

2011 ANNUAL EEO PUBLIC FILE REPORT
BICOASTAL MEDIA LICENSES IV, LLC
(CENTRALIA – CHEHALIS EMPLOYMENT UNIT)

Stations in Employment Unit:
KELA (AM), Centralia-Chehalis, WA
KMNT (FM), Chehalis, WA

Reporting Period: September 21, 2010-September 20, 2011

Number of Employees: More than 10

Small Market Exemption: Yes

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive 1/1/2011	1-14	13
Programming - News 1/1/2011	1-11, 13, 14	10
Programming - News 5/24/2011	1-11, 13, 14	10

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	American School of Broadcast Student Services 915 W 2 nd Ave, Ste. 5 Spokane, WA 99201-2103 (509) 535-1010 asbschool@msn.com	No	
2	Career Path Services 905 N Washington #300 Spokane, WA 99201 (509) 326-7520 billmarchioro@careerpathservices.org	No	
3	Washington Vocational Services 22316 – 70 th Ave W, Ste. D Mountlake Terrace, WA 98043-2190	No	

	(425) 774-3338 Fclarke@wvs.org		
4	Asian American Journalists Association c/o KING – TV 333 Dexter Ave N Seattle, WA 98109 (206) 448-3853 memberservices@aajaseattle.org	No	
5	National Hispanic Media Coalition 2514 S Grand Ave Los Angeles, CA 90007 (213) 746-6988 info@nhmc.org	No	
6	Seattle Indian Center Employment Services 611 – 12 th Ave S, Ste. 300 Seattle, WA 98144-2007 (206) 329-8700 sic_employment@qwest.net	No	
7	Alliance for Women in Media (fka American Women in Radio and Television) 8405 Greensboro Dr, Ste. 800 McLean, VA 22102 (703) 506-3290 info@awrt.org	No	
8	Worksource Lewis County PO Box 1187 Chehalis, WA 98532 (360) 740-2360 lstevens@esd.wa.gov	No	2
9	University of WA EOP Counseling/Advising Center 373 Schmitz Hall PO Box 355845 Seattle, WA 98195-5845 (206) 221-2837 askoma@u.washington.edu	No	
10	Washington State Association of Broadcasters Job Bank 724 Columbia St NW, Ste. 310 Olympia, WA 98501 (360) 705-0774 wsab@mail.tss.net	No	10
11	The Chronicle 312 N Pearl St Centralia, WA 98531 (360) 736-1568 cfessett@chronline.com	No	1

12	Craigslist.com	No	1
13	KELA / KMNT Radio 1635 S Gold St Centralia, WA 98531	No	8
14	KELAAM.com / KMNT.com 1635 S Gold St Centralia, WA 98531	No	2
	TOTAL		24

III. RECRUITMENT INITIATIVES

1	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 to multiple media trade groups with a broad based membership that includes women and minorities, such as the National Hispanic Coalition in Los Angeles, CA; the Asian American Journalists Association in Seattle; the Alliance for Women in Media; and the Washington State Association of Broadcasters.
2	Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.	Our stations participate in the Washington State Association of Broadcasters (WSAB) Scholarship Program. Three scholarships are awarded each year to students who choose to pursue careers in broadcasting. Our General Sales Manager is on the WSAB Board of Directors and is on the Scholarship Program's Selection Committee.
3	Participated in events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.	Our stations assist in sponsoring Career Days, a program administered by the three Rotary Clubs of Centralia and Chehalis in conjunction with local area schools. As part of the program, we have a representative visit the participating community college each year. During this visit, we present information on various careers in radio and other related industry topics. During the reporting period, our Programming Assistant attended the Centralia College Job Fair/Career Day on May 18 th , 2011. We ran a two minute feature on the air about the Careers Days Job Fair.