

2021 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, 2020 through September 28, 2021

(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>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>	Bicoastal Media Longview participated in partnership with WorkSource of Cowlitz-Wahkiakum Counties from September 2020 through September 2021. WorkSource is Washington's State's official job and employment web site. Bicoastal Media Longview contributed 2784 radio commercials promoting employment opportunities and directing potential recruits to their web site.
<i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i>	9/28/2021 - Market Manager audited the FCC's Best Practices in the Broadcast Industry hosted on the FCC's website at https://www.fcc.gov/news-events/events/2012/01/eo-best-practices-in-the-broadcast-industry . The webinar also examined EEO enforcement issues and challenges as applicable to the broadcast and other communications industries.

<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, in partnership for Lower Columbia CAP and Meals on Wheels, initiated a Meals of Hope campaign, from April 16-June 30, airing 3040 radio commercials and raising \$12,781 in Cash Donations and 13,325lbs of non-perishable food items. Meals of Hope was able to help sustain these programs when the Food Banks had shortage of many items.</p>
<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, in partnership for Cowlitz County PUD, helped raise dollars for Covid Relief and Utility assistance for ratepayers of low income and senior customers for the Warm Neighbor Fund, airing 525 commercials for the Eat for Heat promotion, August 16-September 5, 2021, raising \$12,000 for the Fund.</p>
<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 provides a weekly 1-Hour radio show for the Kelso-Longview Chamber of Commerce and promoted during these shows, 3-Boot Camps, on June 7, June 14 and June 21, with speakers discussing Hiring in these Challenging times, Keeping your Top Employees, New Rules from LNI, Keeping people engaged with a remote (Covid) workforce, WA Paid Medical leave and Employee protection. 17 Businesses participated.</p>
<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, with Covid mandates changing weekly from the Governor of Washington, provided an Education update and Commentary from the Superintendent of Longview Public Schools, Dan Zorn, airing 2870 commercials, keeping parents informed of all Covid health and safety requirements for their children.</p>
<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, with Covid mandates changing weekly from the Governor of Washington, provided an Education update and Commentary from Lower Columbia College President, Chris Bailey, airing 2720 commercials, keeping parents informed of all Covid health and safety requirements for their college students.</p>

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hire
01-18-21	Account Executive	On-Air
08-17-21	Account Executive	Indeed.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
On-Air	3
Indeed.com	4

RECRUITMENT SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 01-08-21

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Indeed.com	N	Online posting		
On-Air Radio Stations KLYK KPPK KRQT KBAM KEDO	N	1130 14 th Avenue Longview, WA 98632	Bruce Pollock	360-425-1500 bruce@bicoastal.media
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 Fiola	707-263-6113

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

Job Title of Position: Account Executive

Date of Hire: 08-17-21

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Indeed.com	N	Online posting		
On-Air Radio Stations KLYK KPPK KRQT KBAM KEDO	N	1130 14 th Avenue Longview, WA 98632	Bruce Pollock	360-425-1500 bruce@bicostal.media
Bicoastal Media Corporate Website	N	140 N. Main St Lakeport, Ca 95453	George Fiola	707-263-6113

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