

2024 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, 2023 through September 30, 2024

(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 October 2023 through September 2024. WorkSource is Washington's State's official job and employment web site. Bicoastal Media Longview contributed 4724 radio commercials promoting employment opportunities and quarterly job fairs directing potential recruits to apply for various positions including Bicoastal Media Longview positions.
<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 Community House on Broadway, initiated a Christmas Fund Raising campaign, from November 23, 2023-December 31, 2024, airing 1200 radio commercials and raising \$10,000 in Cash Donations. The Community House on Broadway mission is to help families with children experiencing homelessness or housing instability to achieve sustainable and sober independence through a community-based response and creating a pathway to future employment.

<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>September 12, 2024-Market Manager attended a pre-station by the WorkSource of Cowlitz-Wahkiakum Counties on the on-the-job training program. The program pays a portion of a new hire's wages while they are training on the job to become a possible future broadcaster.</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 26, 2023, informing students about the potential of a career in local broadcasting. Bicoastal Radio, 98.3 KPPK, broadcasted the event live and conducted interviews with participating businesses and corporations.</p>
<p><i>Hosting of at least one job fair</i></p>	<p>September 10, 2024 –Bicoastal Media Longview hosted a Job Fair for future openings in our programming and advertising sales departments. Notice of the event was aired on all five Bicoastal radio stations, social media, WorkSource of Cowlitz-Wahkiakum Counties, and Kelso-Longview Chamber of Commerce.</p>

LIST OF POSITIONS FILLED

Date of Hire	Job Title	Recruitment Source Referring Hire
11-17-23	Account Executive	Local Radio
1-23-24	Account Executive	Local Radio
4-16-24	Account Executive	Indeed
6-10-24	Operations Assistant	Indeed

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 10

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Local Radio	3
Indeed.com	7

RECRUITMENT SOURCES USED

Job Title of Position: Account Executive

Date of Hire: 11-17-23

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	Leslie Moon	707-263-6113
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.

Job Title of Position: Account Executive

Date of Hire: 1-23-24

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	Leslie Moon	707-263-6113
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.

Job Title of Position: Account Executive

Date of Hire: 4-16-24

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	Rich Coleman	360-425-1500 rcoleman@bicoastal.media
Bicoastal Media Corporate Website	N	140 N. Main St Lakeport, Ca 95453	Leslie Moon	707-263-6113
Washington State Association of Broadcasters	N	724 Columbia Street NW Suite 310 Olympia, Washington 98501	Keith Shipman	360-705-0774
LinkedIn	N	Online posting		

* 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: Operations Assistant

Date of Hire: 6-10-24

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	Rich Coleman	360-425-1500 rcoleman@bicoastal.media
Bicoastal Media Corporate Website	N	140 N. Main St Lakeport, Ca 95453	Leslie Moon	707-263-6113
Washington State Association of Broadcasters	N	724 Columbia Street NW Suite 310 Olympia, Washington 98501	Keith Shipman	360-705-0774
LinkedIn	N	Online posting		
Small Market Radio Network Facebook page	N	Online posting		
Bicoastal Media Longview Facebook page	N	1130 14 th Ave Longview, WA 98632	Rich Coleman	360-425-1500

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