

# 2008 ANNUAL EEO PUBLIC FILE REPORT

## Bicoastal Media Licenses III, LLC Coos Bay Market

Stations & Communities of License: 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: October 1, 2007 to September 30, 2008

No. of Full-time Employees: Between 5 – 10

Small Market Exemption: Yes

During the Reporting Period, a total of two 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):

*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 employment unit co-sponsored the Southwestern Oregon Community College Career Fair and Job Expo, April 16, 2008. Attending for the stations were the General Manager, Operations Manager, and Account Executive. The stations provided on air promotions about the Career Fair and Job Expo. At the event, the stations provided on air coverage, live demos, with DJs doing an on air remote at the event.

*Participated in at least 4 events sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

Bay Area Chamber of Commerce Individual Business Initiative Program. Sessions were held January 9, February 13, and May 14, 2008, at the Mill Casino Chamber Meeting Room. Bicoastal's General Manager attended and described recruitment and EEO requirements for our business, along with job descriptions and responsibilities.

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

The employment unit established an internship program with South Coast Business Employment Corporation (a non-profit) for a summer internship with the stations. We utilized and developed this intern from June through August 2008. The intern received course credit at Southwestern Oregon Community College.

*Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.*

As active members of the Oregon Association of Broadcasters, we contribute to, and assist in the selection and awarding of scholarships to students in the communications field of studies. The General Manager participated in the voting process to select scholarship winners based on a combination of criteria such as talent, need, and grades.

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

Ongoing training occurs to aid employees in furthering their broadcast and business management skills. The Sales Manager received training in budget management; an Account Executive received training in Power Point presentation development skills; a production assistant received training in Digital Audio File Production procedures; traffic personnel were given extensive training in Viero, a new traffic platform.

*Established a **mentoring** program for station personnel.*

Assisted part time and full time employees in developing job skills. Account Executives were mentored by the General Manager in instructing in applications of financial spreadsheet development. Mentoring meetings occurred every Tuesday for 12 weeks for ½ hour sessions using various financial applications in Excel and Lotus 123. The purpose of this mentoring program was to allow Account Executives to participate in the budget process and goal setting aspects of management. This program has resulted in the Account Executive being promoted to sales manager.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career*

May 20, 2008 -- participated in the Southwestern Oregon Community College field trip program. Bicoastal's Operations Manager led the

*opportunities in broadcasting.*

discussion on the operation of radio stations and how we respond to Emergency Broadcast needs. 18 students attended this orientation meeting.

We had career days on February 26, and May 17, 2008, along with an open house for students to visit the radio stations. Each visit provided us with 8 students who signed up for these field visits from Marshfield High School, Coos Bay, and were hosted by Bicoastal's Operations Managers. The students observed how radio shows and commercials are produced.

April 16, 2008 - Career Day with Southwestern Oregon Community College hosted by Bicoastal's Operations Manager, General Manager, and Sales Staff.

*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

*Provided assistance to unaffiliated non-profit entities in maintaining web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting*

Oregon Association of Broadcasters website. The employment unit provided web content for OAB's website by providing content for job listings and issues for the Coos County, Douglas County, and Curry County regions.

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#### LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
May 5, 2008	Account Executive/Sales	OAB job posting, Southwestern Oregon Community College Job Fair. The individual hired responded from both sources.
Sept. 8, 2008	Program Assistant	Part Timer Promotion to Full Time Work

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 9

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media Website	1
Southwestern Oregon Community College Career Fair & Job Expo	5
The World Newspaper	1
The Oregon Association of Broadcasters Website	1
Personal Referrals from associates and employees of Bicoastal Media	1

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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	Janet Geary	541-269-1222
Bicoastal stations' websites, in house posting, and on air ads	N	320 Central Avenue Coos Bay, OR 97420	Elaine Ford	541-267-2121 eford@bicoastalmedia.com
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 Associations of Broadcasters	N	7150 SW Hampton St. Suite 240 Portland, Oregon 97223	Bill Johnstone President/CEO	503-443-2299
The South Coast Shopper	N	P.O. Box 1440 Coos Bay, Oregon 97420	Doug Thompson	541-269-0310
Umpqua Post	N	495 Fir Avenue Reedsport, Oregon 97467	Janet Geary	541-271-7474

American Women in Radio & Television	N	8405 Greensboro Drive, Suite 800 McLean, Virginia 22102		703-5063290
Coquille Sentinel	N	1 Barton's Alley Coquille, Oregon 97423	Janet Cloyde	541-396-3191
Oregon Employment Department	Y	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.