

EEO ANNUAL REPORT

On March 10, 2003, the Federal Communications Commission instituted new EEO reporting and record keeping rules designed to track a station's recruitment and hiring practices. The rules require a posting of certain tabulations of those efforts on the station's web site 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, and KSLG-FM since the institution of the Commission's new rules. Effective April 30, 2010, Lost Coast Communications became the licensee of KXGO-FM. This report only covers KXGO for the period under Lost Coast's ownership.

These same documents can be viewed in the station's Public File, which is housed at 1400 Main Street in Ferndale, CA. The file is available for viewing during normal business hours. The next required posting is December 1, 2011.

Lost Coast Communications, licensee of the stations KHUM, KXGO and 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.

Period August 1, 2009 - August 1st, 2010

On April 30th, 2010, Lost Coast acquired the license and assets of KXGO, a local radio station. As part of the acquisition, one employee who had been with the station previously became a Lost Coast employee. Another employee has hired as KXGO program director without widespread dissemination based on knowledge of their performance at a competing station as a unique and exceptional talent.

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 license has engaged in the following initiatives:

- 1) An internship program with Humboldt State University. This ongoing semester internship program has been in place at the station for seven years. The station welcomes students enrolled in a program related to the broadcasting industry, and their internship is endorsed, supported, and monitored by the sponsoring university. Students are rewarded with course credit. During this period, one student had the opportunity to work in the stations on a variety of tasks and learning experiences.

- 2) The stations regular host local college, high school and grammar school groups for educational tours on how a radio station operates. Tours have included Winship School, Fortuna Continuation School, and Freshwater Elementary, as well as Ferndale Cub Scouts.

- 3) KHUM, KSLG and KWPT 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) One of our senior employees teaches a college level class in radio journalism at Humboldt State University each semester.