

2023 ANNUAL EEO PUBLIC FILE REPORT
 Bicoastal Media Licenses VI, LLC
 Rogue Valley Employment Unit

Stations:	KIFS(FM), Ashland, OR KLDZ(FM), Medford, OR KVYL(AM), Medford, OR KRWQ(FM), Gold Hill, OR KMED(FM), Eagle Point, OR KCMD(FM), Grants Pass, OR
Reporting Period:	September 21, 2022 to September 20, 2023
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

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

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| <i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i> | April 14th, 2023 - Southern Oregon University. The stations participated in the S.O.U. career fair. The General Manager and Operations Manager were available to answer questions about Broadcast opportunities and operations. Q&A available from our Operation Manager/Chief Operator. |
| <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 connects with its audiences through social media platforms like Facebook and through business and broadcast channels, including LinkedIn and All Access. |
| <i>Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.</i> | Brand Manager: In the framework of Effective Promotions, also known as ROPE (Return On Promotions Expense), to thoroughly analyze the costs of radio promotions—particularly those focusing on training programs for personnel skill enhancement—it's vital to assess both initial investments like material costs and ongoing operational expenses. Skill training includes |

accounting for opportunity costs, estimating the ROI, and recognizing benefits such as heightened productivity and potential revenue growth. Costs of promotions, regular feedback, and the enduring benefits of a comprehensive strategy all contribute to the financial result. Through systematic assessment of these elements, our objective is to optimize the budget and bolster individual skills for future advancement. Training performed by the General Manager

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

On May 11th, 2023, the General Manager participated as a virtual judge in a Career Experience Presentation at Logos Charter School. The program aimed to connect businesses with graduating students who aspire to join the local labor force.

Provided training to management-level personnel on methods of ensuring equal employment opportunity and preventing discrimination.

January 17th, 2023, General Manager and Operations Manager and Local Sales Manager participated in an online course on Harassment, discrimination, and retaliation prevention training for Supervisors with the Workplace Training Network, Inc.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
4/10/2023	Account Executive	Indeed
8/28/2023	Account Executive	Indeed

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Handshake - Southern Oregon University	1
Bicoastal Media Stations (Corp Page)	6
Indeed	30
Total	37

RECRUITING SOURCES USED

RECRUITMENT SOURCES USED

The following sources were used to recruit for the Account Executive position filled 4/10/2023:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Handshake - Southern Oregon University	N	1250 Siskiyou Blvd Ashland, OR 97502-5004	Max Brooks	541-552-6461
Handshake - Oregon State University	N	1500 SW Jefferson St Corvallis, OR 97331	Online	541-737-4411
Handshake – Cal Poly - SLO	N	1 Grand Avenue San Luis Obispo, Ca 93407	Online	805 756 1111
Handshake – CSU Chico, Ca	N	940 First West St Chico, Ca 95929	Online	530-898-4636
Handshake – University of Oregon		110 Johnson Hall Eugene, Or 97403	Online	541-232-3825
Handshake – Sonoma State Univ	N	1801 East Cotati Ave Rohnert Park, Ca 94928	Online	707 664-2880
Handshake – Western Oregon University	N	345 Monmouth Ave N Monmouth, Or 97361	Online	503 838 8000
Medford Radio Facebook pages	N	KRWQ-KZZE-KMED-KLDZ-KIFS 3624 Avion Medford, OR 97504	Bryce Burtner	541-772-4170
Bicoastal Media (corporate website)	N	3600 Valley River Dr. #350 Eugene, Or 97401	Sam Tongue	541-772-4170
Medford Radio Stations	N	KRWQ-KZZE-KMED-KLDZ-KIFS	George Feola	541-772-4170
Indeed	N	Indeed.com	Online	

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

The following sources were used to recruit for the Account Executive position filled 8/23/2023:

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Handshake - Southern Oregon University	N	1250 Siskiyou Blvd Ashland, OR 97502-5004	Max Brooks	541-552-6461
Handshake - Oregon State University	N	1500 SW Jefferson St Corvallis, OR 97331	Online	541-737-4411
Handshake – Cal Poly - SLO	N	1 Grand Avenue San Luis Obispo, Ca 93407	Online	805 756 1111
Handshake – CSU Chico, Ca	N	940 First West St Chico, Ca 95929	Online	530-898-4636
Handshake – University of Oregon		110 Johnson Hall Eugene, Or 97403	Online	541-232-3825
Handshake – Sonoma State Univ	N	1801 East Cotati Ave Rohnert Park, Ca 94928	Online	707 664-2880
Handshake – Western Oregon University	N	345 Monmouth Ave N Monmouth, Or 97361	Online	503 838 8000
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Medford Radio Stations	N	KRWQ-KZZE-KMED-KLDZ-KIFS	George Feola	541-772-4170
All Access	N	Allaccess.com	Online	
Indeed	N	Indeed.com	Online	
Linked In	N	LinkedIn.com	Online	

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