

2010 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses III, LLC

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, 2010 to September 20, 2010

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

Small Market Exemption: Yes

During the Reporting Period, two (2) 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 one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

As a primary function of our annual Coos County Fair exposure, Bicoastal Media produced a career opportunities forum. This forum allowed interested persons to see a “mock up” studio environment with hands on opportunities for any interested parties to operate basic equipment. The Operations Manager and General Manager were on hand to take applications and resumes, and answer any questions about the broadcast industry. The dates of this event were July 27th – July 31st.

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

In June, Bicoastal Media Stations co-sponsored and participated in an annual Native American recognition event called the “clamboree”. The Operations Manager and Program Director answered questions about hiring procedures/employment opportunities in the broadcast industry.

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

1) Bicoastal CB established an internship program with South Coast Business Employment Corporation (a non-profit) for sales training. The trainee worked in the sales department from January to March of 2010, learning sales and selling procedures, technique and its application and general connection to overall commercial broadcasting. Our adult student received a work credit through the state of Oregon.

2) Bicoastal Media developed and established a student curriculum intern program in 2010. This intern program allows a student from the Marshfield High School Broadcast Curriculum to work internally in the Coos Bay facilities as a broadcast intern.

During the four week period of Feb 1st – Feb 26th, a student interned at Bicoastal Media for one hour per day, Monday – Friday. The exposure/training curriculum was broken down as follows:

There were a total of 20 hours available for the program.

- 50% Hands on commercial radio audio production, and studio time
- 15% of commercial copy writing
- 5% of broadcast traffic instruction
- 15% of sales and sales exposure

In actual hours, the detail is as follows:

- 10 Hours Hands on commercial radio audio production, and studio time
- 3 hours of commercial copy writing
- 1 hour of broadcast traffic instruction
- 3 hours of sales and sales

The intern worked with the following personnel: Operations Managers/Production Director, General Manager, Traffic Manager, Senior Account Manager/Director of Non Traditional Revenue, and an Account Manager.

This program is a full grade/credit curriculum with grading provided by the General Manager, a contributing factor to the students final high school curriculum grade.

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. In 2010, all sales personnel attended quarterly webinar training programs provided by the following: Radio Advertising Bureau: Web tools/ Client development and prospecting. This training was conducted on or about February 17th by Lynn Anderson of the Radio Advertising Bureau. In addition all sellers participated in Local Broadcast Sales (LBS) training dates throughout the year. These webinars are hosted by a variety of industry professional including Stephen Warley, Adam Shapiro, Bill Caudill and others. All training was conducted via webinar.

Established a mentoring program for station personnel.

Assisted part time and full time employees in developing job skills. An Account Executive was mentored by the General Manager in instructing in applications of financial spreadsheet development. Mentoring meetings occurred every Tuesday for ½ hour using various financial applications in Excel and Lotus 123. This program has resulted in the Account Executive being promoted to sales manager.

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

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
June 6th, 2010	Program Director	Oregon Association of Broadcasters
May 5 th , 2010	Account Executive	Oregon Association of Broadcasters

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 70

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media Website	10
Southwestern Oregon Community College Career Fair & Job Expo	2
The World Newspaper	5
The Oregon Association of Broadcasters Website	20
Personal Referrals from associates and employees of Bicoastal Media	8
Radio and TV Jobs dot Com	25

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

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
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	Amy Lotz www.awrt.org	703-506-3290 alotz@awrt.org
Coquille Sentinel	N	1 Barton's Ally Coquille, Oregon 97423	Janet Cloyde	541-396-3191
Oregon Employment Department	Y	2075 Sherman Avenue North Bend, Oregon 97459	Becky Lunetta	541-756-5700
Radio and TV Jobs dot Com	N	22102 E. Canyon Place, Aurora, CO 80016	Jim Birchbach	303-400-5150

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.