



# The Benefits



❖ The experience of living on Maui is often viewed as “being in paradise,” and - in fact - it is as close to paradise as likely exists. But Maui is also a “real world” county, with genuine challenges, “growing pains” and issues that demand answers. **Maui TV News**, Maui’s weekly television news program, was created for this purpose, devoting coverage to stories that matter to Maui County, on issues like water, transportation and education.

❖ Your company’s advertising on **Maui TV News** demonstrates community support and interest, and a true concern for the issues that affect all of Maui County. **Maui TV News** is carried to the entire state of Hawai’i on *News on Demand* on Oceanic Time Warner Cable’s Digital Channel 110, and to the world via the Internet at [www.mauitvnews.com](http://www.mauitvnews.com). In addition, daily updates of **Maui TV News** are available on the radio across Maui County every weekday afternoon on 1110 KAOI.

❖ **Maui TV News** was conceived and is produced by a domestic limited liability company, **Island News Technologies, LLC**, a Qualified High Tech Business in Hawai’i.

❖ In addition to complete coverage of Maui on television, **Maui TV News** is also streamed, supported and documented on our companion web site at [www.mauitvnews.com](http://www.mauitvnews.com). Here, sponsors and advertisers are acknowledged and featured on key pages, including the Home Page and the Breaking News Page—our two most visited pages. The web site includes dozens of helpful links, full-text transcripts to every show and story covered by our team, and multimedia audio and video playback as well.

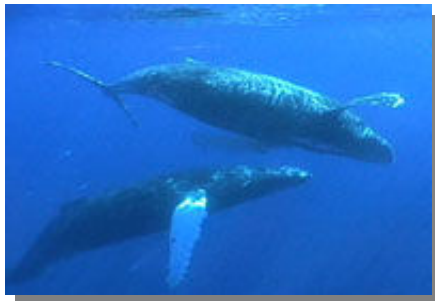


❖ ...and this is just the **beginning!**

# The Opportunities

# Maui TV News

❖ Your company or organization can surely benefit from exposure of your community support efforts via exclusive identification of association with **Maui TV News**, an effort dedicated to educating and informing the people of Maui County. In other words, your commercial. Ours is a show filled with positive values, news and feature stories of lives, programs and events that inform and inspire our audience. We produce - and follow - stories that touch people's lives, coming from all corners of this splendidly beautiful place. Stories and issues that matter - from education, to traffic, to the amazing variety of cultural offerings of Maui County and Hawai'i.



❖ **Maui TV News** is a high tech electronic news gathering organization - not unlike the local broadcast network affiliates that reach Maui from Honolulu via cable. The big difference: **Maui TV News** is *all* about Maui. **Maui TV News** is not on "Public Access," therefore not governed by rules covering Public Broadcasting. That is the reason we make sponsorship opportunities available on a limited basis to businesses that share our passion for Maui County. That is also why we form strategic partnerships, like the recently formed alliance with the Visionary Radio group to air **Maui TV News** daily updates on weekday afternoons across Maui County on 1110 AM KAOI.

❖ In summary, **Maui TV News** is *the* weekly, *Maui* source for news, entertainment, information, creativity and education...all packed into one program. There is no better story-telling vehicle available to the people of Maui County than **Maui TV News**. And it's a vehicle that can feature *your* business on television across Hawai'i on Oceanic Time Warner Cable's *News on Demand* on Digital Channel 110 as well as across the globe at [www.mautvnews.com](http://www.mautvnews.com).





# The Show



❖ The stars of **Maui TV News** are - of course - the people, places and stories of Maui County. Our two-fold mission: To inform and entertain; and, to inspire our viewers to take advantage of the educational, civic, cultural, scientific, literary and charitable opportunities offered on Maui. **Maui TV News** airs when it is convenient for our viewers: that is, 24/7 on demand access on television on *News on Demand* on Oceanic Time Warner Cable Digital



Channel 110 and on the Internet at [www.mauitvnews.com](http://www.mauitvnews.com).



❖ The **Maui TV News** crew of professional storytellers has more than 60 years' combined experience in network television news reporting, regional and local television and radio news production, print and photojournalism.

❖ The viewer/relational philosophy of **Maui TV News** is simple and basic: *"Connect viewers with stories and topics in as personal a way as possible."* Accordingly, we offer support and sponsorship opportunities to meet specialized needs. In addition to news and in-depth coverage of issues, **Maui TV News** features sponsor-able segments highlighting and promoting upcoming cultural and entertainment events, developing health and family care issues.

❖ The **Maui TV News** team has devoted thousands of hours to the behind-the-scenes work needed to get the story right, introducing our viewers to people, events and creatures they may - otherwise - never get to see in their lifetime, like tiny Hawksbill turtle hatchlings and dancing baby Humpback whales.



❖ But **Maui TV News** is far more than just "features." Our video crews have gone into waist-deep grass in East Maui looking for the dangerous mosquito that carries dengue fever. We have carefully chronicled the challenges of development in South and West Maui, and the future of transportation via the introduction of the Hawaii Superferry to transportation options for the state of Hawai'i.



❖ **Maui TV News** also covers the cultural and historical facets of our most unique community. We also keep an eye on Maui's future: our keiki. Strong ties to Hawaii's past are necessary to assure a future that keeps Hawai'i vital, and **Maui TV News** devotes coverage to educational and cultural developmental programs devoted to children.

