

2008 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA, LLC

| | |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------|
| Stations in Employment Unit | KATA-AM, Arcata, CA KGOE-AM, Eureka, CA KFMI-FM, Arcata, CA KRED-FM, Eureka, CA KKHB-FM, Eureka, CA |
| Reporting Period: | July 22, 2007 – July 21, 2008 |
| No. of Full-time Employees: | More than 10 |
| Small Market Exemption: | Yes |

During the Reporting Period, a total of four 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.*

The licensee presented at The Humboldt State University sponsored Career Expo February 15, 2008. In attendance were the Program Director, Sales Manager and Business Manager.

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

The licensee has hired one full-time Operations Assistant Sept 28, 2007. This assistant has and continues to undergo extensive hands-on training in station operation areas including audio production, transmitter readings, live board operation, programming, filing, etc.

Since December 19, 2007 the licensee has hired three Account Executives. The Account Executives undergo extensive training to acquire skills in areas including reaching out to potential new clientele, marketing consultation and planning, proposals, scheduling, copy writing, etc.

On February 8, 2008 the licensee hosted a web and on-line development seminar for entire staff.

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

May 5, 2008/Blue Ox May Days-Benefit for KKDS-LP, Eureka, CA. Blue Ox School operates

institutions relating to career opportunities in broadcasting.

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

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

the non-profit student run radio station for the purpose of educating students in broadcasting. All 5 stations owned by Bicoastal Media, Eureka/Arcata advertised to the public via radio the date and time of the event. KFMI Morning DJ and Promotions Director spoke at the event about various opportunities in radio broadcasting. General Manager was sent to a three part Labor Law Series given by the Greater Eureka Chamber of Commerce, May 23, June 6 and June 20th, 2008.

General Manager was sent to an Employer Workplace Seminar given by the California State Employment Development Department on April 16, 2008.

Sales executives regularly attend Chamber of Commerce, Soroptomist Women's Group and other networking activities.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|----------------------|------------------------------------|
| 09/28/2007 | Operations Assistant | Caljobs |
| 12/19/2007 | Account Executive | Eureka Reporter |
| 03/17/2008 | Account Executive | H.S.U. Job Fair 2/15/2008 |
| 05/06/2008 | Account Executive | Networking/referral |

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 19

| Recruitment Sources Used in Preceding Year | Number of Persons Interviewed that the Source Referred |
|--------------------------------------------|--------------------------------------------------------|
| H.S.U. Job Fair 2/15/2008 | 9 |
| Eureka Reporter | 4 |
| Bicoastal Media on-air announcements | 1 |
| Cal Jobs | 1 |
| Networking | 1 |
| Station websites | 3 |

RECRUITING SOURCES USED

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON AT SOURCE | TEL. NO. AND E-MAIL ADDRESS OF SOURCE |
|--------------------------------------|---|------------------------------------|--------------------------|------------------------------------------------|
| H.S.U. Job Fair | N | 1 Harpst Street, Arcata | Ann Stromberg | 707-826-5453 |
| Eureka Reporter | N | 215 4 th Street, Eureka | Judy Pollace | 707-476-8000 classifieds@EurekaReporter.com |
| Bicoastal Media on air announcements | N | 5640 South Broadway, Eureka | Laurie Tate | 707-442-2000 LTate@Bicoastalmedia.com |
| Caljobs | N | EDD Job Listings | N/A | Caljobs.ca.gov |
| Times-Standard | N | P.O. Box 3580, Eureka | Classifieds | 707-441-0500 |
| Craigslist.com | N | N/A | N/A | N/A |

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