

KHKA 1500 AM
Honolulu, Hawaii
1st Quarter
January 2015 – March 2015

1. KHKA in its television partnership with Hawaii News Now (KGMB, KHNL, K5) simulcasts Sunrise morning show Weekdays from 5am-7am, and its news broadcasts weekday afternoons from 5pm-6pm on radio. These news broadcasts cover many including but not limited to economy, agriculture, civil rights, community, consumerism, communication, education, elderly, finance, Hawaiian issues, Land Use, ocean issues, science, transportation, and youth.
2. Fitness & Health KHKA broadcasts a weekly show, Radio Mojo, Saturdays at 10am. This program features but not limited to wellness and nutrition.

The station airs Radio Mojo, a radio show includes by not limited to content on nutrition, interviews with notable local & national chefs, as well as health & wellness professionals.

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.

3. Highway Safety KHKA broadcasts traffic reports from Hawaii News Now from 5am-7am and 5pm-6pm Mondays-Fridays., as well as from Mahlon Moore and the traffic center during morning drive 7am-8:30am. A minimum of 6 reports air daily. Listeners are also advised of bad weather conditions that affect transportation on roadways for public safety.
4. 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.
5. KHKA broadcasts numerous public service announcement throughout the day to benefit local non-profit groups and our community. 501c3 groups as the Hawaii Bowl Foundation, Hawaii Speed and Quickness, National Kidney Foundation, 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 January to promote the event – an interactive 3K run/walk at Aloha Stadium promoting physical fitness and a healthy lifestyle.
6. “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 University of Hawaii office of external affairs.
7. 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.