

2020 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses, LLC Lakeport/Ukiah, CA Employment Unit

Stations:	KXBX(AM), Lakeport, CA KXBX-FM, Lakeport, CA KNTI-FM, Lakeport, CA KQPM(FM), Ukiah, CA KUKI(AM), Ukiah, CA KUKI-FM, Ukiah, CA KLLK(AM), Willits, CA KDAC(AM), Fort Bragg, CA
Reporting Period:	July 22, 2019 – July 21, 2020
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):

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

The stations partnered with Career Point Lake in the local Job Fair on October 25th, 2019. The event was held at Yuba College in Clearlake, Ca. Job Fair staffed by Market Manager and Sales Manager.

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

General staff receives training in the operation of EAS system and how to operate. Operations staff receives training in general radio station management, including revenue development and procedure. Sales Manager receives training in hiring practices, commissions, payroll and budget development. This training helps promote advancement within the company.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

The Stations are actively involved in most of the biggest community events throughout the year. We constantly strive to educate the public during these events about radio employment opportunities, to partner with events/promotions,

and to create growth in local businesses by creating job opportunities, such as:

August 1 - August 4, 2019 - Hosted a booth at the Redwood Empire Fair (Mendocino County) to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

August 29th – September 2, 2020 – Hosted a booth at the Lake County Fair at the Lake County Fairgrounds to make the public aware of employment opportunities with our company. Purchased booth and provided employment information.

Booths at both fairs were staffed by one on-air personality, account executives and Sales Manager throughout all above listed days of the fairs.

*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.*

Monthly Chamber of Commerce meetings/events at rotating locations are attended by (at least) one station employee who represents Bicoastal Media and discusses any current employment opportunities.