

2021 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: 9/21/2020– 9/20/2021

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.

05/04/21 – 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

4/2020– Linn Benton Community College Career Fair. Cancelled due to pandemic.

12/2020 – Linn Youth Job Fair. Cancelled due to pandemic.

5/2021 - Lane Community College Career Fair. Cancelled due to pandemic.

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

05/04/21 Bicoastal Media Willamette Valley LLC co-sponsored the University of Oregon Career Fair on in conjunction with the Eugene Area Radio Stations organization. Market Manager represented Bicoastal Media. Discussions about various broadcast positions were had with participants.

09/15/21 - Bicoastal Media Willamette Valley LLC co-sponsored the WorkSource Oregon Hiring event at the Albany Chamber Business Extravaganza. Market Manager & Office Mgr. had discussions about various broadcast positions 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).*

*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.*

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

*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 stations engage in outreach to their audience through Facebook, Twitter, ZipWhip text lines and their respective station websites.

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. Three scholarships were awarded in 2021 totaling \$3000.

Nielsen Sales and Programmers Training

In-Market Sales training was cancelled due to pandemic. 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, AffinityX and others.

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.

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
08/01/2021	Assistant Program Director	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 6

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Linked In	None
Bicoastal Media Corporate Website	None
Indeed.com	None
Facebook	None
KRKT, KLOO FM/AM, KEJO, KTHH Broadcast	None
Barrett Sports Media website	1
AllAccess.com	4
Employee Referral	1

RECRUITING SOURCES USED

Assistant Program Director		Date of Hire 8/1/2021		
REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON	PHONE / E-MAIL
All Access Music Groups	N	PO Box 6587 Malibu, CA 90264	support@allaccess.com	310-457-6616
Barrett Sports Media	N	BarrettSportsmedia.com	Jason Barrett	845-845-4558 JBarrett@sportsradiopd.com
Bicoastal Media website	N	www.bicoastal.media	Kimberly Reznicek	541.926.8628 kimberly@bicoastal.media
Oregon Worksource iMatchSkills	N	www.State.or.us	Online Portal	Online Portal
Linked In	N	Online		
Indeed.com	N	Online		
KRKT, KLOO FM/AM, KEJO, KTHH Broadcast	N	On air announcements		
Facebook	N	Online		

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