



ERIKA ENGLE

Communications Director

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FOOD GURUS
HAWAII

Any and every food-and-beverage industry need for branding, marketing, advertising, public relations is what Food Gurus Hawaii can fulfill for you. For everything to do with food, whether fine-dining or casual restaurant, quick-service chain, private labeling, e-commerce, promotions, events, public relations, and helping farm products get to forks. We've got you.

ERIKA ENGLE'S SPEAKING POINTS

Getting free coverage for our food and beverage business may be easier than you think, even if you don't know anybody in the media industry. Quick and easy bullet points explaining how, from Food Gurus Hawaii Communications Director Erika Engle, are here for you. And who to contact? You'll find key contacts, too. Food Gurus Hawaii can fulfill every food-and-beverage industry need for branding, marketing, advertising, public relations, and much, much more.

- Decide how you want to spread your news.
- Choose your target medium, or media.
- Investigate to make sure that's the environment in which you want your story told.
- Write a simple news release, the who, what, when, where, etc. Or use bullet points. (Quick is good. Lengthy is bad.)
- Attach a picture, clear in focus, and high-res, at least 1 MB, if you can.
- Click on "send."
- Follow up after several hours, or the following day. You don't want to be a pest, but you DO want to make sure your treasured information didn't get stuck in a spam folder.

CRUCIAL HAWAI'I MEDIA CONTACTS

TELEVISION

Hawaii News Now
(KGMB-TV, KHNL-TV, KFVE-TV)
847-1112

News Department:
News@HawaiiNewsNow.com
Sunrise - Anchors' email addresses are
online at
hawaiinewsnow.com.

KHON-TV
591-4278
News Department: news@khon2.com
Wake Up 2Day
Take2
Living 808 - contact the sales
department

KITV
535-0400
News Department: news@kitv.com
Good Morning Hawaii:
morningmail@kitv.com

RADIO

iHeartMedia
[http://iheartmedia.com/iheartmedia/
stations?state=HI](http://iheartmedia.com/iheartmedia/stations?state=HI)

H Hawaii Media
<http://www.hhawaiiimedia.com/>

Ohana Broadcast Co.
<http://ohanabroadcast.com/>

Salem Media of Hawaii
<https://is.gd/SalemHI>

ASIAN MEDIA

Poohko Hawaii
927-5608
CEO/Founder Ritsuko
Tsunashima-Kukonu
ritsuko@poohkohawaii.com

NEWSPAPERS & MAGAZINES

Honolulu Star-Advertiser/Crave
529-4747 - ask for Betty Shimabukuro
crave@staradvertiser.com

MidWeek
Executive Editor Bill Mossman
bmossman@midweek.com
Managing Editor Yu Shing Ting
yushing@midweek.com

The Star-Advertiser and MidWeek's
parent company, Oahu Publications Inc.,
offers many additional options for
coverage, and you can the Media Kit link
at the very bottom of the Star-Advertiser
home page — or, right here:
<http://www.oahupublications.com/>

Honolulu Magazine
Food & Dining Editor Catherine
Toth Fox
catherinettf@honolulumagazine.com
534-7524

Pacific Business News
Home page links to reporters' stories
and email addresses.
Katie Murar handles the F&B beat
kmurar@bizjournals.com

FrolicHawaii.com
Email pitches to: Mari Taketa at
Mari@frolichawaii.com

Pomai's Tasty Island
Email pitches to: Pomai Souza at
pomai_05@yahoo.com
<http://tastyislandhawaii.com/>