

PACIFIC RADIO GROUP, INC
KPOA, KLHI, KJKS, KNUI, KJMD, KMVI
EEO PUBLIC FILE REPORT
OCTOBER 1, 2021-SEPTEMBER 30, 2022

Station	Event	Run Dates	Community Outreach
KJKS	Pukalani Superette - Upcountry Strong	10/27/21 - 11/8/21 5/16/22 - 6/4/22 9/19/22 - 10/1/22	30 and 60 sec spots advertising their food donation drive. Aired 14 times throughout the week from 12a-12a
	Aloha House	11/15/21 - 12/26/21 5/16/22 - 6/4/22	For the Winter time frame, the 30 sec ad focuses on donors needed to help support Aloha House. It played multiple throughout the week from 6a -12a and also 12a - 12a. During Spring it was mental awareness month/support. It included 2 interviews, 30sec spot aired multiple times each day throughout the week from 12a-12a
	Employer's Hotline	10/4/2021 - 10/2/22	Businesses that are hiring, share 60s running 8a-8p, included rotating leaderboard banner, and streaming
	Maui Humane Society	12/16/21 - 12/20/21 5/19/22 - 5/26/22 7/5/22 - 7/4/23	During the Winter we ran Foster for the Holidays which was on multiple times during the week. 6a-12a and 12a-12a. It was to encourage our community to help foster a dog from the shelter. In the Spring we ran the Wags to Riches fundraiser to get the community to donate. Ran multiple times a day throughout the week. In July - next year we're running spots that offeres services such as spay, neuter, etc., includes 30sec spot aired multiple times each day throughout the week from 12a-12a
	Maui County Farm Bureau	05/09/22 - 06/09/22	AGFest event to encourage people to buy local produce, educate about environment, and how this will impact our economy. Included us being a sponsor, 2 station banners were displayed, interview to invite the public, and 30sec spot aired multiple times each day throughout the week from 12a-12a
	Maui United Way - Holiday Toy Drive	11/26/21 - 12/13/21	30sec spot aired multiple times each day throughout the week from 12a-12a. Holiday Toy Drive benefits keiki in need on Maui.
	Maui United Way - Tools for School	6/25/22 - 7/15/22	KJKS sponsored Tools for School Drive. A 30sec spot that aired 35 times throughout each week from 12a-12a. Helps Maui keiki go back to school with the "tools" needed to succeed .
	Maui Food Bank - Battle of the Businesses	10/12/21 - 10/23/22	60sec ad aired 5 times a day from 12a -12a. Encouraging our community to join the battle by donating online or at their place of business.
	PMG - Summer Job Fair	3/14/22 - 4/22/22	:30 and :60 ads promoting our Job Fair. Advertising the businesses who signed up and encouraging job seekers to come down to the event.

PMG - Holiday Job Fair	8/1/22 - 10/15/22	30sec spot that airs multiple times a day from 12a-12a. Advertising businesses to sign up, mentions businesses who signed up, and encourage job seekers to come down to the event.
Hui No'eau	11/19/21 - 12/24/21	Holiday fundraising for the arts, culture, education, etc., we were sponsored and had our logo displayed digitally at their virtual art auction, 30sec spot aired multiple times each day throughout the week from 12a-12a
Maui Hotel & Lodging Association - Visitor Industry Charity Walk	5/25/22 - 6/8/22	Radio ads that were 30sec long. The hybrid charity walk is one of the largest fundraising events in Hawaii with an in person walk. All funds raised in Maui County will be given back to Maui's local non profits. The ad's daypart is 12a-12a airing 40 times a week. PPlus 2 interviews inviting the community to come and or donate.
Maui County Farm Bureau	10/25/21 - 11/21/21	Promo "Grown on Maui" to encourage community to support our local farmers by purchasing local produce, 30sec spot aired multiple times each day throughout the week from 12a-12a
Maui Chamber of Commerce - Made in Maui County Festival	10/30/21 - 11/5/21	30sec ads aired multiple times from 6a-12a. KJKS sponsored the virtual event that included 50+ small business vendors from Maui, Molikai and Lanai. 15 jock liners helped spread the word about the virtual event to our Maui County community. Liners aired Monday - Friday 4 times a day and 5 times on Saturday and Sunday from 6a - 12a.
Maui Hotel & Lodging Association - Visitor Industry Charity Walk	5/25/22 - 6/8/22	Radio ads that were 30sec long. The event is one of the largest fundraising events in Hawaii with an in person walk. All funds raised in Maui County will be given back to Maui's local non profits. The ad's daypart is 12a-12a airing 40 times a week.
Maui Business Hui	10/1/21 - 9/30/22	Features smaller local businesses on Maui to help get their word out on our platforms, which airs weekly.
Pukalani Superette - Upcountry Strong	10/27/21 - 11/8/21 5/16/22 - 6/4/22 9/19/22 - 10/1/22	30 and 60 sec spots advertising their food donation drive. Aired 14 times throughout the week from 12a-12a
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KJMD	Maui Humane Society	12/16/21 - 12/20/21 5/19/22 - 5/26/22 7/5/22 - 7/4/23	During the Winter we ran Foster for the Holidays which was on multiple times during the week. 6a-12a and 12a-12a. It was to encourage our community to help foster a dog from the shelter. In the Spring we ran the Wags to Riches fundraiser to get the community to donate. Ran multiple times a day throughout the week. In July - next year we're running spots that offeres services such as spay, neuter, etc., includes 30sec spot aired multiple times each day throughout the week from 12a-12a
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	Maui United Way - Tools for School	6/25/22 - 7/15/22	KJMD sponsored Tools for School Drive. A 30sec spot that aired 35 times throughout each week from 12a-12a. Helps Maui keiki go back to school with the "tools" needed to succeed .
	Maui Food Bank - Battle of the Businesses	9/27/21 - 10/23/22	:30 and :60 ad aired 5 times a day from 12a -12a. Encouraging our community to join the battle by donating online or at their place of business.
	PMG - Summer Job Fair	3/14/22 - 4/22/22	:30 and :60 ads promoting our Job Fair. Advertising the businesses who signed up and encouraging job seekers to come down to the event.
	PMG - Holiday Job Fair	8/1/22 - 10/15/22	30sec spot that airs multiple times a day from 12a-12a. Advertising businesses to sign up, mentions businesses who signed up, and encourage job seekers to come down to the event.
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KLHI

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Marine Resource Council	12/01/21 - 12/28/21	Encouraging people to use eco-friendly sunscreen and educating what endanger our reefs, 30sec spot aired multiple times each day throughout the week from 12a-12a
Maui County Farm Bureau	05/09/22 - 06/09/22	AGFest event to encourage people to buy local produce, educate about environment, and how this will impact our economy. Included us being a sponsor, 2 station banners were displayed, interview to invite the public, and 30sec spot aired multiple times each day throughout the week from 12a-12a
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KMVI	Pukalani Superette - Upcountry Strong	10/27/21 - 11/8/21 5/16/22 - 6/4/22 9/19/22 - 10/1/22	30 and 60 sec spots advertising their food donation drive. Aired 14 times throughout the week from 12a-12a
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	Hale Mahaolu	9/24/21 - 10/21/21 11/8/21 - 11/21/21 4/11/22 - 5/8/22 5/20/22 - 6/16/22	30 sec ads offering counseling in regards to homeownership and low income housing. Played multiples times a day throughout the week from 12a-12a
	Maui County Farm Bureau	05/09/22 - 06/09/22	AGFest event to encourage people to buy local produce, educate about environment, and how this will impact our economy. Included us being a sponsor, 2 station banners were displayed, interview to invite the public, and 30sec spot aired multiple times each day throughout the week from 12a-12a
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	Maui United Way - Tools for School	6/25/22 - 7/15/22	KMVI sponsored Tools for School Drive. A 30sec spot that aired 49 times throughout each week from 12a-12a. Helps Maui keiki go back to school with the "tools" needed to succeed .

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KNUI

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KPOA

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Marine Resource Council	12/01/21 - 12/28/21	Encouraging people to use eco-friendly sunscreen and educating what endanger our reefs, 30sec spot aired multiple times each day throughout the week from 12a-12a
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Maui Chamber of Commerce - Made in Maui County Festival	10/30/21 - 11/5/21	30sec ads aired multiple times from 6a-12a. KPOA sponsored the virtual event that included 50+ small business vendors from Maui, Molikai and Lanai. 15 jock liners helped spread the word about the virtual event to our Maui County community. Liners aired Monday - Friday 4 times a day and 5 times on Saturday and Sunday from 6a - 12a.
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Maui Business Hui	10/1/21 - 9/30/22	Features smaller local businesses on Maui to help get their word out on our platforms, which airs weekly.
Malama Maui Nui	4/22/22 - 5/31/22	30 spot that ran multiple times during the weeks. Helped promote the art of trash and trashion show. It showcased the reimagination of previously used materials as elements for creative composition.

PACIFIC RADIO GROUP, INC.
KPOA, KLHI, KJKS, KNUI, KJMD, KMVI
EEO PUBLIC FILE REPORT
OCTOBER 1, 2011 TO SEPTEMBER 30, 2022

<u>NO.</u>	<u>RECRUITMENT SOURCE</u>	<u>CONTACT</u>	<u>TOTAL INTERVIEWED</u>	<u>ENTITLED TO NOTIFICATION</u>
1	Pacific Radio Group Summer Job Fair	Sherrí Grimes 808-877-5566	3	NO
2	HAWAII ASSOCIATION OF BROADCASTERS JOB FAIR	JAMIE HARTNETT	0	NO

PACIFIC RADIO GROUP, INC.
 KPOA, KLHI, KJKS, KNUI, KJMD, KMVI
 EEO PUBLIC FILE REPORT
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<u>POSITION</u>	<u>POSITION TITLE</u>	<u>DATE OPEN</u>	<u>DATE FILLED</u>	<u>RECRUITMENT SOURCE</u>	<u>NUMBER INTERVIEWED</u>	<u>NUMBER HIRED</u>
1	PART TIME VOICE TRACKER	4/1/2022	8/1/2022	PACIFIC RADIO GROUP SUMMER JOB FAIR HAWAII ASSOC OF BROADCASTERS VIRTUAL JOB FAIR	1 0	1 0
2	PART TIME VOICE TRACKER	4/1/2022	4/11/2022	REHIRE AFTER LAYOFF	1	1
3	PART TIME VOICE TRACKER	4/1/2022	9/1/2022	HAWAII ASSOCIATION OF BROADCASTERS VIRTUAL JOB FAIR PACIFIC RADIO GROUP SUMMER JOB FAIR	0 1	0 1

PACIFIC RADIO GROUP IS AN EQUAL OPPORTUNITY EMPLOYER. IN ACCORDANCE WITH THE FCC'S EEO REGULATIONS, ANY ORGANIZATION THAT DISTRIBUTES INFORMATION ABOUT EMPLOYMENT OPPORTUNITIES TO JOB SEEKERS OR REFERS JOB SEEKERS TO EMPLOYERS MAY REQUEST THAT IT BE PROVIDED NOTICE OF PACIFIC RADIO GROUP'S JOB VACANCIES AS THEY OCCUR.