

2024 ANNUAL EEO PUBLIC FILE REPORT

Radio Pacific Inc (RPI)

Stations: KONP(AM), Port Angeles, WA
KSTI(FM), Port Angeles, WA
KZQM(FM), Sequim, WA

Reporting Period: October 1, 2023-September 30, 2024

No. of Full-time Employees: 8
Small Market Exemption: Yes

No Full-time positions were filled during the reporting period.

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Internship opportunities established through long-term relationships with local community college are available. While there were no applicants in the reporting period for this year, Station Programmer and broadcaster, Todd Ortloff, remained active on the Multimedia program committee to assist in keeping the program updated and active.

Radio Pacific/KONP has participated with the College Success Foundation in the Port Angeles market to meet with high school students via the Pizza with Pros lunchtime mentor program. College Success Foundation coaches and supports students from low socioeconomic backgrounds to prepare for and graduate from college. Radio Pacific employees met with a group of 25 students at Port Angeles High School about a career in radio. During the lunchtime session, we answer questions, specifically about our three local stations and provide insights on college degrees and internship opportunities. Throughout the year, Radio Pacific offered to provide tours of our stations to these students to provide a further look into the broadcasting business.

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Participation in other activities designed by the station employment until reasonable calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

RPI purchased new radio traffic software in 2023. Ongoing training was provided and required for all employees to learn more about logs, advertising placement and account data. This training was funded for the entire year beginning April 1, 2023, through March 31, 2024. Sales staff, office manager and traffic manager were required to watch all the training videos and meet on a weekly basis to share training insight and lessons learned.

RPI Recruited 7 Key Club Members at the local Port Angeles High School to volunteer in the production of RPI's annual Home Show, the highest attended public event in Clallam County, which occurred from March 9-10, 2024. These students were assigned to sales and broadcast/news staff members to oversee and participate in the set up and tear down as well as participate in promotion and live broadcasts from the show. These students accompanied the sales team in meeting and working directly with businesses from around the region.

On October 14, 2023, RPI participated in the annual Chamber of Commerce Business Showcase. This event provided RPI with a marketing opportunity to showcase and talk about who we are, what we do and how we build community through our news broadcasts, local programming, and local public service announcements. In addition, it provides us with an opportunity to network with other local businesses in an effort to raise awareness of local radio and employment opportunities within the radio industry.