

# 2022 ANNUAL EEO PUBLIC FILE REPORT

## Bicoastal Media Licenses V, LLC Willamette Valley Employment Unit

Stations: KEJO(AM), Corvallis, OR KODZ(FM), Eugene, OR  
KLOO(AM), Corvallis, OR KPNW(AM), Eugene, OR  
KLOO-FM, Corvallis, OR KDUK-(FM), Florence, OR  
KRKT-FM, Albany, OR KFLY(FM), Corvallis, OR  
KTHH(AM), Albany, OR

Reporting Period: 9/21/2021– 9/20/2022

No. of Full-time  
Employees: More than 10  
Small Market  
Exemption: No

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):

*Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.*

**02/22** – University of Oregon Career Fair. Market Manager participated in the career fair in conjunction with Eugene Area Radio Stations. Discussions about various broadcast positions were had with participants

**4/2022**– Linn Benton Community College Career Fair. Cancelled due to Covid.

**12/2021** – Linn Youth Job Fair. Cancelled due to Covid.

*Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

**02/22** Bicoastal Media Willamette Valley LLC co-sponsored the University of Oregon Career Fair in conjunction with the Eugene Area Radio Stations organization. Market Manager represented Bicoastal Media. Discussions about various broadcast positions were had with participants.

**09/22** - Bicoastal Media Willamette Valley LLC co-sponsored the WorkSource Oregon Hiring event at the Albany Chamber Business Extravaganza. Market Manager & Office Mgr. had discussions about various broadcast positions with participants.

*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 engage in outreach to their audience through Facebook, Twitter, Text lines and their respective station websites. We also participate in the “Handshake Community” which includes 17 million students & young alumni at over 1,000 colleges, including 120+ minority-serving institutions.

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

Bicoastal Media Market Manager serves on the Board of Directors for the Eugene Area Radio Stations (EARS) organization, which grants annual broadcast scholarships. Each year listeners from all area radio stations are invited to submit an application along with an essay describing why they want the scholarship. Applications are also distributed through Lane Community College, Linn Benton Community College, Oregon State University and the University of Oregon and all area high schools through their respective career counseling departments. All applicants are reviewed, and winners are selected by the EARS board of directors. Three scholarships were awarded in 2022 totaling \$8000.

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

#### **Nielsen Sales and Programmers Training**

All sales and programmers, participated in multiple, on-line training and webinars provide by Nielsen Audio, NuVoodoo, RAB, Marketron, Federated Media, Inside Radio, New Wave Digital Solutions, AffinityX and others.

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

The Market Manager implements the mentoring program. He works directly with all employees on a regular and ongoing basis making a special point to select employees who express and demonstrate a desire to elevate to higher level positions in the company. Coaching and counseling on management skills that include conflict resolution, personnel and project management and interpersonal relationship skills allowing each person on the team to grow to his or her fullest potential.

*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*

The Market Manager works directly with the webmaster for the Eugene Area Radio Stations organization. The web site includes employment opportunities and resources for broadcast employment and scholarships.

LIST OF FULL-TIME POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRES
10/05/2021	Marketing Consultant	Employee Referral
7/15/2022	Marketing Consultant	Radio Advertisement
2/1/2022	Sales Manager	Bicoastal Media Website Advertisement
7/18/2022	APD-Afternoon Drive	All-Access Advertisement

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Linked In	0
Bicoastal Media Corporate Website	3
Indeed.com	2
Facebook	0
KRKT, KLOO FM/AM, KEJO, KTHH Broadcast Announcements	2
Handshake notices to colleges and universities	0
Employee Referral	2
Jora	0
Oregon Work source iMatchSkills	0
Zip Recruiter	2
KDUK, KPNW, KODZ, KFLY Broadcast Announcements	3
Total Number of Persons Interviewed during the Reporting Period:	14

**RECRUITING SOURCES USED**

**Marketing Consultant                      Date of Hire 10/5/2021**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON	PHONE / E-MAIL
All Access Music Groups	N	PO Box 6587 Malibu, CA 90264	support@allaccess.com	310-457-6616
Jora	N	Employer.jora.com	Online Portal	Online Portal
Bicoastal Media website	N	www.bicoastal.media	Jason Henson	541.926.8628
Handshake	N	App.joinhandshake.com	Online Portal	Online Portal
Indeed.com	N	Online	Online Portal	Online Portal
Facebook	N	Online	Online Portal	Online Portal

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

**Marketing Consultant                      Date of Hire 7/15/2022**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON	PHONE / E-MAIL
Jora	N	Employer.jora.com	Online Portal	Online Portal
Bicoastal Media website	N	www.bicoastal.media	Jason Henson	541.926.8628
Handshake	N	App.joinhandshake.com	Online Portal	Online Portal
Indeed.com	N	Online	Online Portal	Online Portal
KRKT, KLOO FM/AM, KEJO, KTHH Broadcast	N	On air announcements	Jason Henson	541-926-8628
Facebook	N	Online	Online Portal	Online Portal

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

**Sales Manager                                      Date of Hire 2/1/2022**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON	PHONE / E-MAIL
Zip Recruiter	N	Online	Online Portal	Online Portal
KDUK, KPNW, KODZ, KFLY Broadcast	N	On Air Announcements	Sean Beken	541-284-3600
Bicoastal Media website	N	www.bicoastal.media	Sean Beken	541.284-3600

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

**APD/Afternoon Drive                      Date of Hire 7/18/2022**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON	PHONE / E-MAIL
All Access Music Groups	N	PO Box 6587 Malibu, CA 90264	support@allaccess.com	310-457-6616
RAMP	N	Online Portal	Online Portal	Online Portal
Bicoastal Media website	N	www.bicoastal.media	Sean Beken	541-284-3600

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