

Emerald Wave Media
Annual EEO Public File Report
KIDI, KRTO, KTAP
July 31, 2019 to August 1, 2020

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(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:

KIDI 105.1 Lompoc, California

KRTO 97.1 Guadalupe, California

KTAP 1600 am Santa Maria, California

and is required to be placed in the public inspection files of these stations and posted on their websites, if they have websites. The information contained in this Report covers the time period beginning July 31,2018, to and including August 1,2019 (the “Applicable Period”). The FCC’s 2002 EEO Rules requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period.
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person, and telephone number;
3. The recruitment source that referred the hire for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviews 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 Sections 73.2080(c)(2) of the FCC rules. Sections 1, 2, and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time jobs listed on Section 1. For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e- mail.

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Stations Comprising Station Employment Unit: KIDI, KRTO and KTAP

Section 1: Vacancy Information

Job Title	Recruitment Source	Total Number of Interviews from All Sources for Position
Sales Person	5,12,17,18,20	3

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Section II: EEO Job Notification Resource List

Emerald Wave Media contacts the following organizations whenever it seeks to hire new, full-time employees. In addition it notifies all current employees of any new, full-time job openings that they may want to apply for. Emerald Wave Media is an Equal Opportunity Employer and encourages women and minorities and persons of any age to apply for positions.

1. Times Tribune Newspaper, San Luis Obispo, Ca. 3825 So. Higuera St. San Luis Obispo, Ca. 93406
www.sanluisobispo.com
2. Santa Maria Chamber of Commerce 614 South Broadway, Santa Maria, Ca. 93456
www.santamaria.com
3. Cal Jobs Employment Development Department www.caljobs.ca.gov
4. Indeed.com
5. LinkedIn.com
6. California Broadcasters Job Bank www.yourcba.com 915 "L" Street #1150, Sacramento, Ca. 95814
7. Craigslist www.craigslist.org
8. Professional Referral
9. Walk In's
10. Local Non Profit Organizations
 - ☉San Luis Obispo Chamber of Commerce: 895 Monterey St, San Luis Obispo, CA 93401
 - ☉Santa Maria Young Professionals: Guillermo Chavez Chavezg83@yahoo.com
 - ☉Nipomo Rotary Club: 571 Briarwood Lane, Nipomo, Ca. 93444
 - ☉Nipomo Chamber of Commerce: 230 West Tefft St. Nipomo, Ca. 93444
 - ☉Santa Maria Women's Network: P.O. Box 5242, Santa Maria, Ca. 93456
 - ☉VTC (Vocations Training Center): 2445 A St. Santa Maria, Ca. 93455
11. All Access Music Group www.allaccess.com
12. On-Air Recruitment Ads KIDI, KRTO, KTAP
13. Traffic Directors Guild of America www.tdga.org
14. Allan Hancock Career Center www.hancockcollege.edu 800 South College Dr. Santa Maria, Ca. 93454
15. Direct Recruitment
16. Internal Hire
17. Job Fairs
18. Website for KIDI, KRTO
19. Employee Referral
20. Previous Employee

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Section III. Recruitment Initiatives

Career Exploration: Our station group participated in a Career Exploration Day at Allan Hancock College on October 4, 2019. This event was attended by station manager to connect with possible future job candidates.

Job Fair: Our stations participated in the Career Fair organized by the California Polytechnic State University held on its San Luis Obispo campus on Jan 22, 2020. This event was attended by Senior Manager to meet with prospective employees that would be graduating from the college.

Management Level EEO Training: On Sep 9, 2019, Nov 11, 2019, Jan 20, 2020, Apr 4, 2020 and Jun 6, 2020, Emerald Wave Media provided a training session for our managers on EEO requirements and compliance. This training was provided by our President to the Managers. Discussions included recruitment initiatives, interview process, non-discrimination practices, in hiring, and opportunities for women. Material for discussion of best labor practices were provided by our labor attorney Littler Mendelson.

Media Career Scholarship: The station group organized and promoted a scholarship promoted advanced education for students graduating from high school and community college. The station provided cash scholarships open to graduating High School seniors who wish to pursue a career in media. Students are lauded for their school career efforts with a scholarship dinner for them and their parents, recognition award plaques, and cash scholarships. This May event was canceled in 2020 due to covid.

Professional Outreach: Station participated in a number of Chamber of Commerce events in Santa Maria to meet potential future candidates on August 22, 2019, Sept 9, 2019, Oct 17, 2019. These events were attended by our General Sales Manager.

On Air Community Outreach: Stations continually announcements stating the company's Equal Opportunity policy and requesting any interested community organizations to contact us to be placed on our contact list for job openings.