

2011 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses II, LLC Crescent City, CA Employment Unit

Stations: KPOD(AM), Crescent City, CA
KPOD-FM, Crescent North, CA
KCRE-FM, Crescent City, CA

Reporting Period: July 22, 2010 – July 21, 2011

No. of Full-time Employees: Between 5 & 10
Small Market Exemption: Yes

During the Reporting Period, no 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.*

Del Norte Job Wave Fair:
All three stations partnered in the Mainstay Staffing Program “Job Wave” in conjunction with the Del Norte Work Force Center/Rural Human Services November 10, 2010 at the Del Norte Workforce Center, 286 M Street, Crescent City, CA.

The Stations provided on air promotion of the Job Wave, on air interviews regarding employment opportunities through the program, and the Employment Unit’s General Manager was present to meet with potential applicants who were interested in the broadcast industry.

All three stations partnered in the 2010 Job Finders Workshops August 16th, September 20th, October 25th and November 29th. The stations provided on air interviews with the Job Finders instructor, focusing on gaining employment in difficult economic times, especially for women and minorities in the community.

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

One applicant from the Youth/Summer Job Wave Program is serving a part time internship for broadcasting operations. Internship dates from July 17, 2011 to August 19, 2011. This program is offered through Rural Human Services and the Del Norte Workforce Center, Crescent City.

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

The Stations present a weekday program entitled “Hot Jobs” offering the latest employment opportunities in the community. We partner with the Del Norte Work Force Center, Rural Human Services and local businesses by offering a daily radio report (Mondays & Tuesdays at 9:50am) of current job openings and job training opportunities. The Hot Job Program includes JOB FINDER TIPS OF THE WEEK provided by the Del Norte Work Force Center. It is an educational segment which airs 6 times per week on our Bicoastal Media Radio Stations, following the weekly listing of HOT JOBS.

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

The Sales and Marketing staff attended the 2010 Progressive Employment Workshop on December 10, 2010. Presented by the Northern California Small Business Development Center at the Family Resource Center, Crescent City.

The General Manager and staff attended the “Education and Economics in your Community” summit April 11th, 2011 at the Elk Valley Rancheria Community Center, 2332 Howland Hill Road, Crescent City. Presented by the California Employment Development Department, Del Norte County School Board and Crescent City Chamber of Commerce. The General Manager hosted a discussion panel and shared potential broadcast opportunities with students.

April 12, 2011– All staff were required to attend training on stopping sexual harassment, and an annual update on labor laws and opportunities for advancement within the industry. The program was held at the studios and presented by the General Manager.

One staff member completed and became certified in Public Information Officer training at a two day workshop Feb 9-10, 2011 at the Crescent Fire Protection District center, 255 West Washington Blvd. Crescent City, CA. Hosted by PIO/JIC-JIS, the Media Survival Group and Dept. of Homeland Security.

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

Del Norte High School Career Day – April 14th, 2011. All three stations hosted 2 High School Students from Del Norte High School. These students learned about the broadcast industry and were guest announcers on the KCRE Wake Up Call morning show 6am to 9am with the Morning Show co-Hosts and General Manager. The students also participated in training sessions with the Sales/Marketing team and production skills with the Operations Manager.

All three stations partnered with the Del Norte High School Interact/Leadership Program on April 30th & May 1, 2011. Eight students participated in the Coastal Expo event held at the fairgrounds, Crescent City, which included event set up, hosting and welcoming at the main entrance gates, on air remote broadcasts, with the purpose of promoting non-profit organizations and their High School Leadership Program. The students were under the direction of the General Manager. Each participant received high school credit for the Interact/Leadership class.

*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:

1. Event coordinator of the Coastal Business Expo (promoting businesses in Del Norte and Curry County and potential job opportunities) April 30th and May 1st 2011 held at the Del Norte County Fairgrounds. All staff participated in the two- day event by hosting

the radio station booths. Broadcasting opportunity pamphlets are made available at the event.

2. Chamber of Commerce-Del Norte County – The Stations partnered in promoting the Sept 2010-June 2011 High School Intern program offered through area businesses through a series of on air interviews, news stories and public service announcements. Brochures regarding potential broadcast employment opportunities were made available.
3. The Stations participated in the Chamber of Commerce: Business Outlook Conference on Tuesday, Jan 25, 2011 at the Brookings Elk's Lodge. Station's Manager participated in panels including discussion of job opportunities on America's Wild Rivers Coast.
4. The Stations sponsored/partnered with the Chamber of Commerce: Economic Summit-Northern California on March 27, 2010. Presented by the Del Norte County Chamber of Commerce at the Elk Valley Rancheria Community Center-Crescent City. Potential broadcasting employment opportunity pamphlets were made available to attendees.
5. A partner with the Southern Oregon Kite Festival. Port of Brookings-Harbor, OR. July 16-July 17, 2011. Brochures regarding potential broadcast employment opportunities were available to attendees. On Air talent and the office manager participated.
6. Major Sponsor/Partner with American Cancer Society – hosting Relay for Life events in Crescent City, CA, from July 22-July 23, 2011. General Manager on site with brochures regarding potential broadcast employment opportunities.
7. Major Sponsor/Partner with Red Cross – and Office of Emergency Services, promoting training, volunteerism and emergency services

throughout the year. Brochures regarding potential broadcast employment opportunities were made available by the General Manager.

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

General Manager attended a workshop segment on equal employment opportunity and updated sexual harassment/discrimination policies (part of the Business Outlook Conference) on January 25, 2011. The event was held at the Brookings Elks Lodge in Brookings, Oregon.

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 stations were involved in the following emergency preparedness activities, which serve to highlight the role of radio in the community:

1. April 14, 2011– General Manager and all staff participated in the Public and Office of Emergency Services Full Scale Disaster Training in Del Norte County. The General Manager was the media representative for local radio and the role “radio” plays during a community disasters. This was an all staff participation event. Over 20 agencies were involved in the exercise and were exposed to industry information and broadcast opportunities. Brochures regarding potential broadcast employment opportunities were made available each day. Event was held at the CFPD Fire Hall, Washington Blvd, Crescent City and Crescent Elk Middle School.
2. Monthly Chamber of Commerce meetings at rotating locations are attended by (at least) one station employee per month who represent Bicoastal Media and discuss current employment opportunities.