

2025 ANNUAL EEO PUBLIC FILE REPORT

BICOASTAL MEDIA LICENSES II, LLC – Eureka & Arcata Employment Unit

Stations in Employment Unit:	KATA (AM), Arcata, CA KEJB (AM), Eureka, CA KFMI (FM), Eureka, CA KRED (FM), Eureka, CA KKHB (FM), Eureka, CA
Reporting Period:	July 22, 2024 – July 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

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

The licensee co-sponsored & attended The Humboldt County Office of Education Job & Career Fair March 22, 2025. The Sales Manager and another account executive participated.

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

The licensee's General Manager, and sales staff attended a Digital Marketing Training Seminar's July 18, August 15, September 19th, October 17, November 14, and December 10, 2024. March 20, April 17, May 15, June 18, 2025. Attendees learned about digital opportunities to qualify for higher level positions in a new product field.

*Participated in at least 4 **events** or **programs** sponsored by **educational** institutions relating to career opportunities in broadcasting.*

The licensee's General Manager and staff participated in the 2025 College of the Redwoods Job Fair on April 22, 2025. Local high school students along with college level students, and adults were given training and education regarding careers in local broadcasting & Sales & Marketing.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

The licensee hosted a weekly Summer Concert Series June 2024 – August 2024. Brochures regarding local radio and broadcast opportunities were presented at the table on site near the main entrance. The General Manager, announcers and staff from the Sales Department participate in each event rotationally.

The licensee hosted a weekly Summer Concert Series June 2025-August 2025. Brochures regarding local radio and broadcast opportunities were presented at the table on site near the main entrance. The General Manager, announcers, and staff from the Sales Department participate in each event rotationally.

*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.*

Station staff, Sales staff, and the General Manager, routinely attended Chamber of Commerce Events for Eureka, Arcata and McKinleyville (total of 3 per month). General Manager is an Ambassador of McKinleyville Chamber. All events enable our staff to disseminate information regarding employment opportunities with our employment unit and community events in which we present or are a part of.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
07/01/2025	KFMI Morning Show Host/ Account Executive in (Hybrid Postino)	Indeed

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Indeed	6
Radio ads	2
BNI	2
Job Fair (HCOE)	2
	12

RECRUITING SOURCES USED

Job Title of Position: **KFMI Radio Host/Account Exec (Hybrid)** Date Hire: **07/01/2025**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E- MAIL ADDRESS OF SOURCE
Indeed	N	Indeed.com	On line	
Radio Ads	N	5640 S. Broadway, Eureka Ca, 95503	Mark Achziger	707-442-2000
Facebook	N	Facebook.com	On line	
Handshake	N	Joinhandshake.com	On line	
Bicoastal Media Website	N	Bicoastalmedia.com	Mark Achziger	707-442-2000
Job Fair (HCOE)	N	901 Myrtle Avenue, Eureka Ca, 95501	Nancy Taylor	707-441-3997
Job Fair (CR)	N	7351 Tompkins Hill Road, Eureka Ca, 95501	Marty Coelho	707-476-4100
BNI	N	BNI.com	On line	

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

