

2025 ANNUAL EEO PUBLIC FILE REPORT
Bicoastal Media Licenses VI, LLC
Rogue Valley Employment Unit

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|-----------------------------|---|
| Stations: | KIFS(FM), Ashland, OR KLDZ(FM), Medford, OR KRWQ(FM), Gold Hill, OR KMED(FM), Eagle Point, OR KBXG(FM), Grants Pass, OR |
| Reporting Period: | September 21, 2024 to September 21, 2025 |
| 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):

*Participated in **job fair(s)** by station personnel who have substantial responsibility in making hiring decisions.*

April 17th, 2025 - Southern Oregon University. The stations participated in the S.O.U. career fair. The General Manager and Brand Manager were available to answer questions about Broadcast opportunities and operations.

*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).*

Bicoastal Media connects with its audiences through social media platforms like Facebook and through business and broadcast channels, including LinkedIn, All Access and Indeed.

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

From October 2024 through September 2025, the General Manager provided ongoing weekly one-on-one training for sales personnel, with quarterly group sessions to reinforce learning. These trainings emphasized advanced client development practices and included instruction in SMART marketing methods, the SOSTAC planning framework, and competitive client analysis through web analytics. Personnel were also introduced to foundational concepts of neuromarketing to better understand consumer

behavior and decision-making.

Additionally, staff were trained on the use of AI tools to develop detailed marketing strategies, allowing for data-driven insights and improved client solutions. These initiatives focused on strengthening individual skills, enhancing client engagement, and supporting overall revenue growth. Training incorporated feedback and ROI assessment to ensure both immediate results and long-term professional development.

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

January 24th, 2025, 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

1 Hire this reporting Period

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|-------------------|------------------------------------|
| 11/25/2024 | Account Executive | Indeed |
| | | |

INTERVIEWEE REFERRAL SOURCE SUMMARY

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| Indeed | 6 |
| | |
| | |
| | |

RECRUITING SOURCES USED
Past Recruitment Sources

| 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-KMED-KLDZ-KIFS -KBXG 3624 Avion Medford, OR 97504 | Bryce Burtner | 541-772-4170 |
| Bicoastal Media (corporate website) | N | 3600 Valley River Dr. #350 Eugene, Or 97401 | George Feola | 541-772-4170 |
| Medford Radio Stations | N | KRWQ-KMED-KLDZ-KIFS -KBXG | 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.