

# EEO ANNUAL REPORT

August 1, 2019 to August 1, 2020

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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 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, 2019.

Lost Coast Communications, Inc., licensee of the stations KHUM, KLGE, 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. Sales Executive Oct 2019  
Recruitment Source: Radio Advertising, Lost Coast Outpost Jobs Posting, Craig's List, Facebook
2. Sales Executive March 2020  
Recruitment Source: Radio Advertising, Lost Coast Outpost Jobs Posting, Craig's List, Facebook
3. General Manager Sept 2019  
Recruitment Source: Networking, Lost Coast Outpost Jobs Posting, Craig's List, Facebook, Indeed.com, LinkedIn
4. Program Director Oct 2020  
Recruitment Source: Promoted from within the company
5. Front Office Admin Assistant Dec 2019  
Recruitment Source: Networking, Lost Coast Outpost Jobs Posting, Craig's List, Facebook, Indeed.com

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

1. Part-Time DJ  
Recruitment Source: Promoted from within company
2. Part-Time Journalist  
Recruitment Source: Hired our intern from HSU Journalism program

## Additional Ongoing Recruiting

1. Sales  
Recruitment Sources: Lost Coast Outpost, HSU, Lost Coast Outpost Jobs
2. Part-time/On-call DJ  
Recruitment Sources: Lost Coast Outpost, HSU, Lost Coast Outpost Jobs

## Recruiting Sources Addresses

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

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

Craigslist Headquarters  
1381 9<sup>th</sup> Ave.  
San Francisco, CA 94122  
(415) 566-6394

Indeed, Inc.  
6433 Champion Grandview Way  
Building 1  
Austin, TX, 78750

LinkedIn  
501 Pistachio Pl  
Windsor, California 95492-8164  
(650) 687-3555

Lost Coast Communications has more than ten employees and operates in a small market (market population less than 250,000). As such, we are required to complete two 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.** Executive leadership at LCCI routinely engages with the business school at HSU in an effort to network with future and recent grads, attending yearly business round table events and participating in their internship program when we have the need. Typically, an intern is groomed for multiple job types in a sales and/or marketing capacity.
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 KLGE 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.