

# 2018 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, 2017 through September 20, 2018**

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

**Number of Employees: Longview Varies 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):

<b>Type of Initiative</b>	<b>Brief Description of Activity</b>
<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>	<ul style="list-style-type: none"><li>• Washington State Association of Broadcasters</li><li>• Oregon Association of Broadcasters</li></ul>
<i>Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to</i>	Bicoastal Media Longview participated in partnership with WorkSource of Cowlitz-Wahkiakum Counties from August 2017 through July 2018. WorkSource is Washington's State's official job and employment web site. Bicoastal Media Longview contributed 8000 radio commercials

<i>providing notification of specific job vacancies).</i>	promoting employment opportunities and directing potential recruits to their web site.
<i>Established an <b>internship</b> program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	Bicoastal Media Longview participated in partnership with Lower Columbia College, from April 2017-July 2018, creating an Intern Program for a student interested in a broadcast career in Audio Production.

---

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hire
10-30-17	Account Executive	KPPK and Craigslist/Indeed.com
02-12-18	Account Executive	Craiglist/Indeed.com and Internal Referral
02-28-18	Traffic Manager	KPPK and Outside Referral

---

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 21

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Craigslist/InDeed.com/Portland	12
Radio Announcements (KLYK, KRQT, KPPK, KEDO, KBAM)	9

---

## RECRUITING SOURCES USED

Job Title of Position: Account Executive

Dates of Hire: 10-30-17

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Bicoastal Longview Radio Announcements KEDO KPPK KRQT KLYK KBAM	Y	1130 14 <sup>th</sup> Ave. Longview, Washington, 97832	Bruce Pollock	360-425-1500 <a href="mailto:bruce@bicoastalmedia.com">bruce@bicoastalmedia.com</a>
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 <a href="mailto:dhughes@esd.wa.gov">dhughes@esd.wa.gov</a>
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: Account Executive

Dates of Hire: 02-12-18

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Bicoastal Longview Radio Announcements KEDO KPPK KRQT KLYK KBAM	Y	1130 14 <sup>th</sup> Ave. Longview, Washington, 97832	Bruce Pollock	360-425-1500 <a href="mailto:bruce@bicoastalmedia.com">bruce@bicoastalmedia.com</a>
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 <a href="mailto:dhughes@esd.wa.gov">dhughes@esd.wa.gov</a>
Craig's List	N	Craigslist.com		
The Daily News	N	770 11 <sup>th</sup> Ave., Longview, WA 98632	Shannon Cadwell	360-577-2500 <a href="mailto:shannon.cadwell@tdn.com">shannon.cadwell@tdn.com</a>

Job Title of Position: Traffic Manager

Dates of Hire: 02-28-18

Referral Source	*	Address of Source	Contact Person at Source	Tel. No. and E-Mail Address of Source
Bicoastal Longview Radio Announcements KEDO KPPK KRQT KLYK KBAM	Y	1130 14 <sup>th</sup> Ave. Longview, Washington, 97832	Bruce Pollock	360-425-1500 <a href="mailto:bruce@bicoastalmedia.com">bruce@bicoastalmedia.com</a>
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 <a href="mailto:dhughes@esd.wa.gov">dhughes@esd.wa.gov</a>
Craig's List	N	Craigslis.com		

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

Note: The Annual EEO Public File Report for the stations in this Employment Unit was timely uploaded to the online public files by October 1, 2018. The next day, a corrected report was re-uploaded to fix the reporting period date range listed on the caption on page 1 of the report.