



Station: KMVI AM
Market: Maui, Hawaii
Setting: 900 AM
Location: Kahului
Format: ESPN, Local Sports
Audience: Primary Men 25+
Secondary Men 18+
Load: 12 Minutes per hour
Coverage: Maui, Molokai, Lanai, Kona
Slogan: "Maui's ESPN Radio KMVI-AM 900"
"Maui's ESPN Radio, your home for high school sports"
Features: Live Broadcast of High School sports, Local talk show, ESPN talk shows, Maui Invitational, Hyundai Champions of Golf, U.S. Open, MLB, NBA, NFL, College Football, College Basketball.

Personalities:

1AM-5AM	Mike & Mike
5AM-8AM	The Herd with Colin Cowherd
8AM-11AM	SVP and Russillo
11AM-1PM	Let's Talk Sports with Kanoa Leahey
1PM-2PM	Dan LeBatard
2PM-5PM	Sedano & Stink
5PM-7PM	Freddie Coleman
7PM-1AM	Sportscenter All Night

Playlist: Sports, Sports, Sports! Maui County's Primary Civil Defense Station

Website: www.ESPNMaui.com

PSA: Submit a 30 sec script or a produced ad, with disclaimer, contact name, and phone number. Air on space available. Paid schedules receive a matching no charge schedule.

Company: Pacific Media Group operates 6 Maui Stations- KPOA FM, KJKS FM, KJMD FM, KLHI FM, KMVI AM, KNUI AM

General Manger: Pamela Tsutsui
Director of Promotions: Sherri Grimes
News Director: Wendy Osher