

KHKA 1500 AM
Honolulu, Hawaii
4th Quarter
October 2014 – December 2014

1. KHKA broadcasts numerous public service announcement throughout the day to benefit local non-profit groups and our community. 501c3 groups as the Special Olympics, Hawaii Bowl Foundation, Hawaii Speed and Quickness, National Kidney Foundation, and the Foodbank of Hawaii.

KHKA was a media partner for the Jersey Fun Run benefitting the Special Olympics. KHKA ran call-ins and public service announcements in December to promote the event – an interactive 3K run/walk at Aloha Stadium promoting physical fitness and a healthy lifestyle.

2. KHKA also supported the Hokulea’s “Mālama Honua Worldwide Voyage” around the world and its mission to share indigenous wisdom, groundbreaking conservation and preservation initiatives. KHKA ran :90 vignettes, as well as created a webpage with information and voyage tracker.
3. KHKA in its television partnership with Hawaii News Now (KGMB, KHNL, K5) simulcasts on radio Sunrise morning show Weekdays from 5am-7am, and its news broadcasts weekday afternoons from 5pm-6pm. These news broadcasts cover many including but not limited to education, economy, agriculture/aquaculture, civil rights, politics, finance, Hawaiian issues, Land Use, homelessness, transportation, and health.
4. Highway Safety KHKA broadcasts traffic reports from Mahlon Moore and the traffic center during morning drive 7am-8:30am, and from Hawaii News Now from 5am-7am and 5pm-6pm Mondays-Fridays. A minimum of 6 reports air daily. Listeners are also advised of bad weather conditions that affect transportation on roadways for public safety.
5. Weather reports & ocean safety - KHKA broadcast for ocean safety including weather advisories via Hawaii News Now Weekdays from 5am-7am & 5pm-6pm. These reports help inform the public on the latest in severe weather changes.
6. Fitness & Health KHKA broadcasts programming promoting health, fitness, nutrition, and wellness.

The station airs a weekly show, Radio Mojo, on Saturdays at 10am. The radio show includes by not limited to content based on nutrition, as well as interviews with expert professionals in health & wellness.

KHKA is the home of high school sports. Through its play by play broadcasts and features, the station promotes the benefits of physical activity. It serves as a community bulletin board to support the Hawaii High School Athletics Association, Interscholastic League of Honolulu, and the Oahu Interscholastic Association.

7. University of Hawaii “Manoa Minutes” are one-minute vignettes about a broad range of issues related to education, teachers, and community at-large. The vignettes are produced by Tracy Orillo Donovan of the UH office of external affairs.