

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, Cayucos, 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, 2022 to, and including July 31, 2023 (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 8/1/2022 – 7/31/2023

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	Business Referral	1
Total number of persons interviewed during the Applicable Period:		1

Appendix B

DIMES MEDIA CORPORATION

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Covering the Period 8/1/2022 – 7/31/2023

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	0	Every Vacancy
Cal Community Colleges Job Board Cuesta College P.O. Box 8106 San Luis Obispo, CA 93403 https://www.cuesta.edu/student/resources/careerconnections/CuestaJobsLinkCurrentJobOpenings.html	0	Every Vacancy
Business Referrals	1	Every Vacancy
Employee Referrals	0	Every Vacancy
On-Air Radio Ads (Ads aired on all 5 stations)	0	Every Vacancy
Station Websites		
www.wild1061.com	0	Every Vacancy
www.95.3thebeach.com	0	Every Vacancy
www.altslo.com	0	Every Vacancy
www.knews985.com	0	Every Vacancy

Facebook.com	0	Every Vacancy
America's Job Center of CA (Cal-Jobs) 800 Industrial Way San Luis Obispo, CA 93401 Daniel Durante (805) 303-1400 www.sloworkforce.com	0	Every Vacancy
Ziprecruiter.com	0	Every Vacancy
South County Chambers of Commerce https://business.southcounty Chambers.com/jobs/	0	Every Vacancy
California State Broadcasters Association http://www.yourcba.com/job-bank/	0	Every Vacancy

Appendix C

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/2022 – 7/31/2023

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. Dimes Media believes ongoing training is essential to being relevant in today's media ecosystem. Throughout the period of 08/01/2022 – 07/31/2023 sales and programming department employees have participated in several professional development programs and seminars to enhance their skills and learning presented by The Radio Advertising Bureau - Professional Development, P1 Learning, Local Broadcast Sales, SoCast Digital and the South (San Luis Obispo) County Chambers of Commerce.
2. Dimes Media's President has been mentoring employees for management positions. These employees have learned about other department functions, budgets and are working towards managerial positions.
3. One of Dimes Media's Program Directors met with Atascadero Youth Athletics on April 27, 2023, to discuss how radio works and how getting started in radio is possible. She spoke about her time as an intern and the type of work she has done in the industry working in large markets (#4). She also went into detail about smaller markets and how many of the jobs are the same, just on a different scale. Students heard about events and working station appearances as a way to enter radio and the types of jobs that radio can offer (everything from sales, marketing, accounting, management, engineering as well as on-air).
4. Dimes Media's News Director has made presentations at high school and middle school career day events on several dates during the period representing Dimes Media. The interactive presentations included discussions about how he started in radio and what it is like working in radio today. He provided information to students about colleges that may be able to provide them with on-air broadcast experience in radio or television/video.
5. Dimes Media partnered with Goodwill of the Central Coast to engage local elementary and high school students through a back to school backpack donation program. The program ran 08/01/2022 – 08/14/2022 and culminated with senior station management meeting with Lillian Larsen Elementary school administration and students to present the backpacks and discuss careers in radio and media, specifically in the programming and creative services fields.

The program has been so positive in the community a third annual event was scheduled to include more schools. It began 07/18/2023 and has run through 07/31/2023 (ending in the later weeks of August 2023).

6. One of Dimes Media's Program Directors met with a group of North County students on May 13, 2023 to discuss her position in radio and the type of work that is done at Dimes Media (as well as radio in general). Students listened to various radio breaks talking about our local little league and the details of games and fundraising events. They also learned about public service announcements, talked about various positions in radio, how music makes the playlists and about how radio can greatly affect local communities.
7. Dimes Media has an ongoing Internship program. Station management works with Cal-Poly University and Cuesta College to reach students interested in a broadcast career. Three candidates have been contacted during this period and conversations are ongoing to have a student internship begin in the fall of 2023.
8. 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.
9. Dimes Media coordinated with the South County Chambers of Commerce to participate in Passport to Success: Business Resource & Job Fair held on June 1, 2023. Management was scheduled, materials prepared and a program planned. Unfortunately the event was cancelled by the South County Chamber of Commerce.
10. EEOC Training is ongoing. Additionally information from the Federal Communications Commission (FCC) and from our Employment Law and FCC attorneys is read and processed immediately upon receipt. New FCC policies are reviewed quarterly with the General Manager and Department Management. This information is then provided to staff through meetings and memos.