

2021 ANNUAL EEO PUBLIC FILE REPORT  
Bicoastal Media Licenses III, LLC

Stations: KBDN(FM), Bandon, OR  
KJMX(FM), Reedsport, OR  
KWRO(AM), Coquille, OR  
KSHR-FM, Coquille, OR  
KTEE(FM), North Bend, OR  
KBBR(AM), North Bend, OR  
KOOS(FM), North Bend, OR

Reporting Period: September 21, 2020 to September 20, 2021

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

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

During the reporting period, the Operations Manager was given hands-on training/tutorials in installation and basic trouble shooting of transmitter tube replacement, transmitter and receiver operations, fundamental transmitter emergency repairs and troubleshooting.

The employment unit continued an operational enhancement program to cross-train and familiarize programming office personnel with on-air operational procedures. Sales personnel learned to produce and upload client videos for websites and FaceBook and to assist in creation of Client Banner ads if needed.

*Continued a **mentoring** program for station personnel.*

The General Manager continued a business management mentorship program for the Traffic Manager. Each quarter, the Traffic Manager is given an additional business operational tasks to learn and develop. Through one-on-one coaching

and hands-on execution, The Traffic Manager now has working knowledge of many aspects. The Traffic Manager has been trained and now has responsibility for accounts payable, accounts receivables, collections, outbound billing and reporting deadlines, bank reconciliations, corporate reporting procedures and troubleshooting that would typically be handled by a business manager.

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

On 8/24/21, the General Manager, Account Manager, Social Media Manager and Promotions manager learned more about EEO regulations by watching the FCC's EEO Best Practices webinar at <https://www.fcc.gov/news-events/events/2012/01/eo-best-practices-in-the-broadcast-industry> in order to have a better understanding of FCC regulations.

*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.*

Production Manager, Operations Manager & Traffic Manager attended the Coos County Fair where several fair goers inquired about radio positions. They were advised on how to apply and gather more information about the duties of each position, education required, etc.

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#### LIST OF POSITIONS FILLED

We did not fill a position in this reporting period.