

2011 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), North Bend, OR
KBBR(AM), North Bend, OR
KOOS(FM), North Bend, OR

Reporting Period: October 1, 2011 to September 20, 2011

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

Small Market Exemption: Yes

During the Reporting Period, one (1) full-time position was 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 second annual 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 Program Director and General Manager were on hand to take applications and resumes, and answer questions about the broadcast industry. The dates of this event were July 26th – July 30st.

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.

On June 25th, Bicoastal Media Stations co-sponsored and participated in an annual Native American recognition event called the “Clamboree”. The Program Director and Traffic Manager answered questions about hiring procedures/employment opportunities in the broadcast industry. In addition, the stations aired live interviews with Native American tribal elders.

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

Bicoastal Media continued a student curriculum intern program in 2011. This intern program allows a student or students from the Marshfield High School Broadcast Curriculum to work internally in the Coos Bay facilities as a broadcast intern.

This program gives high school broadcast students a chance to train in a commercial operation. The 2011 curriculum consisted of:

- 90% Hands on commercial radio audio production, and studio time
- 10% Commercial copy writing

The intern worked with the following personnel:

Operations Managers/Production Director. This year's student was a senior at Marshfield High School. The intern has since been offered and accepted a paid position as a part time production and operations person. He plans to advance his education in the field of Computer engineering, Internet Technologies, and Radio Frequency Engineering.

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 2011, all sales personnel attended quarterly webinar training programs provided by the following: Jeffery Gitomer Webinar Sales Training. Radio Advertising Bureau: Web tools/client development and prospecting. 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 and facilitated by the Oregon Association of Broadcasters.

Established a mentoring program for station personnel.

Assisted part time and full time employees in developing job skills. The business manager was mentored by the General Manager on managing and executing accounts payables and receivables, general human resources processing, and payroll processing. In addition, the business manager has been trained in general radio telephone operations including transmitter meter readings, EAS testing and logging, public file, automation operation and necessary internet technologies. Mentoring meetings occurred each week for ½ hour or more (as needed). This program has resulted in the Business Manager being promoted to Operations 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
Brown College – Minnesota

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
Nov 4 th , 2011	Account Executive	The World Newspaper

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 26

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media Website	5
The World Newspaper	4
The Oregon Association of Broadcasters Website	13
Personal Referrals from associates and employees of Bicoastal Media	2
Washington State Association of Broadcasters	2

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	Michelle Song	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	Y	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	Michelle Song	541-271-7474
Washington State Association of Broadcasters	N	724 Columbia Street N.W., Suite 310 Olympia, WA 98501-1249	Mark Allen	(360) 705-0774
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
Brown College	Y	1345 Mendota Height Road. Mendota Heights, MN. 55120	Beth Mathiason	651-905-3548

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