

2024 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
KBXG(FM), Grants Pass, OR

Reporting Period: September 21, 2023 to September 20, 2024

No. of Full-time Employees: Less than 10
Small Market Exemption: Yes

There were no full-time hires during this reporting period.

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 11, 2024 - 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.

*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).*

Between September 21, 2023, and September 20, 2024, Bicoastal Media connected with its audience through social media platforms like Facebook and participated in job banks on business and broadcast channels, including LinkedIn, All Access, Indeed, and Handshake .

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

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. Between April 2023 and March 2024, Bicoastal Media offered this weekly, one-on-one training to its employees. Training performed by the General Manager

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

January 9, 2024, 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.