

2017 ANNUAL EEO PUBLIC FILE REPORT
Bicoastal Media Licenses III, LLC

Stations: KBDN(FM), Bandon, OR
KJMX(FM), Reedsport, OR
KWRO(AM), Coquille, OR
KSHR-FM, Coquille, OR
KTEE(FM), North Bend, OR
KBBR(AM), North Bend, OR
KOOS(FM), North Bend, OR

Reporting Period: September 21, 2016 to September 20, 2017

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

Small Market Exemption: Yes

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):

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

Bicoastal Media continued a student curriculum intern program in 2017. This intern program allows a student or students from the Marshfield High School Broadcast Curriculum or North Bend High School to work internally in the Coos Bay facilities as a broadcast intern.

In the 3rd Semester of 2016/2017 school year, a student from North Bend High School was given the opportunity to intern. The intern worked with our Operations Manager approximately 10 hours per week for 3 weeks. This was a program to earn course credits and was unpaid. This program gives high school broadcast students a chance to train in a commercial operation. The 2017 curriculum consisted of 90% hands-on commercial radio audio production, studio time and operational tasks, and 10% commercial copy writing.

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

During the reporting period, the Operations Manager was given hands-on on training/tutorials in installation and basic trouble shooting of transmitter tube replacement, transmitter and receiver operations, fundamental transmitter emergency repairs and troubleshooting, a prerequisite for “Chief Operator” status. The training was supervised by the unit’s Chief Engineer.

The employment unit continued an operational enhancement program to cross-train and familiarize programming office personnel with on-air operational procedures. Sales personnel learned to produce and upload client videos for websites and FaceBook and to assist in creation of Client Banner ads if needed.

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

The General Manager continued a business management mentorship program for the Traffic Manager. Each quarter, the Traffic Manager is given an additional business operational tasks to learn and develop. Through one-on-one coaching and hands-on execution, the Traffic Manager now has working knowledge of social media management including Station FaceBook Posts, Instagram and Twitter as well as monitoring metrics and reporting information monthly to our Corporate Digital Director. The Traffic Manager has been trained and now has responsibility for accounts payable, accounts receivables, collections, outbound billing and reporting deadlines, bank reconciliations, corporate reporting procedures and troubleshooting that would typically be handled by a business manager.

*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.*

In February of 2017, the Sales Manager gave a speech at South Coast Business Employment Corporation (“SCBEC”) regarding the radio industry’s career opportunities.

In July of 2017, the Sales Manager gave a speech at SCBEC during career day regarding interviewing, appropriate dress, how to prepare for the interview, etc.

Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting

On May 2, 2017, the General Manager participated at a job fair at Southwestern Oregon Community College (SWOC).

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.

Oregon Association of Broadcasters
Washington State Association of Broadcasters

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
April 10, 2017	Market Manager	Bicoastal Media Employee
May 8, 2017	Marketing Consultant	Bicoastal Media Employee
July 26, 2017	Market Manager	Bicoastal Media Employee
July 18, 2017	Marketing Consultant	Bicoastal Media Employee
September 14, 2017	Assistant traffic manager	South Coast Business Employment Corporation

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 8

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media National Website	1
The World Newspaper	0
The Oregon Association of Broadcasters Website	0

Personal Referrals from associates and employees of Bicoastal Media	5
Oregon Association of Broadcasters	1
Washington State Association of Broadcasters	0
Linked In	0
Station Websites	0
Bicoastal on-air ads	1

RECRUITING SOURCES USED

The following sources were contacted for all full-time positions filled during the reporting period.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The World Newspaper	N	300 Commercial Avenue Coos Bay, OR 97420	Michelle Song	541-269-1222
Bicoastal stations' websites, in house posting, and on air ads	N	320 Central Avenue Coos Bay, OR 97420	Dee Dee DuPre'	541-267-2121 deedee@bicoastal.media
Career Center Southwestern Oregon Community College	N	1988 Newmark Ave. Coos Bay, OR 97420	Catherine Hockman, MA, PPS	541-888-2525
NAACP, Eugene/Springfield Branch	N	P.O. Box 11484 Eugene, Oregon 97440	Oscar Eason, Regional Director	503-566-8876 206-764-3684
Oregon Association of Broadcasters	N	7150 SW Hampton St. Suite 240 Portland, Oregon 97223	Bill Johnstone President/CEO	503-443-2299
Confederated Tribes of Coos	N	1245 Fulton Avenue Coos Bay, Oregon 97420	Covita Hughes	541-888-9577
Umpqua Post	N	495 Fir Avenue Reedsport, Oregon 97467	Michelle Song	541-271-7474

Washington State Association of Broadcasters	N	724 Columbia St NW Ste 310 Olympia, Washington 98501	Mark Allen	360-705-0774 wsabjobbank@comcast.net
Linked In	N	1 Barton's Ally Coquille, Oregon 97423	Janet Cloyde	541-396-3191 www.linkedin.com
South Coast Business Employment Corporation (SCBEC)	N	93781 Newport Ln, Coos Bay, OR 97420	Beth Palmer	541 269-2013 bpalmer@scbec.org
Oregon Employment Department	N	2075 Sherman Avenue North Bend, Oregon 97459	Becky Lunetta	541-756-5700
All Access Music Group	N	24955 Pacific Coast Hwy, C303 Malibu, CA 90265	Allaccess.com	310 457 6616

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