

2009 ANNUAL EEO PUBLIC FILE REPORT

Bicoastal Media Licenses III, LLC

Stations & Communities of License: KBDN(FM), Bandon, OR
KJMX(FM), Reedsport, OR
KWRO(AM), Coquille, OR
KSHR-FM, Coquille, OR
KTEE(FM), Coos Bay, OR
KBBR(AM), North Bend, OR
KOOS(FM), North Bend, OR

Reporting Period: October 1, 2009 to September 20, 2009

No. of Full-time Employees: Between 5 – 10

Small Market Exemption: Yes

During the Reporting Period, two (2) full-time positions were filled. 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):

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

Bicoastal CB co-sponsored the Southwestern Oregon Community College Career Fair and Job Expo, April 16, 2009. Attending for the stations were Bicoastal CB's General Manager, Operations Manager, and Account Executive. The stations provided on air promotions about the Career Fair and Job Expo. At the event, the stations provided on air coverage, live demos, with DJs doing an on air remote at the event.

Participated in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.

Bay Area Chamber of Commerce Individual Business Initiative Program. Sessions were held January 28, and March 18th 2009, at the Mill Casino Chamber Meeting Room. The General Manager attended. As part of the presentation, the General Manager answered questions about hiring procedures and employment opportunities in the broadcast industry.

Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Bicoastal CB established an internship program with South Coast Business Employment Corporation (a non-profit) for a summer internship with Bicoastal CB. We utilized and developed this intern from June through August 2009. This intern trained primarily in traffic management and some business support tasks. In addition, this intern was exposed to phone call screening for our local talk shows and was trained in managing our prize give-aways. The intern was paid a stipend during the intern period.

Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

As active members of the Oregon Association of Broadcasters, we contribute to a statewide scholarship program. A total of \$5000.00 in scholarship money is awarded to select students in Oregon.

Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Ongoing training occurs to aid employees in furthering their broadcast and business management skills. The Sales Manager received training in budget management (Provided by General Manager). This training was weekly instruction in inventory yield, and pricing tactics for the period of January through March of 2009. An Account Executive received training in Power Point presentation development skills provided by South Western Oregon Community College in February of 2009. The traffic manager was given extensive training in Viero, a new traffic platform, conducted by Viero via-tele conference in March of 2009.

Established a mentoring program for station personnel.

Assisted part time and full time employees in developing job skills. An Account Executive was mentored by the General Manager in instructing in applications of financial spreadsheet development. Mentoring meetings occurred every Tuesday for ½ hour using various financial applications in Excel and Lotus 123. This program has resulted in the Account Executive being promoted to sales manager.

Participated in events or programs sponsored by educational institutions relating to career opportunities in

May 19, 2009 -- participated in the Southwestern Oregon Community College field trip program. Bicoastal CB's Operations Manager led the

broadcasting.

discussion on the operation of radio stations and how we respond to Emergency Broadcast needs. 15 students attended this orientation meeting.

We had career days on February 25, and May 15, 2009, along with an open house for students to visit the radio stations. Each visit provided us with 8 students who signed up for these field visits from Marshfield High School, Coos Bay, and were hosted by Bicoastal CB's Operations Managers. The students observed how radio shows and commercials are produced.

April 16, 2009 - Career Day with Southwestern Oregon Community College hosted by Bicoastal CB's Operations Manager, General Manager, and Sales Staff. 9 students participated.

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.

Oregon Association of Broadcasters

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

Oregon Association of Broadcasters website. Bicoastal CB provided web content for OAB's website by providing content for job listings as well as coverage of issues relating to Coos County, Douglas County, Western Lane County and Curry County.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
April 1 st , 2009	Office Assistant	South Coast Business Employment Corporation
August 6 th , 2009	General Manager	Oregon Association of Broadcasters

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 50

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
Bicoastal Media Website	14
Southwestern Oregon Community College Career Fair & Job Expo	5
The World Newspaper	1
The Oregon Association of Broadcasters Website	10
Personal Referrals from associates and employees of Bicoastal Media	5
Radio and TV Jobs dot Com	15

RECRUITING SOURCES USED

The following sources were contacted for all full-time positions filled during the reporting period.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
The World Newspaper	N	300 Commercial Avenue Coos Bay, OR 97420	Janet Geary	541-269-1222 jgeary@theworldlink.com
Bicoastal stations' websites, in house posting, and on air ads	N	320 Central Avenue Coos Bay, OR 97420	Elaine Ford	541-267-2121 eford@bicoastalmedia.com
Career Center Southwestern Oregon Community College	N	1988 Newmark Ave. Coos Bay, OR 97420	Catherine Hockman, MA, PPS	541-888-2525 chockman@socc.edu
NAACP, Eugene/Springfield Branch	N	P.O. Box 11484 Eugene, Oregon 97440	Oscar Eason, Regional Director	503-566-8876 206-764-3684 oeason@naccp-eugenespfd.org
Oregon Associations of Broadcasters	N	7150 SW Hampton St. Suite 240 Portland, Oregon 97223	Bill Johnstone President/CEO	503-443-2299 theoab@theoab.org
The South Coast Shopper	N	P.O. Box 1440 Coos Bay, Oregon	Doug Thompson	541-269-0310 desta@scod.com

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
		97420		
Umpqua Post	N	495 Fir Avenue Reedsport, Oregon 97467	Janet Geary	541-271-7474 jgeary@theworldlink.com
American Women in Radio & Television	N	8405 Greensboro Drive, Suite 800 McLean, Virginia 22102	Amy Lotz www.awrt.org	703-506-3290 alotz@awrt.org
Coquille Sentinel	N	1 Barton's Alley Coquille, Oregon 97423	Janet Cloyde	541-396-3191
Oregon Employment Department	Y	2075 Sherman Avenue North Bend, Oregon 97459	Becky Lunetta	541-756-5700
Radio and TV Jobs dot Com	N	22102 E. Canyon Place, Aurora, CO 80016	Jim Birchbach	303-400-5150

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