

2023 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: October 1, 2022 through September 30, 2023

(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>Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.</i>	October 20, 2022 – Bicoastal Media Longview participated in partnership with WorkSource of Cowlitz-Wahkiakum Counties from October 2022 through September 2023. WorkSource is Washington’s State’s official job and employment web site. Bicoastal Media Longview contributed 2773 radio commercials promoting employment opportunities and directing potential recruits to their web site. A job fair was held on October 20, 2022 at the Cowlitz County Conference Center in Longview, WA. In addition to providing on air promotion for the exposition, Bicoastal hosted a booth to recruit new employees at which the Market Manager and Production Manager participated and broadcast live from fair.
<i>Participated in job banks, internet programs, and other programs designed to promote</i>	Bicoastal Media, in partnership for Community House on Broadway, initiated a Christmas Fund Raising campaign, from November 25, 2022-January 1, 2023, airing 1321

<p><i>outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i></p>	<p>radio commercials and raising \$7,000 in Cash Donations. The Community House on Broadway mission is to help families with families with children experiencing homelessness or housing instability to achieve sustainable and sober independence through a community-based response.</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 Low Income Utility assistance for ratepayers of low income and senior customers for the Warm Neighbor Fund, airing 875 commercials for the Eat for Heat promotion, August 10-September 13, 2023, raising \$14,000 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, 4-Boot Camps, on September 8th, 15th, 22nd and 29th, with speakers discussing Building a Better Culture, Hiring and retaining the Next generation and Mental Health in the Workplace. 18 Businesses participated.</p>
<p><i>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.</i></p>	<p>In association with Cowlitz & Wahkiakum Counties and Kelso-Longview Chamber of Commerce, Bicoastal Media Sponsored and participated in ‘Career Exploration Expo’ for Local Employers and Local Students on October 20, 2023, informing students in the potential of a career in local broadcasting. Bicoastal Radio, 99.1 KBAM, broadcast LIVE the event with interviews with participating businesses and corporations.</p>
<p><i>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.</i></p>	<p>July 27, 2023 – In association with Lower Columbia College, Bicoastal Media and 98.3 The Peak co-sponsored and broadcast LIVE, on campus, for the Rock N Roll Career Pathways Showcase for students to learn more about their potential career paths in trade careers and more. Bicoastal provided 240 radio commercials and conducted 12 LIVE interviews during broadcast of event. The Market Manager participated in this event.</p>

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hire
03-01-23	Production Manager	Local Radio
08-21-23	Account Executive	Local Radio

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	1
All Access	3

RECRUITMENT SOURCES USED

Job Title of Position: Production Manager

Date of Hire: 03-01-23

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
All Access	N	1320 Storm Parkway Torrance, CA 90501	Erick Eastland	310-784-2464
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: 08-21-23

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
Bicoastal Media Corporate Website	N	140 N. Main St. Lakeport, CA 95453	George Fiola	707-263-6113

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