Y	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
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RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 06/18/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
Linn Benton Community College	Y	6500 Pacific Blvd Albany, OR 97321	Carla Raymond	541-917-4788
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RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 07/10/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
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RECRUITING SOURCES USED

Job Title of Position: KDUK PM Drive / Late Nights DJ Date of Hire: 06/25/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
Linn Benton Community College	Y	6500 Pacific Blvd Albany, OR 97321	Carla Raymond	541-917-4788
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McKenzie Center	N	2885 Chad Dr Eugene, OR 97408	Jill Parrish	541-686-7878
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RECRUITING SOURCES USED

Job Title of Position: KFLY Program Director

Date of Hire: 06/25/2008

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 Suite 214 Portland, OR 97223	Bill Johnstone	503-443-2299 theoab@theoab.org
Lane Community College	Y	4000 E 30th Ave Eugene, OR 97405	Lori Kramer	541-463-5859 kramerl@lanecc.edu
University of Oregon Career Center	N	PO Box 3257 Eugene, OR 97403	Pat Ferris	541-346-3214 jobs@darkwing.uoregon.edu
Oregon State University Career Center	N	8 Kerr Admin Building Corvallis, OR 97331-2127	Lynn Allen	541-737-9056
Linn Benton Community College	Y	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 th Ave Eugene, OR 97405	Ruby Lewis	541-463-5043
Women's Center Lane CC	N	4000 E 30 th Ave Eugene, OR 97405	Jill Bradley	541-463-5353
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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 kcannon@aaeo.uoregon.edu
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Black Student Union University of Oregon	N	EMU Suite 25 Eugene, OR 97403	Dominique Beaumonte	541-346-4379
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