

# 2009 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, 2008 through September 20, 2009**  
*(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**

### I. VACANCIES FILLED

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

<b>Job Title</b>	<b>Recruitment Sources (RS) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales – June 15, 2009	1-6, 8-11	11

### II. MASTER RECRUITMENT SOURCE LIST (MRSL)

<b>RS Number</b>	<b>RS Information</b>	<b>Source Requested Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
1	Oregon Employment Division 700 Union Street The Dalles, Oregon Phone 296-5435 Contact: Mike Roth	No	2

RS Number	RS Information	Source Requested Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
2	<b>Eagle Newspapers</b> Hood River News The Dalles Chronicle White Salmon Enterprise Goldendale Sentinel P.O. Box 1910 The Dalles, Oregon 97058 Phone: 541-296-3645	No	1
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 <a href="mailto:theoab@theoab.org">theoab@theoab.org</a>	No	1
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	
8	Washington State Employment Security Department 107 E. Jewett Blvd White Salmon Washington 98672 Phone: 509-493-1210	No	
9	<b>Bicoastal Radio Stations</b> KIHR KMSW KACI KACI FM KCGB	No	1

<b>RS Number</b>	<b>RS Information</b>	<b>Source Requested Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS over 12-month period</b>
10	Gorgeradio.com	No	
11	Walk in, Referral	No	1
<b>TOTAL INTERVIEWEES OVER 12-MONTH PERIOD</b>			<b>6</b>

### III. OUTREACH INITIATIVES

<b>TYPE OF INITIATIVE</b>	<b>BRIEF DESCRIPTION OF ACTIVITY</b>
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 joint Oregon and Washington Employment Department Career Fair on April 4, 2009. The event was held at the Civic Auditorium in The Dalles Oregon and was attended by the stations' Sales Manager. The licensee ran daily advertising on all five stations, and posted information about the event on the station website.
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.
Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.	The licensee's Regional Vice President and General Manger conducted an EEO training meeting on 5/5/09 with the Sales Manager and Operations Manager using materials provided by the NAB and broadcast attorney.
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, General Sales Manager and Operations Manager. The event was held September 15, 2009. The event was promoted on all five stations and through the website.