

DIMES MEDIA CORPORATION
ANNUAL EEO PUBLIC FILE REPORT

The purpose of EEO Public File Report ("Report") is to comply with Section 73.2080C (6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations:

KPYG-FM, Cayococ, California (FIN: 9851)
KWWV-FM, Santa Margarita, California (FIN: 25960)
KXTZ-FM, Pismo Beach, California (FIN: 30108)
KXDZ-FM, Templeton, California (FIN: 70781)
KYNS (AM), San Luis Obispo, California (FIN: 73039)

The information contained in this Report covers the Period from August 1, 2018 to, and including July 31, 2019 (the Applicable Period)

The FCC's 2002 EEO Rule requires that the Report contain the following Information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment sources utilized to fill the vacancies including, if applicable, organizations entitled to notification pursuant to Section 73.2080C (1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080C (2) of the FCC rules.

Appendix A (Section 1) Appendix B (Section 2) and Appendix C (Section 3) which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix B (Section 2) under the column entitled "Full-time Positions for which this Source was Utilized" refer to the number of the full-time job positions listed on Appendix A (Section 1).

Dimes Media Corporation the licensee of KPYG-FM, KWWV-FM, KXTZ-FM, KXDZ-FM and KYNS (AM) has and will continue to be Equal Employment Opportunity Employer. Dimes is committed to broad and inclusive outreach for hiring full-time employees, affording equal employment opportunity to all qualified persons and refraining from discrimination on the basis of race, color, national origin, gender, or religion. As required by Section 73.2080 of the Commission's rules, the stations have participated in several different recruitment activities to ensure broad outreach. A brief description of initiatives undertaken is described in Section 3

Appendix A

Dimes Media Corporation

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/18 – 7/31/19

Stations Comprising Station Employment Unit: KPYG-FM, KWWV-FM, KXTZ-FM, KDXZ-FM, KYNS (AM)

Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total # of Interviewees from All sources for this Position
1. Marketing Consultant	Employee Referral	69
2. Marketing Consultant	On-air Radio Ads	0*

Total Number of Persons Interviewed During Applicable Period: 69

*Marketing Consultants, 1 and 2 are from the same interviewing pool.

Appendix B

DIMES MEDIA CORPORATION

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/18 – 7/31/19

Station comprising Station Employment Unit: KPYG-FM, KWWV-FM, KXTZ-FM, KXDZ-FM, KYNS (AM)

Section 2: Recruitment Source Information

Recruitment Source	Total # of Interviewees This Source Has Provided During This Period (if any)	Full-time Positions for Which This Source Was Utilized
Cal Poly Board California Polytechnic State University San Luis Obispo, CA 93407 https://careerservices.calpoly.edu/home	2	Every Vacancy
Cal Poly Job Fair	14	Every Vacancy
Cuesta College Job Board Cuesta College P.O. Box 8106 San Luis Obispo, CA 93403 https://www.cuesta.edu/student/resources/careerconnections/CuestaJobsLinkCurrentJobOpenings.html	1	Every Vacancy
Cuesta College Job Fair	0	Every Vacancy
Business Referrals	0	Every Vacancy
Employee Referrals	2	Every Vacancy
On-Air Radio Ads (Ads aired on all 5 stations)	8	Every Vacancy
All Access www.allaccess.com	2	Every Vacancy

Station Websites	4	Every Vacancy
www.wild1061.com		
www.953thebeach.com		
www.b937slo.com		
www.alt937.com		
Indeed.com	33	Every Vacancy
Facebook.com	3	Every Vacancy
America's Job Center of CA (CalJobs)	0	Every Vacancy
800 Industrial Way		
San Luis Obispo, CA 93401		
Donna Moreno		
(805)303-1400		
www.sloworkforce.com		

Appendix C

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/18 – 7/31/19

Stations Comprising Station Employment Unit: KPYG-FM, KWWV-FM, KXTZ-FM, KXDZ-FM, KYNS (AM)

Sections 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by KPYG-FM, KWWV-FM, KXTZ-FM, KXDZ-FM, KYNS (AM)

1. Cuesta College had a job fair on April 24, 2019 and Dimes Media was the exclusive media sponsor. The station pre-promoted this event for business recruiters to attend. All stations had on-air interviews promoting the job fair. Dimes Media President, two Program Directors, two On-Air staff, 4 Sales/Marketing Consultants, and a Student Intern attended the fair. They had station information to hand out, available job opportunities for Sales/Marketing Consultants, Student Interns, and part-time Promotions staffers. The Dimes Media representatives accepted applications, and had on-site interviews. The job fair was geared for students, general public, and other youth. Several hundred people including many minorities and women attended the fair throughout the day.
2. Dimes Media is the radio sponsor for the San Luis Obispo County Foodbank and pre-promoted the Foodbank's one day annual fundraiser with on-air interview airing on all stations and broadcasting over 570 promotional announcements. All stations had live broadcasts as well as 120 live cut-ins on the day. This event raised over \$110,000 plus for the SLO Foodbank. All Dimes Media stations continue to be involved with the SLO Foodbank programs and provided over 1,145 minutes of on-air exposure for Hope for the Holidays, Glean SLO and other programs as well as helping to solicit community members to participate. The Glean SLO program coordinates farmers and local orchard owners to recruit community members to harvest commercially left over produce which is given to the food programs of the SLO Foodbank. Additional food is provided for thousands for San Luis Obispo residents.
3. California Polytechnical State University Job Fair was held on February 7, 2019 and Dimes Media was one of the 100+ businesses which participated. Dimes Media President, 2 Program Directors, and the Promotional Director represented the stations. They distributed station information and accepted applications for full-time Sales/Marketing Consultants, part-time Promotions Staffers, and Student Interns. On-site interviews were held. The Job Fair was targeted for Cal Poly students and over 1,000 attended, many of whom were women and minorities.

4. Dimes Media developed a relationship with the California Polytechnical State University Internship program and a female student worked at the stations from May through June 2019. As an intern, she earned college class credit and learned all aspects of the broadcast industry. She worked mainly in Production and Promotions departments. She researched the five stations' social media and online presence as well as other media in the marketplace. She developed a PowerPoint presentation and ways to develop more awareness and traffic for the stations' social media and online presence. She presented to the Dimes Media staff the trends in legacy, current and developing digital platforms.
5. The Dimes Media Programming and Production Director attended an Internship Job Panel program at Cuesta College on October 30, 2018. This panel consisted of nine local business leaders who talked about the field experiences the Cuesta students would learn as interns. They would gain knowledge of different industries, experience a workplace environment, the workflow in an office or corporate settings, and make connections with local community members. After the panel presentations, students spoke with different speakers to learn more intern openings, submit resumes and apply for openings. Approximately 50 - 75 students attended and were glad to learn about the internship opportunities in San Luis Obispo County.
6. On-air announcements are broadcasted daily on all stations airing the following PSA: KPYG, KWWV, KXTZ, KXDZ, and KYNS are looking for organizations that regularly distribute information about employment opportunities to job applicants, or have job applicants to refer. If your organization would like to receive notifications of job vacancies from our stations, please contact our General Manager at (805) 786-2570.
7. EEOC Training is ongoing with all information from the Federal Communications Commission (FCC) read and processed immediately upon receipt. Any new FCC policies are reviewed quarterly with the General Manager, Department Supervisors. This information is then sent to the remaining staff through meetings and memos.