

**Coast Radio KCST / KCFM
2019 – 2020 EEO / Broad Outreach Report**

Coast Broadcasting Company, Radio Stations KCST / KCFM serves the Florence, Oregon community and provides equal employment opportunities to all job applicants. The stations operate as a unit to ensure that maximum available community resources are utilized to generate qualified job applicants from all segments of our community.

Coast Broadcasting Company made a full time hire in October of 2020 after an extensive outreach effort. Attached is the breakdown of our broad outreach effort and subsequent hire.

Coast Broadcasting Company accepts resumes and applications from the best and brightest people to fill our open positions. KCST / KCFM is also interested in a variety of educational internships for high school and college students.

Coast Broadcasting Company encourages minorities and women to submit applications for employment to KCST / KCFM. Applications are held for a minimum three months after submission to be considered for employment positions that open with Coast Broadcasting Company

Had Coast Broadcasting Company conducted a hiring program to fill a vacancy within the last year we would have posted the position and open resume process with the following agencies.

Employment Listing Notification List

Lane Community College – Eugene Main Campus

LCC – Career & Employment Services

4000 East 30th

Eugene, Oregon 97405

ces@lanecc.edu

541 463 5167

Fax 541 463 6136

Lane Community College – Florence Campus

Beth Habian

Administrative - Human Services

3149 Oak Street

Florence, Oregon 97439

habiane@lanecc.edu

541 997 8444

Fax 541 997 8448

Oregon Association of Broadcasters

Keith Shipman

President & CEO

7150 S.W. Hampton Street, Suite 240

Portland, OR 97223-8366

theoab@theoab.org

541 443 2299

541 443 2488

Portland State University

Alexis Cabral

alexis@univpost.com

The Marketplace for Portland State Professionals

<http://jobs.portposts.com/>

101 SW Madison St,

Portland, OR 97204

Siuslaw Outreach Services

PO Box 19000

1576 West 12th St,

Florence, Oregon 97439

exec@florencesos.org

541 997 2816

fax 541 997 7257

South Western Oregon Community College

Lisa Fletcher-Gordon

Human Resource-Recruitment Contract Specialist

1988 Newmark Avenue

Coos Bay, Oregon 97420

lfletcher@socc.edu

541 888 7280

fax 541 888 7315

Working In Oregon

Tracy King

Business & Employment Specialist II

3180 Hwy 101 N.

Florence, Oregon 97439

Tracy.King@oregon.gov

541-997-1913

Fax: 541-997-1448

On the first and fifteenth of each month Coast Radio Broadcasting KCST-FM / KCFM-AM airs announcements noting that we accept applications without bias against race / gender / or religious or political consideration. Coast Radio Broadcasting also posts a notice that "Coast Broadcasting Company is an Equal Employment Opportunity" on both our website at http://www.kcfmradio.com/?page_id=12695 and all job notification listings.

2019 - 2020 EEO annual Public File Report

Licensee: Coast Radio Broadcasting Company

Period Covered: 1 October 2019 - 30 September 2020

Stations in Employment Unit

KCST (FM)

Florence, Oregon

KCFM (AM)

Florence, Oregon

Total Interviews:

Four

Position Filled - Full Time Office Manager

Recruitment Sources

Total Interviewees

1 Oregon Association Broadcasters	0
2 State of Oregon / Lane Work Source	3
3 Local Media: Coast Radio's Own On Air Announcements	4
4 Local Media: Siuslaw News	0
5 University of Oregon posting	0
6 Lane Community College posting	1
7 Southwestern Oregon Community College posting	0
8 Siuslaw Outreach Services	0

Position filled: October 2019 through Work Source posting.

Coast Broadcasting Company KCST-FM / KCFM-AM
Equal Opportunity Employment Program

In continued outreach efforts to include those interested in broadcasting career from Western Lane County and beyond, Coast Broadcasting company:

- 1) Participates in "Career Day" activities at Siuslaw High and Middle Schools. Offering students contemplating a career in broadcasting a glimpse into digital editing, reporting, On-air Announcing, Advertising Sales, Traffic Management, News production, and programming.
- 2) Coast Broadcasting offers a weekly hour program to students of Siuslaw High School that gives the students themselves the format to write and produce an hour long student drive radio program. Viking Hour broadcast on Monday evenings from 7:05 to 8pm, the program was cut short by the Covid 19 pandemic and will resume with the resumption of In class sessions.

Members of the Viking Hour have become members of the KCST-FM staff, others have Continued to pursue future broadcasting and journalism education.

- 3) Coast Radio KCST / KCFM offers an internship program for Siuslaw High School students and youth inmates of the Camp Florence / Oregon Youth Corrections Facility who are interest in exploring a career in radio broadcasting and journalism. Interns learn broadcasting technique, production, digital editing, programming, and reporting. Internships run the span of the school year, September through mid June, or the length of Camp Florence interment. This program has also been utilized by community members interested in broadcasting.

Several interns have been hired by Coast Broadcasting Company as board operators in part-time positions.

- 4) Coast Broadcasting Company offers mentoring to our staff members. From continual digital production and editing to on-air mentoring in an effort to develop our staff to their fullest extent.
- 5) A list of recruitment sources is utilized to generate applicants for every full-time job opportunity, this list is maintained and revised regularly to keep it current.
- 6) All full-time staff are notified of any new openings. All staff are encouraged to refer anyone interested in and feel they are qualified for a job position.