

2016 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LICENSES IV, LLC (COLUMBIA GORGE EMPLOYMENT UNIT)

Stations in Employment Unit:

KIHR(AM), Hood River Oregon
KCGB-FM, Hood River Oregon
KMSW(FM), The Dalles Oregon
KACI(AM), The Dalles Oregon
KACI-FM, The Dalles Oregon

Reporting Period: September 21, 2015 through September 20, 2016

(Note: 12-month period determined by FCC license renewal filing date and not on calendar basis)

Number of Employees: More than 10

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
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.	Using materials provided by the National Association of Broadcasters and the Oregon Association of Broadcasters, members of the public were invited to attend an informational meeting covering careers available in broadcasting, scholarships and training/education opportunities available. The offices and studios in both The Dalles and Hood River locations were used as sites. Staff conducting discussions were the General Manager, Sales Manager, and Operations Manager. The event was held September 19, 2016. The event was promoted on all five stations and through the website.

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Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	The stations arranged a job shadow program with the local high schools. On May 18 th 2016, the stations hosted a student from Dufur High School. The student shadowed on air operations, production, news and traffic.
Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.	Regional Vice President and General Manger conducted an EEO training meeting on 5/23/16 with the Sales Manager and Director of Programming using materials provided by the NAB and broadcast attorney.
Participated in job banks, internet programs, and other programs designed to promote outreach generally.	Stations reach out through postings on Facebook and station websites asking for feedback on surveys and opinions on subjects of current interest to people in the community. We also ask listeners to actively engage in events such as Lifestyle Shows where we have an opportunity to interact.
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 Washington Association of Broadcasters

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
3/10/16	Sales	KACI FM and The Dalles Chronicle
4/11/16	Sales	Oregon Association of Broadcasters

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 7

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Oregon State Employment Division	1
Oregon Association of Broadcasters	1
Radio Stations on air announcements (KIHR, KACI AM, KACI FM, KCGB, KMSW)	3
Local Newspapers	1
Bicoastal Media Websites	1

RECRUITING SOURCES USED

Job Title of Position: Sales

Dates of Hire: 3/10/16 and 4/11/16

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Oregon Employment Division	Y	700 Union Street The Dalles, Oregon	Anita Akien	541 296-5435
Eagle Newspapers Hood River News The Dalles Chronicle White Salmon Enterprise Goldendale Sentinel	N	P.O. Box 1910 The Dalles, Oregon 97058		541-296-3645
The Oregon Association of Broadcasters	N	7150 S.W. Hampton Street Suite 240 Portland, Oregon 97223	Keith Shipman	503-443-2299
Bicoastal Radio Stations KIHR KMSW KACI KACI FM KCGB	N	719 E 2 nd . The Dalles, Oregon	Gary Grossman	541-296-2211
Washington State Association of Broadcasters	N	724 Columbia Street NW Suite 310 Olympia, Washington 98501	Keith Shipman	360-705-0774
Bicoastal Media Corporate Website	N	140 N. Main St Lakeport, Ca 95453	George Feola	707-263-6113
Gorgeradio.com	N	719 E 2 nd . The Dalles, Oregon	Mark Bailey	541-296-2211
Craig's List	N	Craigslist.com		

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