

# 2008 ANNUAL EEO PUBLIC FILE REPORT

## **BICOASTAL MEDIA, LLC.**

### *Stations in Employment Unit:*

KXBX, AM Lakeport, CA  
KXBX, FM, Lakeport, CA  
KNTI, FM, Lakeport, CA  
KQPM, FM, Ukiah, CA  
KUKI FM, Ukiah, CA  
KUKI AM, Ukiah, CA  
KLLK AM, Willits, CA  
KDAC AM, Fort Bragg, CA

This report for the employment unit of Bicoastal Media covers the period between July 22, 2007 and July 21, 2008

During the Reporting Period, a total of six full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

**BROAD OUTREACH  
AND INITIATIVES**

Stations:	KXBX (AM), KXBX (FM). KNTI (FM), KQPM (FM) KUKI (FM) KUKI (AM) KLLK (AM) KDAC (AM)
Communities of License:	Lakeport, Ukiah, Willits, Fort Bragg California
Date of Annual Report:	July 21, 2008
No. of Full-time Employees:	More than 10
Small Market Exemption:	Yes

Since the reporting period of 2007 the Employment Unit has engaged in the following Outreach Initiatives:

INITIATIVE	DESCRIPTION
Participation in career day/event	<p>Bicoastal Media stations played host to area high schools in February for an annual career day. Students from Middletown High School, Kelseyville high Scholl, Clear Lake High School and Upper Lake High School spend the day at Bicoastal Media observing commercial production, copy writing and on air operations. Nearly 30 students attended the annual career day.</p> <p>Participation in the Mendocino College Career day at the college site at the Ukiah California Campus on March 11, 2008. The event was attended by George Feola, Market Manager and Alan Mathews, General Sales Manager.</p>
Established <b>training</b> programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.	<p>The licensee's office assistants undergo extensive hands on training on broadcast topics including traffic insertion, billing, accounts receivable data entry, filing, website management, daily logs, telephone skills, copy writing and commercial recording. In addition, the licensee provided specific training for traffic management and operations through LAN international, both off site in Mission Viejo California, and on site at Bicoastal Media properties. Trainees were Courtney Vessey and Catrina Scott.</p>

Account Executives undergo extensive on topics including how to conduct initial contact with prospective advertisers, how to conduct an initial fact finding meeting, write proposals, write orders, write copy for commercials and sell advertising to prospective local and regional businesses.

The licensee sent two sales personnel for in depth sales training at the Radio Advertising Bureau conference in Atlanta Georgia in February of 2008.

Bicoastal Media hosted a one-day sales seminar on selling interactive products for all sales staff and managers. This seminar was conducted by national renowned sales trainer Jim Tazarak on February 8, 2008.

Bicoastal Media held a two-day training session in April of 2008 for the development of selling strategies in a slower economy. Sellers and managers attended this training session.

The management team holds weekly sales/training meetings.

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.

Placed an ad with Inside Radio, The California Broadcasters Associations and The Oregon Association of Broadcasters, Washington State Association of broadcasters, Diversity Forum Online, career Builder dot Com. Recruitment ads were placed for advertising for account executives, Local Sales Manager and Operations Manager.

Station staff routinely attend networking events at regional Chamber of Commerce events. These events are designed to disseminate information regarding employment opportunities with our employment unit.

The General Manager participated in a “round table” with the director of the regional Chamber

of Commerce to produce and promote an ongoing employment information forum. This forum would include broadcast positions as well as other external employment opportunities. (Melissa Fulton – Lakeport Regional chamber of Commerce)

The General Manager initiated a dialogue with Mendocino Community College for the establishment of a broadcast education curriculum. The curriculum would utilize the broadcast studios of Bicoastal media for on the job training. (**Dean of Instruction:** Mark Rawitsch)

#### LIST OF POSITIONS FILLED

List all full-time job vacancies filled by employment unit, identified by job title, and indicate source-referring person hired.

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
9/1/07	Local Sales Manager	Oregon Association of Broadcasters
2/3/08	Account Executive	Local Newspaper
3/17/08	Programming/IT	California Association of Broadcasters
5/16/08	Accounting Assistant	Local Newspaper
5/27/08	Account Executive	Local Newspaper
5/27/08	Account Executive	Local Newspaper

RECRUITING SOURCES USED

Job Title of Position: Account Executive Date of Hire: 2/3/08, 5/27/08

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St. Lakeport, Ca	Leslie Firth	707-263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, Ca	Kevin McConnell	707-468-3533
Bicoastal Media	N	140 North Main, Lakeport, Ca.	George Feola	707-263-6113
Mendocino Community College	N	Various Locations		
Yuba College	N	Various Locations		
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240 Portland Oregon, 97223	Bill Johnstone	503-443-2299
California Association of Broadcasters	N	915 "L" Street, Suite 1150 Sacramento, CA 95814	Stan Statham	(916) 444-2237
Sacramento State Career Center	N	6000 J Street Lassen Hall Rm 2000 Sacramento California 95814	Electronic Posting/On going	916-278-6231
Washington State Association of Broadcasters	N	724 Columbus Street, NW Seattle, Wa. 98501 - 1249	Electronic Posting/On Going	360-705-0770

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).

RECRUITING SOURCES USED

Job Title of Position: Accounting Asst

Date of Hire: 5/16/08

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St. Lakeport, Ca	Leslie Firth	707-263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, Ca	Kevin McConnell	707-468-3533
Bicoastal Media	N	140 North Main, Lakeport, Ca.	George Feola	707-263-6113
Mendocino Community College	N	Various Locations		
Yuba College	N	Various Locations		
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240 Portland Oregon, 97223	Bill Johnstone	503-443-2299
California Association of Broadcasters	N	915 "L" Street, Suite 1150 Sacramento, CA 95814	Stan Statham	(916) 444-2237
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RECRUITING SOURCES USED

Job Title of Position: Operations

Date of Hire: 3/17/08

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St. Lakeport, Ca	Leslie Firth	707-263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, Ca	Kevin McConnell	707-468-3533
Bicoastal Media	N	140 North Main, Lakeport, Ca.	George Feola	707-263-6113
Mendocino Community College	N	Various Locations		
Yuba College	N	Various Locations		
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240 Portland Oregon, 97223	Bill Johnstone	503-443-2299
California Association of Broadcasters	N	915 "L" Street, Suite 1150 Sacramento, CA 95814	Stan Statham	(916) 444-2237
Sacramento State Career Center	N	6000 J Street Lassen Hall Rm 2000 Sacramento California 95814	Electronic Posting/On going	916-278-6231
Washington State Association of Broadcasters	N	724 Columbus Street, NW Seattle, Wa. 98501 - 1249	Electronic Posting/On Going	360-705-0770
Diversity Forum Online	N	Diversity Forum Online 2210 Midwest Rd., Suite 104 Oak Brook, IL 60523	Electronic Posting/Online	

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. See Rule 73.2080(c)(1)(ii).

## RECRUITING SOURCES USED

Job Title of Position: Local Sales Manager Date of Hire: 9/1/07

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Lake County Record Bee	N	2150 S. Main St. Lakeport, Ca	Leslie Firth	
Ukiah Daily Journal	N	590 South School, Ukiah, Ca	Kevin McConnell	
Bicoastal Media	N	140 North Main, Lakeport, Ca.	George Feola	
Mendocino Community College	N	Various Locations		
Yuba College	N	Various Locations		
Oregon Association of Broadcasters	N	7150 Hampton St. Suite 240 Portland Oregon, 97223	Bill Johnstone	
California Association of Broadcasters	N	915 "L" Street, Suite 1150 Sacramento, CA 95814	Stan Statham	
Sacramento State Career Center	N	6000 J Street Lassen Hall Rm 2000 Sacramento California 95814	Electronic Posting/On going	
Washington State Association of Broadcasters	N	724 Columbus Street, NW Seattle, Wa. 98501 - 1249	Electronic Posting/On Going	
Diversity Forum Online	N	Diversity Forum Online 2210 Midwest Rd., Suite 104 Oak Brook, IL 60523	Electronic Posting/Online	

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## INTERVIEWEE REFERRAL SOURCE SUMMARY

Date of Annual Report: July 21, 2008

Total Number of Persons Interviewed in Preceding Year: 56

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Radio Advertising	12
Lake County Record Bee	14
Area Colleges	7
Cal Jobs	2
Oregon Association of Broadcasters	3
Hot Jobs	2
Sacramento State University	6
KXBX FM Website	1
Walk In	9