



**KHVVH**  
**RADIO**

1040

5 KW

**SOUNDS OF THE PACIFIC**

**HAWAII — SUPERmarket**  
of the Pacific

1290 ALA MOANA BLVD.  
HONOLULU 14, HAWAII  
TELEPHONE 53991  
TWX HU-187 Cable: "KHVVH"

**KAISER**  **BROADCASTING**

Division of Kaiser Industries Corporation

# Hawaii

## THE MARKET

### GEOGRAPHY

The State of Hawaii is a chain of 8 volcanic islands situated practically in the middle of the Pacific Ocean. The island chain is approximately 350 miles, end to end, and lies in a northwest to southeast direction. Total land area of the 50th State is 6,435 sq. miles. The largest island is Hawaii, at the southeast end of the chain, with 4,030 sq. miles of land. Hawaii boasts the highest mountain in the world, Mauna Loa, rising over 30,000 feet from the floor of the ocean. The upper portion, above the water line, is over 14,000 feet. The island of Oahu is the most densely populated and is the major economic force in Hawaii. The City of Honolulu is located on Oahu as is Pearl Harbor, Waikiki Beach and the center of the islands business and industry.

### POPULATION

Total State population is 654,000, including the military population, estimated in 1961 at 55,000. If you include the tourist population, which, in 1960, averaged 10,536 daily you have a total potential market of over 664,000. In population the State of Hawaii ranks 43rd.

### INCOME

Total personal income in the State of Hawaii is estimated at \$1,510,000,000 for 1961. Per capita income for 1961 is estimated at \$2,280, ranking 21st among the states. The per household income

in the Metropolitan Honolulu County Area ranks 6th out of 200 leading areas in the country: ahead of New York City, San Francisco-Oakland, Boston, Cleveland, Detroit and Milwaukee.

### RETAIL SALES

Retail sales for the year 1961 are estimated at \$905,000,000. This is up over the 1960 figure of \$858,600,000 and over 100% up from the 1950 figure of \$462,600,000. The average annual growth during the 1950-1960 period has been 6.4%. Honolulu County (the island of Oahu) accounts for 85.7% of this retail trade.

### TOURISM

The State of Hawaii is booming market in tourists. Tourist trade has jumped from \$24,200,000 in 1950 to an estimated \$136,000,000 in 1961. In 1960 the figure was \$131,000,000. Average annual rate of growth in tourist dollars was 18.4% over the 1950-1960 period. Tourist arrivals have skyrocketed from 46,593 in 1950 to an estimated 314,000 in 1961, representing an annual growth pattern of 20.3%. This booming tourist business has brought about a fantastic construction boom in hotels, co-op apartments and service businesses to handle the growing influx. There are a total of 10,175 hotel rooms to house the visitors, 7,753 of these in the Waikiki area alone.

Sources: Bank of Hawaii 1961 Annual Economic Report: S.M. Survey of Buying Power, July 1961.



### FEDERAL GOVERNMENT

The State of Hawaii is a major defense area. Defense expenditures in Hawaii totalled \$373,000,000 in 1960 and are estimated to account for \$422,000,000 in 1961. Non-Military government spending is estimated at \$120,000,000 for 1961. Armed Forces and government personnel are an extremely important market in Hawaii.

### HOUSING & REAL ESTATE

Total housing units in the State of Hawaii have increased from 120,606 in 1950 to an estimated 174,000 in 1961. Assessed value of real estate is pegged at \$3,328,000,000 for 1961.

### AUTOMOTIVE

On the island of Oahu there are 245,000 motorcar registrations — or 1.4 cars per household — one of the highest in the country. At peak traffic periods approximately 5,000 cars per hour pass by KHVH Radio studios on Ala Moana Blvd., one of the main thoroughfares in Honolulu. In a 24 hour period over 50,000 cars pass this location. Automobile dealers statistics show that over 87% of all new cars delivered in Honolulu are equipped with radios. This mobile audience is an added factor in coverage of the Hawaiian market. Automotive expenditures are second only to food — Food products account for 26.8% of the retail dollar; Automotive 14.7%.



## THE MEDIA

### KHVH RADIO — SOUNDS OF THE PACIFIC

The sound of KHVH is a total reflection of the personality of Hawaii and the peoples of the Pacific. It is the only truly LOCAL radio station in the State of Hawaii. Its appeal is to all ages and all groups. In short it's RADIO with a REASON!

### COVERAGE

There are 168,000 radio homes in the State of Hawaii with an average of almost 2 radio sets per household. Add to this some 200,000 car radios; thousands of portables, transistors and radios in hotels and you have a sizable number of outlets for radio programming. KHVH's signal effectively covers this vast radio listening potential throughout the state except for one-half of the island of Hawaii, where the city of Hilo is located. Here, at Hilo, the KHVH signal is picked up by a special antenna system and re-broadcast by KIMO, 1 kilowatt, 850 KC. KHVH studios are located at 1290 Ala Moana Blvd. and the transmitter is located on the grounds of the Hawaiian Village Hotel with a fine grounding system in the salt water and sand of Waikiki.

### BASIC PROGRAM SCHEDULE

KHVH is on the air 24 hours daily except for a 7 hour break from midnight Saturday to 7 a.m. Sunday for maintenance. The total programming is Pacific and Polynesian in concept, local features, local audience participation and the mood is varied with the time of day: i.e. Morning commute time features the "Kaiser Air Watch," a direct report from airplane on traffic conditions in Honolulu and the arteries to the suburban communities. From 9 a.m. to 3 p.m. the mood is for the homemaker, with recipe features, historical notes and other features to appeal to in-home and in-transit listening. The afternoon commute time also features traffic reports from Kaiser mobile units and from direct contact with the Police Department. Evening moves in and the mood gradually changes to one of relaxation and the pure enjoyment of life. Sunday programming includes religious, educational and music throughout the day and evening.

### MUSIC

The music selections played on KHVH Radio are Polynesian and Pacific — the entire Pacific from Alaska and the West Coast to the Orient and Australia. It is whistleable, listenable and balanced. The music is carefully selected and programmed to provide variety and a natural cohesion of identity with the broad program base. The people of Hawaii like Hawaiian and Polynesian music; the visitor

to Hawaii expects and wants to hear the music of the islands as do the many temporary Armed Forces residents. KHVH Radio provides this music with a broadcast pace that is fast, tight and bright.

### FEATURES

KHVH Radio features are different and they are 100% produced — not ad lib. The features are thought out for appeal to the largest, broadest audience possible. These features include such things as "KHVH Salutes the Community of the Week," with special featurette spots concerning the given community, the voices of its most important personages: Historical notes of Hawaii and the Pacific: Humorous featurettes of Hawaiian origin: Hawaiian recipes: Weekend recreational, Surf and Marine weather reports: Reports on Hawaii and the Pacific from the East-West Center and programs of interest that may arise at any time. And above all, KHVH IS A FUN STATION!

### NEWS

"Kaiser News Control — A Matter of Fact" is a byword on Hawaiian radio. Newscasts are scheduled every half-hour from 5:30 a.m. to 6:00 p.m. and hourly newscasts from 7:00 p.m. through 12:00 M. Kaiser Broadcasting news coverage is known for accurate, immediate coverage. Newscasts end with the phrase: "The next news from Kaiser News Control in 25 Hawaiian minutes — the next 'Newsbreak' at any moment" and this is carried out to the letter. Examples of some of the outstanding news coverage by the station include the complete on-the-spot coverage of the Greta Andersen Molokai channel swim: a military jet crash in a residential neighborhood: Trans-Pacific Yacht Race: Governor's convention: a young boy lost in the mountains: Standard Oil fire and many others. Regular programming is interrupted for fast-breaking news stories. All newscasts carry temperature, relative humidity and weather forecast. The Kaiser news staff of five experienced newsmen has distinguished itself by providing clear-beats and comprehensive coverage of local news events.

### PROMOTION & MERCHANDISING

KHVH maintains a promotion and merchandising department to serve its advertisers. Key local personnel associated with national products are immediately called when a schedule is placed. Sales meetings, general mailings and calls on retailers and wholesalers may be requested. KHVH merchandisers pride themselves in meeting with local men and finding where the station's services may be especially valuable — tailor made merchandising is the result. Promotional programs on KHVH Radio are heavily promoted on both radio and TV.

**KHVH-RADIO** Sounds of the Pacific

**1040 — 5 KW**

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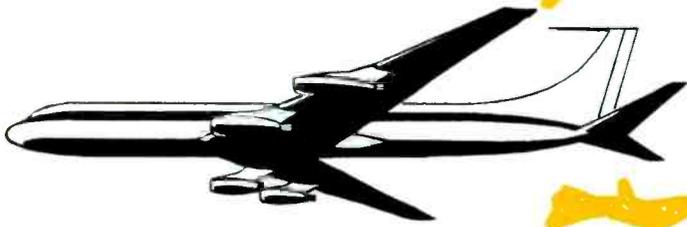
**KAUAI**

Population  
28,176

**OAHU**

Population  
500,409

**KHVH Honolulu** •



**MAUI**

Population  
42,855

**STATE OF HAWAII**

**KIMO** •

**HAWAII**  
Population  
610,332

