

## 2024 ANNUAL EEO PUBLIC FILE REPORT

### BICOASTAL MEDIA LICENSES II, LLC – Eureka & Arcata Employment Unit

Stations in Employment Unit:	KATA (AM), Arcata, CA KEJB (AM), Eureka, CA KFMI (FM), Eureka, CA KRED (FM), Eureka, CA KKHB (FM), Eureka, CA
Reporting Period:	July 22, 2023 – July 21, 2024
No. of Full-time Employees:	Less than 10
Small Market Exemption:	Yes

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

#### INITIATIVES

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

The licensee co-sponsored The Humboldt County Office of Education Job Fair on April 15, 2024. The General Manager and the Ops Manager participated.

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

The licensee's General Manager, Chief Operator and Promotions Director participated in the ongoing Broadcast Electronics Training Seminar for their Audio Vault Automation System from July 2024 through the Present Date.

The licensee's General Manager, Sales Manager and sales staff attended a Digital Marketing Training Seminar's in 2023 on July 23, August 15, September 25, October 10, November 12, and December 7 and in 2024 on January 4, February 1, March 1, April 5, May 3, June 7, and July 19. Attendees learned about digital opportunities to qualify for higher level positions in a new product field.

The licensee’s Program Directors, and General Manager and attended the St. Jude Radiothon Summit in Memphis, TN in October 2023. The staff learned about St. Jude protocols, new sponsorship opportunities and non-profit fundraising.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

The licensee’s General Manager and staff participated in the 2024 Cal Poly Humboldt College Job Fair on February 16, 2024. Local high school students along with college level students were given training and education regarding careers in local broadcasting.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

The licensee hosted a weekly Summer Concert Series from June 2023 – August 2023 and June 2024 August 2024. Brochures regarding local radio and broadcast opportunities were presented at the table on site near the main entrance. The General Manager, Sales Manager, announcers and staff from the Sales Department participated in each event rotationally.

*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.*

Station staff, Sales staff, and the General Manager routinely attended Chamber of Commerce Events for Eureka, Fortuna, Arcata and McKinleyville (total of 4 per month). General Manager is on the board of McKinleyville Chamber. All events enable our staff to disseminate information regarding employment opportunities with our employment unit and community events in which we present or are a part of.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
08/01/2023	Announcer/On Air Personality	Allaccess.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Allaccess.com	3
LinkedIn	3
Total Number of Persons Interviewed during the Reporting Period:	6

RECRUITING SOURCES USED

Job Title of Position: Announcer/On Air Personality

Date of Hire: 08/01/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Allaccess	N	Allaccess.com	On line	
LinkedIn	N	Linkedin.com	On line	
Facebook	N	Facebook.com	On line	
Indeed	N	Indeed.com	On line	

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