

FOR IMMEDIATE RELEASE

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Pacific Media Group Invests in Locals for Locals

HONOLULU, HAWAII (June 7, 2022) – Following numerous announcements regarding newly hired on air talent for Pacific Media Group's radio stations across the Hawaiian Islands, CEO and owner Chuck Bergson doubles down on his commitment to the medium and the local communities PMG serves. At the tail end of 2021, Pacific Media Group moved their Oahu operations from a leased spaced to a wholly owned Downtown Honolulu suite while upgrading equipment and software. The antenna from which PMG broadcasts has also moved to improve reach and signal strength, however, the most important investment has been in its people.

"The power of radio lies in its ability to quickly share information on a local level, directly serving its immediate community members," says Bergson. "In order to earnestly accomplish this, Pacific Media Group prides itself on hiring the best local talent, people that live among and care deeply for the listeners we reach."

Since 2021, Pacific Media Group has added Tommy “Kahikina” Ching to KAPA-FM 100.3 Hilo / 99.1 Kona for the “Pau Hana Party”; Kathy with a K on KPOI 105.9 FM Oahu; local singer Sunway on the “Rise & Drive” morning show, and TV personality and renowned local chef Lanai to afternoon drive 3:00 PM – 7:00 PM on 94.7 KUMU FM Oahu; and local industry veteran Shannon Scott to both 94.7 KUMU FM weekends, and KQMQ HI93 Oahu for a special Sunday Mele program that features traditional Hawaiian music. Pacific Media Group is also grooming new local talent as radio broadcasters with David “DJ Technique” Tsuji and Casera who can each be heard on various evening and weekend shifts on Oahu’s KDDB-FM 102.7 Da Bomb; Tiffany DeMasters doing radio news for the Big Island on KAPA, KKBG and KPVS and Sasha “Sista Sauce” Kauwale as co-host of the morning show on KKBG on Hawaii Island.

“Our partners can depend on Pacific Media Group to speak and engage with the local communities because we are local,” says Joshua Mednick, Pacific Media Group’s Regional Vice President. “Our talented broadcasters drive on the same roads, live in the same neighborhoods, shop at the same stores, and raise their families next door to the same people that they entertain and inform across our statewide group of radio stations.” For more information about Pacific Media Group’s investment in Hawaii for Hawaii and how PMG can help reach Hawaii residents, visit PMGHawaii.com or view our profile on [LinkedIn](https://www.linkedin.com/company/pacific-media-group/).

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About Pacific Media Group

Pacific Media Group is a Hawai’i-based media company with offices in Kahului, O’ahu, Kaua’i, Hilo and Kona. PMG owns and operations 20 radio stations PMGHawaii.com, MauiNow.com, BigIslandNow.com, HawaiiAirportAdvertising.com and multiple website, app, and digital radio products.

O’ahu stations are KDDB FM “102.7 da Bomb” KPOI FM “The Wave 105.9 FM”, KQMQ “HI93” 93.1 FM and KUMU FM “94.7 KUMU”.

Maui stations include: KPOA 93.5 FM; KLHI “HI92” 92.5 FM; KJKS 99.9 “Kiss” FM; KJMD “Da Jam” 98.3 FM; KNUI “K-Country” 550 AM (106.1FM); and KMVI “ESPN: 900 AM (102.5 FM).

Hawai’I Island stations include: KAPA 99.1 FM (Kona) and 100.3 FM (Hilo and Ka‘ū); KPVS “The Beat” 95.9 FM (Hilo) and 93.9 FM (Kona), KKBG “KBIG” 97.9 FM (Hilo) and 106.1 FM (Kona).

Kaua'i stations include: KQNG 93.5 FM "Kauai's Kong", KSHK "Shaka" 103.1 FM, KSRF "HI95" 95.9 FM and KUAI 570 AM (and 104.5 FM translator) "Kauai Country".