

EEO ANNUAL REPORT

August 1, 2016 to August 1, 2017

On March 10, 2003, the Federal Communications Commission instituted new EEO reporting and recordkeeping rules designed to track a station's recruitment and hiring practices. The rules required a posting of certain tabulations of those efforts on the station's website and in the Public File, which is maintained at the station's business location.

Following is the required posting of hiring and recruitment procedures undertaken by KHUM-FM, KWPT-FM, KSLG-FM, KXGO-FM, KLGE-FM since the institution of the Commission's new rules.

These same documents can be viewed in the station's Public File, which is housed at 1400 Main Street, Suite 104, in Ferndale, California. The file is available for viewing during normal business hours. The next required posting is August 1, 2018.

Lost Coast Communications, Inc., licensee of the stations KHUM-FM, KXGO-FM, KSLG-FM, KLGE-FM and through its subsidiary KWPT, Inc., the licensee of KWPT, is an equal opportunity employer, working to provide broad outreach regarding job vacancies and to encourage a diverse workplace.

No organization has requested to be notified for job vacancy.

Positions Filled

The following full-time positions were filled during this period.

1. Receptionist/Marketing Assistant (September 2016)
Recruitment Source: Lost Coast Outpost Jobs, Craig's List ad
2. Video Reporter (September 2016)
Recruitment Source: Networking
3. Outside Sales Account Executive (January 2017)
Recruitment Source: Networking, Lost Coast Outpost Jobs, Craig's List ad
4. Front Office Assistant (July 2017)
Recruitment Source: Networking, Lost Coast Outpost Jobs, Craig's List ad

Additional Recruiting

1. Sales
Recruitment Sources: Lost Coast Outpost, HSU, Redwood Coast Career Fair (May 2015), Lost Coast Outpost Jobs
2. Graphic Designer
Recruitment Sources: Lost Coast Outpost Jobs
3. Back-up/On-call On Air Personalities
Recruitment Sources: Lost Coast Outpost Jobs, Radio Advertising

Recruiting Sources Addresses

Lost Coast Outpost
1400 Main Street, Suite 104
Ferndale, CA 95536
(707) 786-5104

All Access Magazine
15981 Yarnell Suite 122
Rancho Cascades, CA 91342
(818) 570-9500

Humboldt State University
1 Harpst Street
Arcata, CA 95521
(707)826-3011

Times-Standard
930 6th Street
Eureka, CA 95501
(707) 441-0500

Northcoast Employer Advisory Council/
Redwood Coast Career Fair
Adorni Recreation Center
1011 Waterfront Drive
Eureka, CA 95501
(707)441-5711

Lost Coast Communications has more than ten employees and operates in a small market. As such, we are required to complete four recruitment initiatives within a two-year time period.

For the past two years, the licensee has engaged in the following initiatives:

1. **Recruitment/Internship Program.** Two of our LCCI management team members are involved at Humboldt State University and College of the Redwoods in teaching and advising students with hands-on radio and journalism issues. This relationship allows LCCI to utilize prospective students for paid positions as well as volunteer and internship positions that offer real world experience. The close ties with the students at the University have brought a wide variety of young men and women of diversity into employment on a full- or part-time basis at LCCI.

2. **Educational Tours.** The stations regularly host local college, high school, elementary school and scout groups for educational tours on how the station operates.
3. **KKDS-LP/Blue Ox Radio.** KHUM, KSLG, KWPT and KXGO actively support KKDS-LP, a low-powered educational station known as Blue Ox Radio, which gives high school students the opportunity to learn about radio. The stations have provided free advertising for KKDS fundraisers and provided technical and financial advice to KKDS.
4. **Influence on Education.** Two of our senior employees teach several college level classes in radio and journalism at Humboldt State University each semester. One is the senior advisor to the student-run station, KRFH, an AM carrier station.