

2023 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: 9/21/2022– 9/20/2023

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.

09/22 – Albany B.E. and Hiring Event. Market Manager & Promotions Manager participated in the hiring event that was cosponsored with the Albany Chamber of Commerce & Worksource Oregon. There was a diverse pool of potential candidates and frequent discussions about positions within the broadcast field.

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

04/20 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.

05/18 - Bicoastal Media Willamette Valley LLC co-sponsored the Lane County Community College Job Fair in conjunction with Eugene Area Radio Stations organization. Market Manager represented Bicoastal Media. Discussions about various broadcast positions were had with participants.

Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that

The stations engage in outreach to their audience through Facebook, X (fka Twitter), Text lines and their respective station websites.

are not primarily directed to providing notification of specific job vacancies).

*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 2023 totaling \$9000.

*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,, New Wave Digital Solutions, and others. We also have weekly drop-in trainings which are recorded for future reference.

*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.

No full-time positions were filled during the reporting period.