

2017 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses IV, LLC (Longview Employment Unit)

Stations in Employment Unit:

KBAM (AM), Longview, WA

KEDO (AM), Longview, WA

KLYK (FM), Kelso, WA

KRQT (FM), Castle Rock, WA

KPPK (FM), Rainier, OR

Reporting Period: September 21, 2016 through September 20, 2017

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

Number of Employees: Between 5-10 Full Time Employees

Small Market Exemption: Yes

OUTREACH INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c) (2):

Type of Initiative	Brief Description of Activity
<i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting</i>	<p>Bicoastal Media Longview participated in partnership with the Longview-Kelso Chamber of Commerce in hosting 'Building Bridges' workshop for local businesses and charity organizations to foster improved local networking and joint new business opportunities. Market Manager and General Sales Manager attended and broadcast LIVE this event.</p> <p>Bicoastal Longview in association with the Chamber sponsors 'Boot Camp' for local businesses to include training in EEO, Social Media and best business practices. General sales Manager attended and was a featured speaker for this event.</p>

<p><i>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.</i></p>	<ul style="list-style-type: none"> • Washington State Association of Broadcasters • Oregon Association of Broadcasters
<p><i>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).</i></p>	<p>Bicoastal Media Longview participated in partnership with WorkSource of Cowlitz-Wahkiakum Counties from September 2016 through September 2017. WorkSource is Washington’s State’s official job and employment web site. Bicoastal Media Longview contributed 8000 radio commercials promoting employment opportunities and directing potential recruits to their web site.</p>

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hire
10/03/16	Account Executive	KPPK and Craigslist
10/15/16	Traffic Manager	Craigslist, then Promotion Within

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 13

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Craigslist/Portland	7
Monster.com	1
Radio Announcements (KLYK, KRQT, KPPK, KEDO, KBAM)	5

RECRUITING SOURCES USED

Job Title of Position: Account Executive

Dates of Hire: 10/03/16

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Internal Job Posting Bicoastal Media, Web Site	Y	1130 14 th Avenue Longview, WA 98632 www.threeriversradio.com	Bruce Pollock	360-425-1500 bruce@bicoastalmedia.com
Bicoastal Longview Radio Announcements KEDO KPPK KRQT KLYK KBAM	Y	1130 14 th Ave. Longview, Washington, 97832	Bruce Pollock	360-425-1500 bruce@bicoastalmedia.com
The Oregon Association of Broadcasters	N	7150 S.W. Hampton Street Suite 240 Portland, Oregon 97223	Keith Shipman	503-443-2299
Monster.com	N	monster.com		
Washington State Association of Broadcasters	N	724 Columbia Street NW Suite 310 Olympia, Washington 98501	Keith Shipman	360-705-0774
Bicoastal Media Corporate Website	N	140 N. Main St Lakeport, Ca 95453	George Feola	707-263-6113
WorkSource of Cowlitz /Wahkiakum East	N	305 S. Pacific Avenue, Suite A, Kelso, WA 98626	Donna Hughes	360-438-4123 dhughes@esd.wa.gov
Craig's List	N	Craigslist.com		

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

Job Title of Position: Traffic Manager

Dates of Hire: 10/15/16

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Internal Job Posting Bicoastal Media, Web Site	Y	1130 14 th Avenue Longview, WA 98632 www.threeriversradio.com	Bruce Pollock	360-425-1500 bruce@bicoastalmedia.com
Bicoastal Longview Radio Announcements KEDO KPPK KRQT KLYK KBAM	Y	1130 14 th Ave. Longview, Washington, 97832	Bruce Pollock	360-425-1500 bruce@bicoastalmedia.com
The Oregon Association of Broadcasters	N	7150 S.W. Hampton Street Suite 240 Portland, Oregon 97223	Keith Shipman	503-443-2299
Monster.com	N	monster.com		
Washington State Association of Broadcasters	N	724 Columbia Street NW Suite 310 Olympia, Washington 98501	Keith Shipman	360-705-0774
Bicoastal Media Corporate Website	N	140 N. Main St Lakeport, Ca 95453	George Feola	707-263-6113
WorkSource of Cowlitz /Wahkiakum East	N	305 S. Pacific Avenue, Suite A, Kelso, WA 98626	Donna Hughes	360-438-4123 dhughes@esd.wa.gov
Craig's List	N	Craigslist.com		
The Daily News	N	770 11 th Ave., Longview, WA 98632	Shannon Cadwell	360-577-2500 shannon.cadwell@tdn.com

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