

## 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)  
KXDZ-FM, Templeton, California (FIN: 70781)  
KXTZ-FM, Pismo Beach, California (FIN: 30108)  
KYNS (AM), San Luis Obispo, California (FIN: 73039)

The information contained in this Report covers the Period from August 1, 2016 to, and including July 31, 2017 (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, KWWZ-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 8/1/16 – 7/31/17

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
A. Marketing Consultant	Business Referral	9
B. Traffic Manager	Business Referral	6

Total Number of Persons Interviewed During Applicable Period: 15

Appendix B

DIMES MEDIA CORPORATION

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/16–7/31/17

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 Job Board California Polytechnic State University San Luis Obispo, Ca. 93407 <a href="https://careerservices.calpoly.edu/home">https://careerservices.calpoly.edu/home</a>	0	Every Vacancy
Cal Poly Job Fair	0	B Only
Santa Barbara Dept. of Social Services Department of Social Services 1444 South Broadway Santa Maria, Ca. 93454 Steve Hernandez Telephone: (805) 614-1527 Email: <a href="mailto:s.hernandez@sbcsofcialserv.org">s.hernandez@sbcsofcialserv.org</a>	0	Every Vacancy
Cuesta College Job Board Cuesta College P. O. Box 8106 San Luis Obispo, Ca. 93403-8106 <a href="https://www.cuesta.edu/student/resources/careerconnections/CuestaJobsLinkCurrentJobOpenings.html">https://www.cuesta.edu/student/resources/careerconnections/CuestaJobsLinkCurrentJobOpenings.html</a>	2	Every Vacancy
Cuesta College Job Fair	0	B Only

Business Referrals	4	Every Vacancy
Employee Referrals	0	Every Vacancy
On-Air Radio Ads (Ads aired on all 5 stations)	3	Every Vacancy
All Access <a href="http://www.allaccess.com">www.allaccess.com</a>	2	A Only
Station Websites <a href="http://www.wild1061.com">www.wild1061.com</a> <a href="http://www.953thebeach.com">www.953thebeach.com</a> <a href="http://www.b937slo.com">www.b937slo.com</a> <a href="http://www.alt937.com">www.alt937.com</a>	2	Every Vacancy
Indeed.com	1	B Only
LinkedIn.com	1	Every Vacancy

Appendix C

DIMES MEDIA CORPORATION

ANNUAL EEO PUBLIC FILE REPORT

Covering the Period 8/1/16– 7/31/17

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 25, 2017 and Dimes Media was the exclusive media sponsor. The stations pre-promoted this event for business recruiters to attend and there was 32% increase over the previous year. All the stations had on-air interviews promoting the job fair. Dimes Media's 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 interviews airing on all stations and broadcasting over 240 promotional announcements. All stations had live broadcasts as well as 120 live cut-ins on the day. This event raised over \$100,000 for the SLO Foodbank. All Dimes Media stations became involved with a new program with the SLO Foodbank, "Green SLO" in April 2017 by providing over 850 minutes of on-air exposure for this new venture and helping to solicit community members to participate. The 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 of San Luis Obispo residents.
3. Cal Poly Job Fair was held on April 19, 2017 and Dimes Media was one of the 100 businesses which participated. Dimes Media President, 2 Program Directors, 2 On-Air staff, and 2 Sales/Marketing Consultants represented the stations. They distributed station information and accepted applications for full-time Sales/Marketing Consultants, part-time Promotions Staffers, and Student Interns. The Job Fair was targeted for Cal Poly students and over 1000 attended.

4. Dimes Media Central Coast developed a relationship with Cuesta College specifically with Cuesta's Career Connection program in that a male black student was an intern at the stations from March through May, 2017. As an intern, he also earns college class credit and learns all aspects of radio. He worked in Production department (creating, voicing, and producing a commercial spots); aided in executing on-air and on-line contesting. In Promotions, he researched promotions and events in and outside of the market; he staffed the booth at different station events; and helped with music and concert research. For Sales/Marketing, he created proposals for various clients. At the conclusion of his internship, he was offered and accepted a part time position with Dimes Central Coast in the Promotions department as a "street team" member at the stations as well as representing the stations' at outside events.
5. 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.
6. 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.