

# BCRA POLITICAL RECORD

Date: 07/14/2022

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 \*     rejected

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 07/15/22	Contract# 38504	Mod# 0
End Date 07/21/22	Date Entered 07/06/22	Date Last Modified 07/14/22
Advertiser VICKY FOR GOVERNOR		Station Market KQNG-FM,KSHK-FM, KSRF-FM,KUAI-AM
Product VICKY FOR GOVERNOR		SalesRep/Office KAUAI POLITICAL

Standard Billing Cycle Estimate#

## KQNG-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 07/15/22 TH 07/21/22	06:00A-10:00A	30	X	X	X	X	X	--	--	3	\$45.00
2	FR 07/15/22 TH 07/21/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$40.00
3	FR 07/15/22 TH 07/21/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$45.00
4	SA 07/16/22 SA 07/16/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$30.00
5	SU 07/17/22 SU 07/17/22	10:00A-03:00P	30	--	--	--	--	--	--	1	1	\$30.00

## KSHK-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 07/15/22 TH 07/21/22	06:00A-10:00A	30	X	X	X	X	X	--	--	3	\$35.00
2	FR 07/15/22 TH 07/21/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$25.00
3	FR 07/15/22 TH 07/21/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$25.00
4	SA 07/16/22 SA 07/16/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$20.00
5	SU 07/17/22 SU 07/17/22	10:00A-03:00P	30	--	--	--	--	--	--	1	1	\$20.00

## KSRF-FM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 07/15/22 TH 07/21/22	06:00A-10:00A	30	X	X	X	X	X	--	--	3	\$30.00
2	FR 07/15/22 TH 07/21/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$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 5

# Broadcast Contract

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

Start Date 07/15/22	Contract# 38504	Mod# 0
End Date 07/21/22	Date Entered 07/06/22	Date Last Modified 07/14/22
Advertiser VICKY FOR GOVERNOR		Station Market KQNG-FM,KSHK-FM, KSRF-FM,KUAI-AM
Product VICKY FOR GOVERNOR		SalesRep/Office KAUAI POLITICAL

Standard Billing Cycle Estimate#

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
3	FR 07/15/22 TH 07/21/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$25.00
4	SA 07/16/22 SA 07/16/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$15.00
5	SU 07/17/22 SU 07/17/22	10:00A-03:00P	30	--	--	--	--	--	--	1	1	\$15.00

KUAI-AM

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
1	FR 07/15/22 TH 07/21/22	06:00A-10:00A	30	X	X	X	X	X	--	--	3	\$15.00
2	FR 07/15/22 TH 07/21/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$15.00
3	FR 07/15/22 TH 07/21/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$15.00
4	SA 07/16/22 SA 07/16/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$10.00
5	SU 07/17/22 SU 07/17/22	10:00A-03:00P	30	--	--	--	--	--	--	1	1	\$10.00

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

Hawaii State GET \$ 40.85

Tax Total: \$ 40.85

\* 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
	40	1,020.00	\$153.00	\$ 907.85	\$ 1,020.00

Billing Projections: By Month

	Jul 22
CA	1,020.00
ST	1,020.00

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



# Sales Order

Stations: KQNG-FM, KSHK-FM, KSRF-FM, KUAI-AM Agency: KWME INC  
 Contract Name: VICKY FOR GOV WK3 071522 Address: 2800 WOODLAWN DR, 291  
 Contract#: 39504 (none) City: HONOLULU State: HI Zip: 96822  
 Start Date: 7/15/22 End Date: 7/21/22 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: 5789KAUA 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	7/15/22	7/21/22		6:00 AM	10:00 AM	30	X	X	X	X	X			3	W	45.00	3	135.00	3
2	7/15/22	7/21/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	40.00	2	80.00	3
3	7/15/22	7/21/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	45.00	2	90.00	3
4	7/16/22	7/16/22		10:00 AM	3:00 PM	30							2	D	30.00	2	60.00	4	
5	7/17/22	7/17/22		10:00 AM	3:00 PM	30							1	D	30.00	1	30.00	4	

TOTAL GROSS \$395.00, NET \$335.75

## 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	7/15/22	7/21/22		6:00 AM	10:00 AM	30	X	X	X	X	X			3	W	35.00	3	105.00	3
2	7/15/22	7/21/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	25.00	2	50.00	3
3	7/15/22	7/21/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	25.00	2	50.00	3
4	7/16/22	7/16/22		10:00 AM	3:00 PM	30							2	D	20.00	2	40.00	4	
5	7/17/22	7/17/22		10:00 AM	3:00 PM	30							1	D	20.00	1	20.00	4	

TOTAL GROSS \$265.00, NET \$225.25

## 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	7/15/22	7/21/22		6:00 AM	10:00 AM	30	X	X	X	X	X			3	W	30.00	3	90.00	3
2	7/15/22	7/21/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	20.00	2	40.00	3
3	7/15/22	7/21/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	25.00	2	50.00	3
4	7/16/22	7/16/22		10:00 AM	3:00 PM	30							2	D	15.00	2	30.00	4	
5	7/17/22	7/17/22		10:00 AM	3:00 PM	30							1	D	15.00	1	15.00	4	

TOTAL GROSS \$225.00, NET \$191.25

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	7/15/22	7/21/22		6:00 AM	10:00 AM	30	X	X	X	X	X			3	W	15.00	3	45.00	3	
2	7/15/22	7/21/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	15.00	2	30.00	3	
3	7/15/22	7/21/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	15.00	2	30.00	3	
4	7/16/22	7/16/22		10:00 AM	3:00 PM	30							2		2	D	10.00	2	20.00	4
5	7/17/22	7/17/22		10:00 AM	3:00 PM	30							1	1	D	10.00	1	10.00	4	

TOTAL GROSS \$135.00, NET \$114.75

Billing Projections: By Month

	Jul 22
CA	1,020.00
ST	1,020.00

Print Spot Prices

TOTAL SPOTS	40
GROSS TOTAL \$	1,020.00
ADJUSTED SPOTS	40
ADJUSTED TOTAL \$	1,020.00

APPROVE    DECLINE

- General Manager
- Sales Manager
- Business Manager
- Traffic Manager

PMG Statewide A25-54

(based on 12-month book) \$22,148

**July 15-August 12, 2022**

07/15 - 07/21/2022

\$1020.00

Daypart	Spots	Notes	Length	Total Cost	Net Reach	Frequency	GIs
Radio Total	800						
*PMG Network							
Flight A - 4 Weeks							
One Week Total	10						
Mo-Fr 6a-10a	3		30				
Mo-Fr 10a-3p	2		30				
Mo-Fr 3p-7p	2		30				
Sa 10a-3p	2		30				
Su 10a-3p	1		30				
Digital							
Digital							
Schedule Totals	40			\$ 22,148.00	227,924	2.9	663,800

Performance Metrics Schedule Totals				
Island	Reach	Frequency	GI	GRP
Oahu	167,200		390,000	99.2
Maui	26,578		119,000	183.2
Kauai	12,629		73,800	280.4
Big Isle	21,517		81,000	115.2
Total	227,924	2.9	663,800	678.0



# Booking Instructions

STATION(S)	PMG (Oahu, Maui, Kauai & Big Isle)
CLIENT	Vicky Cayetano for Governor
CAMPAIGN	Flight #5 Week 3
FLIGHT DATE(S)	7/15/22-7/21/22
BUDGET	\$5,537/gross total

## INSTRUCTIONS

Please book as proposed  
Send contracts upon booking, payments will be made via portal upon receipt of contracts

## NOTES



Booked By: Christine Micua

Booked Date: July 13, 2022

# 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: 7/13/2022

Date of Station Agreement to Sell Time: 7/13/2022



**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 ONLY**
 Ad submitted to Station?  Yes  No

Date ad received: \_\_\_\_\_

 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 #: 38504

Station Call Letters:  
PMG StatewideDate Received/Requested:  
7/13/2022

Est. #: NA

Station Location:  
Statewide HawaiiRun Start and End Dates:  
7/15-7/21/22

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.

## Christine Micua

---

**From:** Pacific Radio Group <notifications@paytrace.com>  
**Sent:** Wednesday, July 13, 2022 2:57 PM  
**To:** ijones@pmghawaii.com; Christine Micua  
**Subject:** Pacific Radio Group Transaction Receipt - Reference Number 471067453

### Pacific Radio Group

311 Ano Street  
Kahului, HI 96732  
<http://www.pacificradiogroup.com>  
[ijones@pmghawaii.com](mailto:ijones@pmghawaii.com)

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

Transaction ID: 4  
Date/Time: 7/13/2022 2:56:06 PM

### Payment Details:

-----

**Payment Total: \$4,922.88**

Card Brand: Visa  
Card Number:

### Billing Address:

-----

Kathleen Hogle  
2800 Woodlawn Drive, Suite 291  
Honolulu  
HI  
96822  
us  
18085487871  
[christine@kwmechawaii.com](mailto:christine@kwmechawaii.com)

### Additional Details:

-----

**Special Instructions:** 2022 Vicky Cayetano for Governor Flight 5 Week 3