



STATION OVERVIEW

808.877-5566 ■ 311 Ano St., Kahului, HI 96732 ■ www.MauiRadioAdvertising.com

Station: KNUI AM, “The Talk of Maui”

Setting: 900 AM

Format: Fox News

Audience Primary: Adults 35+

Secondary: Adults 45+

Program Director: Fred Guzman

- Locally produced morning talk show
- Around-the-clock reports by FOX News at the top of the hour
- FOX News Updates at the bottom of the hour
- Wall-to-Wall crisis coverage
- Local News
- Paul Harvey, Stock Market Reports, and Community Calendar
- Cultural Programming: Hawaiian, Filipino, Japanese, Portuguese & Spanish





PROGRAMMING

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Weekday

1a-4a	John Gibson
4a-6a	Leo Agcolicol/Fred Duldulao (Filipino)
6a-8a	The Talk of Maui w/Fred Guzman
8a-11a	Glenn Beck
11a-2p	Jerry Doyle
2p -5p	Sean Hannity
5p- 7p	Brian & the Judge
7p-10p	Rey Patao/Leo Agcolicol (Filipino)
10p -1a	Alan Colmes

Saturday

12a-1a	Alan Colmes
1a-4a	John Gibson
4a-6a	Fred Duldulao (Filipino)
6a-10a	Uncle Charlie Maxwell (Hawaiian)
10a-1p	Handel on the Law
1p-2p	Maui Matters w/Wendy Osher
2p-4p	Carlos Hernandez (Spanish)
4p-7p	Forbes on Radio
7p-10p	Best of John Gibson
10p-1a	Best of Brian & The Judge

Sunday

12a-1a	Best of Brian & The Judge
1a-4a	Best of John Gibson
4a-6a	Maggie Evangelista (Filipino)
6a-7a	Religious Programming
7a-10a	Handel on the Law
10a-1p	Best of Glenn Beck
1p-2p	Maui Matters w/Wendy Osher
2p-4p	Carlos Hernandez (Spanish)
4p-6p	Motor Trend Weekend
6p-7p	Local Programming
7p-8:30p	Yumi (Japanese)
8:30p-10p	Audrey's Corner (Portuguese)
10p-12a	Best of John Gibson





PROMOTIONS | EVENTS

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January

Mercedes Golf Championship – Remote Reports
Picnic with Poki – featuring Kahuanu Lake (Mr. K)
Warren Miller Film Festival – The Point Presents
Pacific Whale Foundation – Whale Reports
MIL Basketball – Play-by-Play Broadcast
Wendy's Championships Skins Game @ Wailea Golf Club
Panda Express – 20th Anniversary Remote
KPOA Presents – Reggae on Da Rocks concert
99.9 KISS FM Presents – ALO at Hard Rock Café
America Mattress – Remote Reports
Powerhouse Gym – New Year's Remote

February

Pacific Whale Foundation – Whale Reports
American Heart Association – Heart Walk 2007
Picnic with Poki – featuring Uluwehi Guerrero
Ho'onanea - Keali'i Reichel in Concert @ MACC
NFL Pro Bowl Youth Clinic
MIL & State Basketball Tournament – Play-by-Play Broadcast
Chinese New Years Festival
Verizon Wireless – Remote
DaJAM Presents – Bob Fest concert
DAJAM – Pimp Your Valentine's Day Promotion
99.9 KISS FM – Sweet Talk Your Valentine
KPOA – Heart Filled with Sea of Love
Game Stop – Kihei Grand Opening

March

Picnic with Poki – featuring Pekelo Cosma
Pacific Whale Foundation – Whale Reports
March Madness on ESPN
Maui Humane Society FurBall
Bridal Faire
HHLA Comedy Jam
Punana Leo Fundraiser
ClearWire Broadband – Hot Spot Launch
Pride-1 Smoker
Genki Sushi – Grand Opening Remote
Star Market – Re-Grand Opening
Spring JAM '07 featuring Bone Thugs n Harmony

April

Picnic with Poki – featuring Brown Ohana
Maui Interscholastic League – High School Baseball
Slim's Power Tools – HeMAN Competition
KPOA 3rd Annual Cotton Tail Hunt
Maui Food Bank – Battle of the Businesses
4th Annual Charity Golf benefiting MMMC Oncology Department
Aloha Care Health & Family Day
4th Annual Meadow Gold Dairies Milk Carton Regatta
Verizon Wireless – Remote
99.9 KISS Easter Egg Contest

May

District 3 Little League Carnival w/EK Fernandez Rides (3 Days)
Picnic with Poki – featuring Hulu Lindsey
HHSAA Baseball Finals
International Festival of Canoes
8th PRG Summer Job Fair
Maui Matsuri Celebration
Annual Maui Contractors Scholarship Golf Tournament
Verizon Wireless – Remote
Ace Hardware – Re-Grand Opening
Maui Marketplace – Spring Celebration
KPOA Pau Hana Series – featuring Fiona, Bitty Mclean & Justin
Game Stop – Lahaina Grand Opening

June

Picnic with Poki – featuring Melveen Leed
37th Annual Maui Contractors Association Home Show
Habitat for Humanity Build-a-Thon
ToonFEST featuring Sponge Bob
3rd Annual Meadow Gold Dairies Baby Crawl presented by KPOA
Maui Film Festival
1st Annual DOH Emergency Preparedness Expo
KPOA Pau Hana Series – featuring David Lindley & Nuffsedd

July

Picnic with Poki – featuring Hula Honey's
Dunes at Maui Lani – Golf Fest
Hana Summer Fest 2007
Maui Humane Society – Bark in the Park
KPOA Pau Hana Series –
The Scene @ Queen Ka'ahuamanu Center

August

Picnic with Poki – featuring Ron Kualaaau
KPOA 2nd Annual Soul-Jah Fest
Maui Interscholastic League – Football Season
Big Brothers Big Sisters Bowl for Kids Sake
5th Annual A&B Sugar Museum Festival
JW Cameron Center Bazaar
American Heart Association – Black Tie Blue Jeans
Fundraiser

September

Picnic with Poki – featuring Ahamanu
Maui Interscholastic League – Football Season
Taste of Lahaina
85th Annual Maui County Fair Parade
85th Annual Maui County Fair
Somos Amigos
Aloha Week Festival Falsetto Competition
10th Annual Meadow Gold's Healthy Baby Contest
LifeFest Kapalua Health Expo

October

Picnic with Poki – featuring Jesse Nakooka
Maui Interscholastic League – Football Season
8th PRG Holiday Job Fair
Maui Marketplace Anniversary Celebration
Starbucks 2nd Annual Maui Ukulele Festival
Aloha Festival Ho'olaule'a
Aloha Festival Concert

November

Picnic with Poki – featuring Mele Ohana
Maui Invitational Tournament
Oakland Raiders Flyaway
HHSAA State Football Tournament
KPOA Thanksgiving Turkey & Pie Tournament
Moloka'i Healthy Baby Contest
99.9 KISS FM – Thanksgiving Promotion

December

Picnic with Poki – Uncle Richard Ho'opi'i
Maui Marketplace Christmas Promotion
JAM Da Bells with Salvation Army





ADVERTISERS

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AIRLINES

ATA
Aloha Airlines
Hawaiian Airlines
Mokulele Air
North American Airlines

AUTOMOTIVE

Akamai Auto Sales
BMW of Maui
Cutter Automotive Centers
Island Dodge/Honda
Jim Falk Motors
Maui Toyota
South Maui Motors
Valley Isle Motors

BEVERAGES

Anh. World Select
Budweiser
Budlight
Coca-Cola
Coors Light/Original
Fosters
Hawaiian Isle Coffee
Heineken
Meadow Gold
Miller Lite
Moosehead
Sprite
Steinlager

CAR CARE

Chevron USA
Kihei Shell
Napa
Tesoro
Tire Warehouse
United Auto Parts
Union 76
Uptown Service

COMMUNICATIONS

871-Maui
Nextel
Paradise Yellow Pages
Sprint PCS
T-Mobile
Verizon Wireless
Verizon Yellow Pages
Xenon One

EVENTS

Aloha Festivals
American Cancer Society
American Heart Walk
Big Bros/Big Sisters Events
Celebration of the Canoes
Contractors Home Show
HHSAA Tournaments
Health & Fitness Fair
Healthy Baby Contest
Hula Bowl Maui
Kiho'alu Hawaiian-Slack Key Guitar- Festival
Long Board Classic
Maui County Fair
Maui Food Bank Drive
Maui Inv. Basketball
Maui Marathon
Maui Music Festival
Summer Shopping- Sweep
Taste of Lahaina
Whale Fest

FAST FOOD

Burger King
Dairy Queen
Jack in the Box
KFC Hawaii
Maui Tacos
McDonalds
Quiznos
Subway
Wendy's

FINANCIAL/INSURANCE

AIG Hawaii
American Savings Bank
Bank of Hawaii
Central Pacific Bank
Federal Credit Unions
Geico Direct
Hawaii National Bank

GROCERY STORES

Foodland
Minit Stop
Ooka Super Market
Pukalani Superette
Safeway
Star Markets
Takamiya Market

HEALTH CARE

Aloha Care
Dr. Damerell
Good Neighbor Pharmacy
HMSA
Interim Health Care
Kalama Heights
Kaiser Permanente
Maui Memorial Medical Cntr.
Maui Medical Group
Maui Plastic Surgery
National Kidney Founda

HOME FURNISHING

Baldwin Sanders Piano
Bed's Warehouse
Furnitureland
Hamai Appliance
Mattress Outlet
Standard Furniture & Appliance

HOME IMPROVEMENTS

AAAAA Rent-A-Space
Accu-Pest & Termite
Ceramic Tile Plus
Hawaiian Cement
Home Depot
Lawn Equipment
Latitude Lighting
Lowe's
Marmac Ace Hardware
Slim's Power Tools
Soto Safe & Sound
Terminix
UBuild It
Valley Isle Paint

HOTELS

Ala Moana Hotel
Aston Resorts
Fairmont at Kealani Hotel
Four Seasons
Hyatt Regency Maui
Kaanapali Beach Hotel
Maui Beach Hotel
Maui Marriott
Maui Prince Hotel
Outrigger Hotels
Ritz Carlton
Royal Lahaina Resort
Sheraton Maui
Westin Maui

REAL ESTATE

Aina Maui Properties
Amfac Corporation
Betsill Brothers
Carol Ball & Associates
Maui Lani Homes
Whaler's Realty

RESTAURANTS

BJ's Chicago Pizzeria
Baskin Robbins
Bento's & Banquet
Café Café
Casanova Restaurant
Carey & Eddies
Charley's
Hapa's
Hard Rock Café
Kahului Ale House
Kobe Steak House
Koho's Bar & Grill
Lahaina Coolers
Life's a Beach
Longhi's
Makawao Steak House
Mama's Fish House
Marco's Grill & Deli
Maui Wowee Cafe
Moose McGillycuddy's
Mulligan's
Outback Steakhouse
Paradise Bluz
Pizza Hut
Queens Food Court
Ruth Chris Steak House
Sushi Go

RETAIL

Ben Bridge Jewelers
Blockbuster Video
Clear Image
808 Nalu
Fun Factory
Gaspro
Hawaii Liquor Superstore
Hawaiian Isle Surf
Hi-Tech Surf Sports
Local Motion
Longs Drug Store
Macy's
Madison Avenue
Maui Chemical
Morning Glory
Paradise Spice
Pet Shop
Picture Plus
Sig Zane Designs
Valley Hardware

SHOPPING CENTER

Lahaina Cannery Mall
Maui Mall
Maui Marketplace
Piilani Village Shopping
Pukalani Terrace Center
Queen Ka'ahumanu Center
Shops at Wailea

TOURISM

Expeditions
Maui Ocean Center
Maui Visitor Magazine
Pride Charters
Trilogy Excursions

MISCELLANEOUS

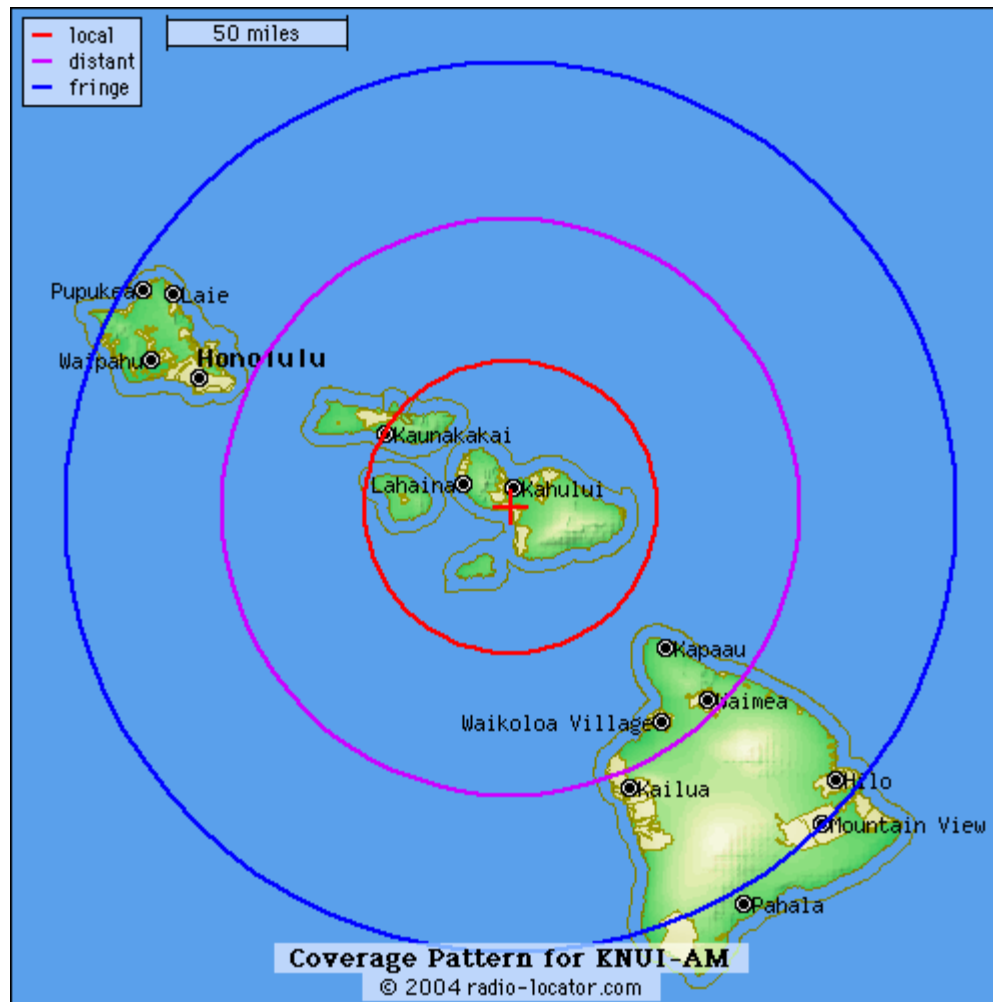
Alexander & Baldwin
Board of Water Supply
Consolidated Theater
Dept. of Health
Dept. of Transportation
Flavazone Hawaii
Goodfellow Brothers
HC&S
HSTA
Kamehameha Schools
MACC
Maui Electric
Maui Humane Society
Maui Tobacco Free
OHA
Oceanic Time Warner
Palms Travel
Punana Leo
University of Hawaii
University of Phoenix
Valley Isle Timing
Wallace Theater





COVERAGE AREA

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WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.





WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.

