

2011 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: October 1, 2010 through September 20, 2011

Number of Employees: More than 10

Small Market Exemption: Yes

I. VACANCIES FILLED

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Sales – May 2 , 2011	1-2,4,6,9-12	9
Sales – August 8, 2011	1-2,4,6, 9-13	13

II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Requested Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	Oregon Employment Division 700 Union Street The Dalles, Oregon Phone 296-5435 Contact: Mike Roth	No	0

RS Number	RS Information	Source Requested Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
2	Eagle Newspapers Hood River News The Dalles Chronicle White Salmon Enterprise Goldendale Sentinel P.O. Box 1910 The Dalles, Oregon 97058 Phone: 541-296-3645	No	6
3	Mid Columbia Council of Governments 113 Kelly Ave The Dalles, Oregon 97058 Phone:541-298-4461 Contact: John Arhens	No	
4	The Oregon Association of Broadcasters 7150 S.W. Hampton Street Suite 240 Portland, Oregon 97223 Phone: 503-443-2299 Contact: Bill Johnstone theoab@theoab.org	No	2
5	Columbia Gorge Community College 400 E. Scenic Drive The Dalles, Oregon 97058 Career Center: 541- 296-3111	No	
6	Washington State Association of Broadcasters 724 Columbia Street NW Suite 310 Olympia, Washington 98501 Phone: 360-705-0774 Contact: Mark Allen wsab@mail.tss.net	No	
7	National Association of Broadcasters Career Center 1771 N. Street NW Washington DC 20036-2800 Phone: 202-439-5497 www.nab.org/bcc	No	

RS Number	RS Information	Source Requested Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
8	Washington State Employment Security Department 107 E. Jewett Blvd White Salmon Washington 98672 Phone: 509-493-1210	No	
9	Bicoastal Radio Stations KIHR KMSW KACI KACI FM KCGB	No	4
10	Bicoastal Media Corporate Website		2
11	Gorgeradio.com	No	1
12	Walk in, Referral	No	2
13	Craig's List	No	1
TOTAL INTERVIEWEES OVER 12-MONTH PERIOD			18

III. OUTREACH INITIATIVES

TYPE OF INITIATIVE	BRIEF DESCRIPTION OF ACTIVITY
Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.	Co-sponsored, promoted and attended Oregon Employment Department Career Fair on April 2, 2011. Assisted by the Executive Director of the Oregon Association of Broadcasters. The event was held at the Civic Auditorium in The Dalles Oregon attended by Sales Manager. The station ran daily advertising on all five stations, posted the event on station website.
Participated in events or programs sponsored by educational institutions relating to career opportunities in broadcasting.	General Manager spoke to eight sessions of students at a Career Day held October 10, 2010 at The Dalles – Wahtonka High School. Students were briefed on types of jobs available in radio and television, scholarships available for higher education and other types of training available.
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.	All job opportunities, including upper-level positions, are sent the Washington State Association of Broadcasters and the Oregon Association of Broadcasters.

<p>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</p>	<p>The Licensee's Regional Vice President and General Manger conducted an EEO training meeting on 3/08/11 with the Sales Manager and Director of Programming using materials provided by the NAB and broadcast attorney.</p>
<p>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).</p>	<p>Through its website www.gorgeradio.com, the licensee reaches out to its audience and the community through social media platforms Facebook and Twitter.</p>