

# 2010 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, 2009 – July 21, 2010

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 Apprenticeship Program “Job Wave” in conjunction with the Del Norte Work Force Center/Rural Human Services September 2009 at the Family Resource Center Conference Room, Pacific Avenue Crescent City. 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 Job Finders Workshops May 17, 2010, June 14<sup>th</sup>, 2010, and July 12<sup>th</sup>, 2010. 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 served a part time internship for broadcasting operations. Internship dates from July 22, 2009 to September 10, 2009. This program was offered through Rural Human Services, Crescent City.

Del Norte High School Career Day - March 11, 2010. All three stations hosted 3 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 24 & April 25, 2010. 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.

*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 an “Economic Development” workshop on August 14, 2009. Presented by the Center for Economic Development-Chico, CA. Held at the Lighthouse Inn Conference Center, Crescent City.

The Office Manager attended the California Notary workshop and follow up exam on October 2-3, 2009 in Redding California. The workshop was hosted by CPS Examination Services.

The Sales and Marketing staff attended the 2009 Marketing Boot Camp on October 21, 2009. Presented by the Northern California Small Business Development Center at the Family Resource Center, Crescent City.

The staff attended the “Labor Market and Economic Summit” training workshop on March 27, 2010 at the Elk Valley Rancheria Community Center, Crescent City. Presented by the California Employment Development Department.

April 5, 2010– 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.

Two office staff attended the ‘Excel Basics & Beyond’ workshop on June 28, 2010 at the Best Western Bayshore Inn Conference Center, Eureka

*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 24-25, 2010 held at the Del Norte County Fairgrounds. All staff participated in the two-day event by hosting the radio station booths.

2. Chamber of Commerce-Del Norte County – The Stations partnered in promoting the Sept 2009-June 2010 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 26, 2010 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 17-July 18, 2010. 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 24, 2010. 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.*

October 27, 2009 – The General Manager participated in a workshop on Preventing Discrimination (including issues affecting mobility-impaired employees and customers) presented by the Del Norte Work Force Center, 286 M Street, Crescent City, CA.

General Manager attended a workshop segment on equal employment opportunity and updated sexual harassment/discrimination policies (part of the Business Outlook Conference) on January 26, 2010. 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. February 10, 2010 – Office of Emergency Services Round Table Exercise (meeting of local, regional and state representatives) General Manager participated as a representative of local Radio and the role Radio would play in educating the public. Held at the County Fire Station on Washington Blvd, Crescent City. Brochures regarding broadcast employment opportunities are made available
2. March 24, 2010– General Manager and all staff participated in the Public and Office of Emergency Services Full Scale Tsunami Evacuation Drill for Del Norte County. The General Manager was the media representative for local radio and the role “radio” plays during a tsunami disaster. Over 40 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 the McNamara Field-Crescent City Airport.

3. 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.
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