

BCRA POLITICAL RECORD

Date 06/14/22

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's online public inspection file and must be retained for two years.

This Record is for a candidate request The request is pending
 an election message request * accepted #
 an issue request *

Candidate Named in Message: Vicky Cayetano

Office Being Sought: Governor

Election or Issue Referred to: Primary Election

Sponsor (or authorized candidate committee): _____

Treasurer of authorized candidate committee: _____

Person Ordering Advertising: Kate Hogle (KWME)

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.

Broadcast Contract

KWME INC
 VICKY FOR GOVERNOR
 2800 WOODLAWN DR, 291
 HONOLULU, HI 96822

Start Date 06/17/22	Contract# 38340	Mod# 0
End Date 06/23/22	Date Entered 06/14/22	Date Last Modified 06/15/22
Advertiser VICKY FOR GOVERNOR		Station Market KQNG-FM,KSHK-FM, KSRF-FM,KUAI-AM
Product VICKY FOR GOVERNOR		SalesRep/Office Salli Anne Matsuura

Standard Billing Cycle Estimate#

KQNG-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 06/17/22 TH 06/23/22	06:00A-10:00A	30	X	X	X	X	X	--	--	5	\$45.00
2	FR 06/17/22 TH 06/23/22	10:00A-03:00P	30	X	X	X	X	X	--	--	3	\$40.00
3	FR 06/17/22 TH 06/23/22	03:00P-07:00P	30	X	X	X	X	X	--	--	4	\$45.00
4	SA 06/18/22 SA 06/18/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$30.00
5	SU 06/19/22 SU 06/19/22	10:00A-03:00P	30	--	--	--	--	--	--	2	2	\$30.00

KSHK-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 06/17/22 TH 06/23/22	06:00A-10:00A	30	X	X	X	X	X	--	--	5	\$35.00
2	FR 06/17/22 TH 06/23/22	10:00A-03:00P	30	X	X	X	X	X	--	--	3	\$25.00
3	FR 06/17/22 TH 06/23/22	03:00P-07:00P	30	X	X	X	X	X	--	--	4	\$25.00
4	SA 06/18/22 SA 06/18/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$20.00
5	SU 06/19/22 SU 06/19/22	10:00A-03:00P	30	--	--	--	--	--	--	2	2	\$20.00

KSRF-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 06/17/22 TH 06/23/22	06:00A-10:00A	30	X	X	X	X	X	--	--	5	\$30.00
2	FR 06/17/22 TH 06/23/22	10:00A-03:00P	30	X	X	X	X	X	--	--	3	\$20.00

Pacific Media Group and Radio Stations KQNG, KSRF, KSHK, KUAI does not discriminate in the sale of advertising time on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

Accepted for Station

Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name Title
 See reverse for accepted terms and conditions, if any

Name Title
 Page 1

Broadcast Contract

KWME INC
 VICKY FOR GOVERNOR
 2800 WOODLAWN DR, 291
 HONOLULU, HI 96822

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Advertiser VICKY FOR GOVERNOR		Station Market KQNG-FM,KSHK-FM, KSRF-FM,KUAI-AM
Product VICKY FOR GOVERNOR		SalesRep/Office Salli Anne Matsuura

Standard Billing Cycle Estimate#

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
3	FR 06/17/22 TH 06/23/22	03:00P-07:00P	30	X	X	X	X	X	--	--	4	\$25.00
4	SA 06/18/22 SA 06/18/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$15.00
5	SU 06/19/22 SU 06/19/22	10:00A-03:00P	30	--	--	--	--	--	--	2	2	\$15.00

KUAI-AM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 06/17/22 TH 06/23/22	06:00A-10:00A	30	X	X	X	X	X	--	--	5	\$15.00
2	FR 06/17/22 TH 06/23/22	10:00A-03:00P	30	X	X	X	X	X	--	--	3	\$15.00
3	FR 06/17/22 TH 06/23/22	03:00P-07:00P	30	X	X	X	X	X	--	--	4	\$15.00
4	SA 06/18/22 SA 06/18/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$10.00
5	SU 06/19/22 SU 06/19/22	10:00A-03:00P	30	--	--	--	--	--	--	2	2	\$10.00

-----Tax Detail-----

Hawaii State GET \$ 66.69

Tax Total: \$ 66.69

* Tax calculations are an estimate based on the order as contracted. Actual taxes due will appear on the invoice

-----Additional Comments-----	Total Spots	Spots Total\$	Agency Commission	Net	Gross
	64	1,665.00	\$249.75	\$ 1,481.94	\$ 1,665.00

Billing Projections: By Month

	Jun 22
CA	1,665.00
ST	1,665.00

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Accepted for advertiser OR agency(and MBS, if any) as agent for the advertiser

Name	Title	Name	Title
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Sales Order

Stations: KQNG-FM, KSHK-FM, KSRF-FM, KUAI-AM Agency: KWME INC
 Contract Name: VICKY FOR GOV WK 5 061722 Address: 2800 WOODLAWN DR, 291
 Contract#: 30340 (none) City: HONOLULU State: HI Zip: 96822
 Start Date: 6/17/22 End Date: 6/23/22 Buyer: _____
 Revenue Type: POLITICAL - AGENCY Type: Cash Tax Schedule: _____ Hawaii State GET
 Advertiser: VICKY FOR GOVERNOR Agency Commission %: 15
 Address: _____ Billing Cycle: Standard
 City: _____ State: _____ Zip: _____ Salesperson: 501208snaka Comm %: 15
 Product Name: VICKY FOR GOVERNOR Makegood Policy: MAKEGOOD WITHIN CONTRACT
 Competitive Code: Political/Governor DATES _____

KQNG-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	6/17/22	6/23/22		6:00 AM	10:00 AM	30	X	X	X	X	X			5	W	45.00	5	225.00	3	
2	6/17/22	6/23/22		10:00 AM	3:00 PM	30	X	X	X	X	X			3	W	40.00	3	120.00	3	
3	6/17/22	6/23/22		3:00 PM	7:00 PM	30	X	X	X	X	X			4	W	45.00	4	180.00	3	
4	6/18/22	6/18/22		10:00 AM	3:00 PM	30							2	D	30.00	2	60.00	3		
5	6/19/22	6/19/22		10:00 AM	3:00 PM	30							2	D	30.00	2	60.00	3		

TOTAL GROSS \$645.00, NET \$548.25

KSHK-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	6/17/22	6/23/22		6:00 AM	10:00 AM	30	X	X	X	X	X			5	W	35.00	5	175.00	3	
2	6/17/22	6/23/22		10:00 AM	3:00 PM	30	X	X	X	X	X			3	W	25.00	3	75.00	3	
3	6/17/22	6/23/22		3:00 PM	7:00 PM	30	X	X	X	X	X			4	W	25.00	4	100.00	3	
4	6/18/22	6/18/22		10:00 AM	3:00 PM	30							2	D	20.00	2	40.00	3		
5	6/19/22	6/19/22		10:00 AM	3:00 PM	30							2	D	20.00	2	40.00	3		

TOTAL GROSS \$430.00, NET \$365.50

KSRF-FM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	6/17/22	6/23/22		6:00 AM	10:00 AM	30	X	X	X	X	X			5	W	30.00	5	150.00	3	
2	6/17/22	6/23/22		10:00 AM	3:00 PM	30	X	X	X	X	X			3	W	20.00	3	60.00	3	
3	6/17/22	6/23/22		3:00 PM	7:00 PM	30	X	X	X	X	X			4	W	25.00	4	100.00	3	
4	6/18/22	6/18/22		10:00 AM	3:00 PM	30							2	D	15.00	2	30.00	3		
5	6/19/22	6/19/22		10:00 AM	3:00 PM	30							2	D	15.00	2	30.00	3		

TOTAL GROSS \$370.00, NET \$314.50

KUAI-AM

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$	
1	6/17/22	6/23/22		6:00 AM	10:00 AM	30	X	X	X	X	X			5	W	15.00	5	75.00	3	
2	6/17/22	6/23/22		10:00 AM	3:00 PM	30	X	X	X	X	X			3	W	15.00	3	45.00	3	
3	6/17/22	6/23/22		3:00 PM	7:00 PM	30	X	X	X	X	X			4	W	15.00	4	60.00	3	
4	6/18/22	6/18/22		10:00 AM	3:00 PM	30							2		2	D	10.00	2	20.00	3
5	6/19/22	6/19/22		10:00 AM	3:00 PM	30							2		2	D	10.00	2	20.00	3

TOTAL GROSS \$220.00, NET \$187.00

Billing Projections: By Month

Jun 22
 CA 1,665.00
 ST 1,665.00

Print Spot Prices

TOTAL SPOTS 64
 GROSS TOTAL \$ 1,665.00
 ADJUSTED SPOTS 64
 ADJUSTED TOTAL \$ 1,665.00

APPROVE DECLINE

- General Manager
- Sales Manager
- 501208mstev, 06/14/22 @12:40PM
- Traffic Manager

PMG Statewide A25-54 (based on 12-month book) \$36,700 gross

June 1-week scenario

Daypart	Spots	Notes	Length	Total Cost	Net Reach	Frequency	Gls
Radio Total	320						
*PMG Network							
Flight A - 1 Weeks							
One Week Total	16						
Mo-Fr 6a-10a	5		30				
Mo-Fr 10a-3p	3		30				
Mo-Fr 3p-7p	4		30				
Sa 10a-3p	2		30				
Su 10a-3p	2		30				
Digital							
Digital							
Schedule Totals	16			\$ 9,175.00	122,277	2.2	266,900

Performance Metrics Schedule Totals				
Island	Reach	Frequency	GI	GRP
Oahu	76,400		156,500	39.9
Maui	20,230		48,400	74.5
Kauai	10,027		29,000	110.3
Big Isle	15,620		33,000	47.0
Total	122,277		2.2	266,900

May 30 – June 26, 2022 (6-weeks)

Daypart	Spots	Notes	Length	Total Cost	Net Reach	Frequency	Gls
Radio Total	1,280						
*PMG Network							
Flight A - 4 Weeks							
One Week Total	16						
Mo-Fr 6a-10a	5		30				
Mo-Fr 10a-3p	3		30				
Mo-Fr 3p-7p	4		30				
Sa 10a-3p	2		30				
Su 10a-3p	2		30				
Digital							
Digital							
Schedule Totals	64			\$ 36,700.00	265,332	4.0	1,067,800

Performance Metrics Schedule Totals				
Island	Reach	Frequency	GI	GRP
Oahu	198,800		626,000	159.6
Maui	29,087		193,800	298.0
Kauai	13,470		116,100	441.2
Big Isle	23,975		131,900	188.0
Total	265,332		4.0	1,067,800

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Kathleen Hogle, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Vicky Cayetano

Authorized committee:

Vicky for Governor

Agency requesting time (and contact information):

KWME, Inc

Candidate's political party:

Democratic Party

Office sought (no acronyms or abbreviations):

Governor of Hawaii

Date of election:

8/13/22

General

Primary

Treasurer of candidate's authorized committee:

Vicky For Governor

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:

Kate Hogle

Digitally signed by Kate Hogle
Date: 2022.02.02 11:03:33 -10'00'

Signature:

salli anne matsuura

Name: Kate Hogle, KWME for Vicky for Governor

Name: Salli Anne Matsuura

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time:

6/14/2022

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Gilford Sato

Digitally signed by Gilford Sato
Date: 2022.02.02 09:11:30 -10'00'

Name: Gilford Sato

Date: 2/2/2021

TO BE COMPLETED BY STATION ONLYAd submitted to Station? Yes No

Date ad received: 6/14/2022

Federal candidate certification signed (above): Yes No N/A

Disposition:

 Accepted Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)* Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 39340

Station Call Letters:
Pacific Media Group StatewideDate Received/Requested:
6/14/2022

Est. #: NA

Station Location:
Oahu, Big Island, Maui, KauaiRun Start and End Dates:
6/17-6/23/22

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

Rose Manipon

From: Pacific Radio Group <notifications@paytrace.com>
Sent: Tuesday, June 14, 2022 12:24 PM
To: ijones@pmghawaii.com; Rose Manipon
Subject: Pacific Radio Group Transaction Receipt - Reference Number 465805604

Pacific Radio Group

311 Ano Street
Kahului, HI 96732
<http://www.pacificradiogroup.com>
ijones@pmghawaii.com

Your Payment was approved! Please retain this message as a receipt.

Transaction ID: [REDACTED]
Date/Time: 6/14/2022 12:23:53 PM

Payment Details:

Payment Total: \$8,157.48
Card Brand: American Express
Card Number: [REDACTED]

Billing Address:

Scott Hogle
2800 Woodlawn Drive
Suite291
Honolulu
HI
96822
us
8085487871
rose@kwmeahawaii.com

Additional Details:

Special Instructions: Vicky for Governor Flight4 Wee5