



FOR IMMEDIATE RELEASE

Date: Friday, February 2, 2007
RE: **PACIFIC RADIO GROUP PARTICIPATES IN
GOVERNOR'S COMMUNICATIONS REVIEW COMMITTEE**

Pacific Radio Group President Chuck Bergson and News Director Wendy Osher spent recent months participating as members of the Governor's Communications Review Committee. The committee was formed after the October 15, 2006 earthquakes that were centered off of the Big Island of Hawaii. Members participated in a series of four meetings in which 15 key recommendations were made to improve emergency communication procedures.

The report notes that on Maui, Pacific Radio Group's KPOA 93.5 aired its first report at 7:25 a.m., just minutes after the initial 6.7 magnitude tremor struck in the vicinity of Kiholo Bay, Hawaii. KPOA's sister stations, KJKS, KJMD and KLHI, were on air shortly thereafter, with 15 staff members arriving in the offices in Kahului. Pacific Group's two AM stations, KMVI and KNUI, run on separate generators and were also brought on line.

On the Big Island, Pacific Radio Group's KKBG-FM announced the earthquake by 7:15 a.m. That was followed by Pacific Radio Group's sister stations in East Hawai'i: KAPA FM (also serves South Point) which went on the air by 7:45 a.m., KPVS-FM by 8:00 a.m., and KHLO-AM by 8:30 a.m. Due to loss of electricity, Pacific Radio Group's four West Hawai'i stations (KLEO FM, KAGB FM, KLUA FM and KKON AM) that simulcast its four East Hawai'i stations were not able to get on the air until around 10:00 a.m. Once on the air, the four West Hawai'i stations were manned throughout the day and provided updates about road closures, damages and announcements from Civil Defense.

Since the October 15 earthquake, Pacific Radio Group has installed working generators at its West Hawai'i Kaloko site for three of its FM station transmitters (KAGB, KLEO and KLUA). The company is currently working with the Royal Kona Resort to install a generator at its Kona studios.

According to the final report, recommendations were made to enhance procedures for distributing information to the public as well as the media on a more frequent basis. This includes considering alternative means of communicating messages on a mass scale, such as text message emergency alerts through cellular phones; facilitating the transmission of messages through the Emergency Alert System; exploring ways to assist in providing backup power generation to key media outlets; and increasing public education about emergency preparedness.

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KPOA	KJMD	KNUI	KLHI	KMVI	KNUI
93.5FM	98.3FM	99.9FM	101.1FM	550AM	900AM