

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, KWPT, KSLG-FM and KXGO 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, 2016.

Lost Coast Communications, licensee of the stations KHUM, KXGO, KSLG-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. Publisher/Sales - Lost Coast Outpost (January 2015)
Recruitment Sources: This position was created especially for the individual hired, because of his unique skills and his status as a key staff member for a competitor. The Publisher portion of this position is for the Lost Coast Outpost, our online newspaper, and has no duties or responsibilities to our broadcasting operations. In addition to his duties as Publisher, this individual sells advertising for both the Lost Coast Outpost and the broadcast radio stations.

Additional Recruiting

1. Sales
Recruitment Sources: Craigslist, Lost Coast Outpost, HSU, Redwood Coast Career Fair (May 2015)

Recruiting Sources Addresses

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

Sequoia Personnel Services
2930 E Street
Eureka, CA 95501
(707) 445-9651

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

Ferndale Enterprise
PO Box 1066
Ferndale, CA 95536
(707-786-4311

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 stations operate.
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 fund-raisers 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.