

2005 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LLC.

Station in Employment Unit:

KXBX, AM Lakeport, CA
KXBX, FM, Lakeport, CA
KNTI, FM, Lakeport, CA
KQPM, FM, Ukiah, CA

This report for the employment unit of Bicoastal Media, covers the period between July 22, 2004 and July 21, 2005

During the Reporting Period, a total of eight 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)
(list all that are included within Employment Unit)

Communities of License: Lakeport and Ukiah, California

Date of Annual Report: July 21, 2005
(enter the anniversary of the date the renewal application must be filed, which is four months prior to expiration of license)

No. of Full-time Employees: 5 – 10 _____ / More than 10 X _____
(check the number that applies)

Small Market Exemption: Yes

*In a **two-year** period an Employment Unit with more than 10 full-time employees must engage in at least four of the initiatives or events listed in FCC Rule 73.2080(c)(2). If the Employment Unit has 5 – 10 full-time employees or is located in a smaller market,¹ it must engage in at least two initiatives or events.*

Since the reporting period of, the Employment Unit has engaged in:

INITIATIVE	DESCRIPTION
Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	College of the Mendocino and Clear Lake Community College sends students periodically for three month internships as interns 4 hours per day, 4 days per week, if they express an interest in broadcasting. Currently, there are no interns from either college, as the position seems to end when school is out for the summer but the stations expect to hear soon from potential interns when the new school year has started. Area High Schools including Clear Lake and Kelseyville High Schools send job shadow students once or twice per semester. The students spend 3 hours shadowing one of the DJs. Sometimes the High Schools send three students at a time. Since August 1, 2004, there have been approximately 10 students in the job shadow program.
Established training programs designed to enable station personnel to	The licensee has hired one office/production assistant. Since August 1, 2004. The office

¹ A “smaller market” is a metropolitan area with a population of fewer than 250,000, and any area outside all metropolitan areas as defined by the Office of Management & Budget.

acquire skills that could qualify them for higher level positions.

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.

assistants undergo extensive hands on training to include but limited to, traffic insertion, billing, accounts receivable data entry, filing, website management, daily logs, and telephone skills. Since August 1, 2004, the licensee has also hired six sales Account Executives. The Account Executive undergoes extensive training to include but not limited to how to conduct initial contact with prospective advertisers, conduct the initial fact finding meeting, write proposals, write orders, write copy for commercials and sell advertising to prospective local and regional businesses.

The management team holds weekly sales/training meetings.

Placed an ad with Inside Radio, The California Broadcasters Associations and The Oregon Association of Broadcasters advertising for a Market Manager.

Bicoastal Media Radio Group runs ads of current job openings in Lake, Mendocino and North Sonoma Counties. Bicoastal Media Participates in or sponsors local Job Fairs throughout Lake and Mendocino Counties as in the Lake County Career Center. Bicoastal Media offers bonuses to their employees for referrals of new employees including women and minorities. Bicoastal Media participates and hosts local Job Fairs throughout the year like the Lake County Business Expo. Job openings for full time positions are posted on the stations Web sites. Notice of job openings are sent to the local EDD offices in Mendocino and Lake Counties. Radio ads of job openings are run on our Spanish Programming on KXBX AM and KNTI FM. Run newspaper ads in Ukiah and Lakeport

Attends Chamber of Commerce functions, Lions, Rotary Club and other networking functions.

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Retain list of positions filled until after the grant of the next renewal application.

Annually, on the anniversary of the date a station must file its renewal application, a station must place this list in the station's local public inspection file and post the list on the station's web site if it has one.

RECRUITING SOURCES USED

Use Separate Sheet for Each Opening

Job Title of Position: Market Manager

Date of Hire: 02/14/05

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List all recruiting sources utilized to fill the vacancy (e.g., employment advertisements in print media, educational institutions, minority and/or women's organizations, community groups, job fairs, and any other sources of applicants) (use as many pages as necessary):

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Inside Radio	N	P.O. Box 443 Littleton, New Hamphsere 03561	Tim Brown	1-800-248-4242
California Broadcasters Association	N	915 L Street, Suite #1150, Sacramento, Ca. 95814	Ed Milton	916-444-2237
Oregon Broadcasters Association	N	7150 SW Hampton Street, Suite #240, Portland ,Oregon 97223-8366.	Shelley Roland	503-443-2299
Mendocino Community College	N	1005 Parallel Drive, Lakeport, Ca. 95453	Mark Beck	707-263-4944
Clear Lake Community College	N	15880 Dam Road, Clear Lake, Ca. 95422	Miriam Root	707-995-7900

* 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).

Retain for each position filled until after the grant of the next renewal application.

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Job Title of Position: Advertising Sales) Date of Hire: 11/17/04, 01/05/05, 01/19/05, 01/27/05, 04/16/05 & 06/15/05__Page 1
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REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Record Bee	N	2150 S. Main St. Lakeport, Ca	Leslie Firth	707-263-5636
Ukiah Daily Journal	N	590 South School, Ukiah, Ca	Shelly Hull	707-468-3533
Bicoastal Media	N	140 North Main, Lakeport, Ca.	George Feola	707-263-6113
Chamber Mixer	N	Various Locations	Melissa Fulton	707-263-5092

* 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).*

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Use Separate Sheet for Each Opening

Job Title of Position: Office/Production Assistant

Date of Hire: 02/14/05 _____

Page 1 of 1

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