



STATION OVERVIEW

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

Station: KPOA FM, “Hawaiian Music, Maui Style”

Setting: 93.5 FM

Format: Contemporary Hawaiian

Audience Primary: Adults 35-64

Secondary: Adults 25-54

Program Director: Alaka’i Paleka

- The unquestioned leader of radio on Maui is KPOA – Island Sounds, Island Wide.
- This powerhouse occupies a dominant position, from persons 12+ all the way up to adults 25-64.
- Family oriented and full of fun, KPOA includes Maui’s own Morning Goddess, Alaka’i Paleka, who is a Maui favorite herself.
- Contemporary Hawaiian Music, contests, and sponsorship of a multitude of events, KPOA has been a Maui favorite for years.
- If you’re looking to reach Adults, 25-54, KPOA is the perfect station for you. The upbeat pace along with current community events has listeners tuning in all day to make sure your advertising message is heard.





PROGRAMMING

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Programming Lineup:

6am -10am Alaka'i, The Morning Goddess
10a-3p Kawikawika
3p-7p The Island Kickback Session w/ Sista Val
7p-Mid Uncle Boy - Da Maui Hawaiian Supaman

Weekends: Weekend Patrol w/ Ka ena Brown - The Brown Eyed Girl (8am-noon) and Ikaika (Noon to 4pm),

Plus Local News, Surf reports, and the Hawaiian Moon Calendar.

Music:

Justin	Iz	Kapena
Willie K	Sudden Rush	Kalapana
Sistah Robi	Pati	Ekolu
Ka'au Crater Boys	Kapono	Amy Gilliom

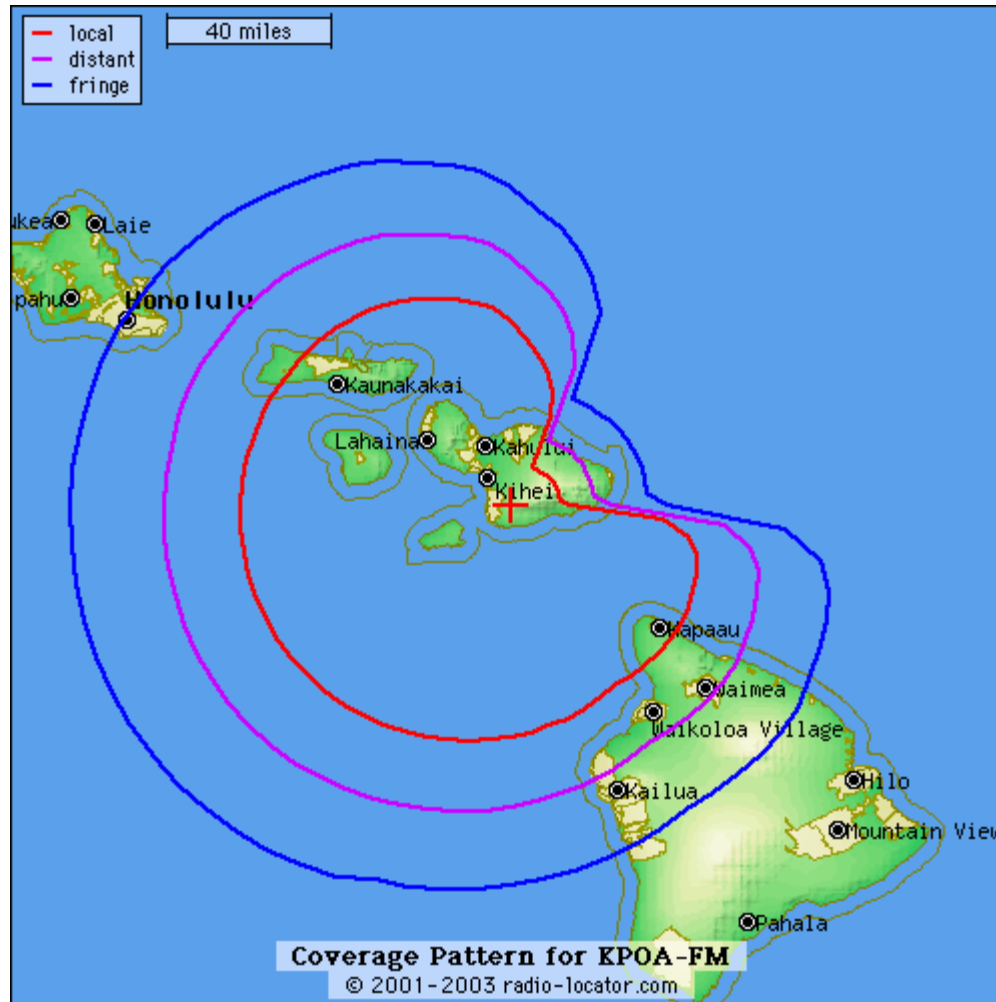
Pacific Radio Group – www.MauiRadioAdvertising.com





COVERAGE AREA: KPOA

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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.

