

2016 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), Coos Bay, OR
KBBR(AM), North Bend, OR
KOOS(FM), North Bend, OR

Reporting Period: September 21, 2015 to September 20, 2016

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 2016. 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.

One intern worked with our operations manager. This program is a full grade/credit curriculum with grading provided by the Operations Manager, a contributing factor to the student's final high school broadcast curriculum grade. This program gives high school broadcast students a chance to train in a commercial operation. The 2016 curriculum consisted of:

90% Hands on commercial radio audio production, studio time and operational tasks
10% Commercial copy writing

*Established **training** programs*

In 2016, the Operations Manager was given hands

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

on training/tutorials in installation and basic trouble shooting of transmitter tube replacement, transmitter and receiver operations, fundamental transmitter emergency repairs and trouble shooting was supervised by the unit's Chief Engineer. A pre requisite for "Chief Operator" status.

In 2016, all sales personnel attended Local Sales Management and revenue development programs facilitated by Bicoastal Media. Processes introduced include: Digital and Web tools to enhance client branding and exposure, in addition to traditional radio methodology. In addition, all sellers participated in Local Broadcast Sales (LBS) webinar training. These webinars are hosted by industry professional/Trainer Chris Lytle.

In 2016, an operational enhancement program was continued to familiarize programming office personnel to 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.*

In 2016, 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. Also has knowledge and responsibility for: accounts payable, accounts receivables, collections, outbound billing and reporting deadlines, bank reconciliations, corporate reporting procedures and trouble shooting.

*Participated in at least 4 **events** or **programs** sponsored by **educational***

On May 5th, 2016 Bicoastal Media Stations participated in a "Mock Interview Day" held at

institutions relating to career opportunities in broadcasting.

North Bend High School. The Market Manager and Traffic Manager answered questions about hiring procedures, sales employment opportunities and career opportunities in the broadcast industry, as well as assisting in doing Mock Interviews with High School Students, as they prepared to enter potential employment in fields of interest.

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
January 4th, 2016	Market Manager	Bicoastal Media Employee

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 5

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media National Website	3
The World Newspaper	0
The Oregon Association of Broadcasters Website	0
Personal Referrals from associates and employees of Bicoastal Media	1
Oregon Association of Broadcasters	1
Washington State Association of Broadcasters	0
Linked In	0
Station Websites	0

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	George Feola	541-267-2121 george@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
Oregon Employment Department	N	2075 Sherman Avenue North Bend, Oregon 97459	Becky Lunetta	541-756-5700

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