

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, 2020 to, and including July 31, 2021 (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 8/1/20 – 7/31/21

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

Section 1: Vacancy Information

| Full-time Positions Filled<br>By Job Title | Recruitment Source of Hiree | Total # of Interviewees<br>from All sources for this<br>Position |
|--|-----------------------------|--|
| None                                       | None                        | N/A  |

There were no full time hires during the Applicable Period: N/A

Appendix B

DIMES MEDIA CORPORATION

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/20 – 7/31/21

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<br>This Source Has Provided<br>During This Period (if any) | Full-time Positions<br>for Which This Source<br>Was Utilized |
|---|--|--|
| Cal Poly Board<br>California Polytechnic State University<br>San Luis Obispo, CA 93407<br><a href="https://careerservices.calpoly.edu/home">https://careerservices.calpoly.edu/home</a>   | 0  | Every Vacancy  |
| Cal Poly Job Fair   | 0  | Every Vacancy  |
| Cuesta College Job Board<br>Cuesta College<br>P.O. Box 8106<br>San Luis Obispo, CA 93403<br><a href="https://www.cuesta.edu/student/resources/careerconnections/CuestaJobsLinkCurrentJobOpenings.html">https://www.cuesta.edu/student/resources/careerconnections/CuestaJobsLinkCurrentJobOpenings.html</a> | 0  | Every Vacancy  |
| Cuesta College Job Fair   | 0  | Every Vacancy  |
| Business Referrals  | 0  | Every Vacancy  |

|  |   |               |
|--|---|---------------|
| Employee Referrals   | 0 | Every Vacancy |
| On-Air Radio Ads<br>(Ads aired on all 5 stations)  | 0 | Every Vacancy |
| <b>Station Websites</b>  |   |               |
| <a href="http://www.wild1061.com">www.wild1061.com</a>   | 0 | Every Vacancy |
| <a href="http://www.95.3thebeach.com">www.95.3thebeach.com</a>   | 0 | Every Vacancy |
| <a href="http://www.altslo.com">www.altslo.com</a>   | 0 | Every Vacancy |
| <a href="http://www.knews985.com">www.knews985.com</a>   | 0 | Every Vacancy |
| America's Job Center of CA (Cal-Jobs)<br>800 Industrial Way<br>San Luis Obispo, CA 93401<br>Daniel Durante<br>(805) 303-1400<br><a href="http://www.sloworkforce.com">www.sloworkforce.com</a> | 0 | Every Vacancy |
| Indeed.com   | 0 | Every Vacancy |
| Ziprecruiter.com   | 0 | Every Vacancy |
| LinkedIn.com   | 0 | Every Vacancy |
| South County Chambers of Commerce<br><a href="https://business.southcountychambers.com/jobs/">https://business.southcountychambers.com/jobs/</a>   | 0 | Every Vacancy |
| California State Broadcasters Association<br><a href="http://www.yourcba.com/job-bank/">http://www.yourcba.com/job-bank/</a>   | 0 | Every Vacancy |

## Appendix C

### ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/2020 – 7/31/2021

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 held the second annual "Life Without Limits Day" Radiothon to benefit United Cerebral Palsy on August 21, 2020. Dimes Media's senior management welcomed a few members of United Cerebral Palsy San Luis Obispo along with their support staff, at the radio station. The guests participated on-air, toured our operations and talked about how the radiothon and radio station operated, how audio is produced and commercial and music scheduling. The UCP guests recorded and edited a few audio pieces to take home from their on-air appearance. United Cerebral Palsy help their clients with developmental disabilities to create a life without limits.
2. Dimes Media is the radio sponsor of the San Luis Obispo County Foodbank, Glean San Luis Obispo (Glean SLO) and other food nutrition programs. The Glean SLO program coordinates farmers and local orchard owners with community members to harvest commercially left over produce which is given to the food programs of the SLO Foodbank. Additional food is provided to thousands for San Luis Obispo residents who are food insecure.
3. The California Broadcaster's Association held a webinar on February 18, 2021 conducted by Telecommunications Law Professionals to train management-level personnel on compliance with Federal Communications Commission (FCC) requirements. The Dimes Media Chairman of the Board and President attended the training.
4. Dimes Media invited the Employment Services Coordinator of Cuesta College to attend he California Broadcaster's Association webinar on February 18, 2021 conducted by Telecommunications Law Professionals to train management-level personnel on compliance with Federal Communications Commission (FCC) requirements. The representative completed the webinar training and found it informative in understanding how to optimize opportunities with FCC regulated media on behalf of the thousands of graduating students each year.
5. Dimes Media's President attended the Diversifying Through Fair Chance Hiring program in March and April of 2021. This multi-day program (4 days) addressed the underemployment and re-entry challenges of formerly incarcerated individuals. The attendees heard from formerly incarcerated individuals, persons who have successfully re-entered the workforce and employers

who have specific outreach programs to address this issue. Attendees learned the underemployment issue is particularly significant for minority men. Attendees heard from several employers throughout California who became involved in Fair Chance Hiring program and shared that some of their most valuable employees are formerly incarcerated persons. The Fair Chance Hiring program is just being developed in the station's service area and Dimes Media will continue to be involved in its evolution.

6. Dimes Media believes ongoing training is essential to being relevant in today's media ecosystem. Throughout the period of 08/01/2020 – 07/31/2021 sales department employees have participated in Radio Advertising Bureau Professional Development programs to enhance their skills and learning.
7. Dimes Media's President has been mentoring employees for management positions. These employees have learned about department functions and are working towards managerial positions.
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. 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 distributed to staff through meetings and memos.