

KHKA 1500 AM
Honolulu, Hawaii
4th Quarter
October 2016 – December 2016

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, Coaches versus Cancer, Hawaii Bowl Foundation, Hawaii Speed and Quickness, Foodbank of Hawaii, and National Kidney Foundation.

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.

KHKA was a media partner for the Jersey Fun Run benefitting the Special Olympics. KHKA began running 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 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, communication, finance, Hawaiian issues, Land Use, homelessness, transportation, and health.
3. 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 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.

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. "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.