

2022 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 29, 2021 through October 1, 2022

(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 2021 through September 2022. WorkSource is Washington's State's official job and employment web site. Bicoastal Media Longview contributed 2939 radio commercials promoting employment opportunities and directing potential recruits to their web site.
<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, in partnership for Family Promise of Cowlitz County, initiated a Christmas Fund Raising campaign, from November 25, 2021-January 1, 2022, airing 1388 radio commercials and raising \$14,000 in Cash Donations. The Family Promise mission is to help families with children experiencing homelessness or housing instability to achieve sustainable independence through a community-based response.

<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 675 commercials for the Eat for Heat promotion, August 12-September 7, 2022, raising \$13,000 for the Fund.</p>
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<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, 6-Boot Camps, on May 6, 10, 13, 20, 27 and June 3 and June 10, with speakers discussing Hiring in these Challenging times, supply chain issues, marketing your business after Covid, keeping your Top Employees, New Rules from LNI, changes in WA Paid Medical leave and Employee protection. 22 Businesses participated.</p>
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<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 2497 commercials, keeping parents informed of all Covid health and safety requirements for their children.</p>
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<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 1930 commercials, keeping parents informed of all Covid health and safety requirements for their college students.</p>
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<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>As a member of the Longview Early Edition Rotary of Longview, Bruce Pollock, Market Manager for Bicoastal Media and Cowlitz County PUD Commissioner for District 1, spoke to the Rotary audience on August 23, 2022 regarding the strength of Local Radio in SW Washington and opportunities for future employment in Local Radio. Bruce also spoke as PUD Commissioner on the financial position of Cowlitz PUD and the future electrification of the Electric Grid in SW Washington.</p>
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LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hire
02-10-22	Account Executive	Indeed.com
07-11-22	Account Executive	Indeed.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 5

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
On-Air	1
Indeed.com	4

RECRUITMENT SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 02-10-22

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

* 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: 07-11-22

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
Washington State Association of Broadcasters	N	724 Columbia Street NW Suite 310 Olympia, Washington 98501	Keith Shipman	360-705-0774

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