

# BCRA POLITICAL RECORD

Date 06/29/2022

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 07/01/22	Contract# 38435	Mod# 0
End Date 07/07/22	Date Entered 06/29/22	Date Last Modified 06/30/22
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 07/01/22 TH 07/07/22	06:00A-10:00A	30	X	X	X	X	X	--	--	2	\$45.00
2	FR 07/01/22 TH 07/07/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$40.00
3	FR 07/01/22 TH 07/07/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$45.00
4	SA 07/02/22 SA 07/02/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$30.00
5	SU 07/03/22 SU 07/03/22	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 07/01/22 TH 07/07/22	06:00A-10:00A	30	X	X	X	X	X	--	--	2	\$35.00
2	FR 07/01/22 TH 07/07/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$25.00
3	FR 07/01/22 TH 07/07/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$25.00
4	SA 07/02/22 SA 07/02/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$20.00
5	SU 07/03/22 SU 07/03/22	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 07/01/22 TH 07/07/22	06:00A-10:00A	30	X	X	X	X	X	--	--	2	\$30.00
2	FR 07/01/22 TH 07/07/22	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 1

# Broadcast Contract

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

Start Date 07/01/22	Contract# 38435	Mod# 0
End Date 07/07/22	Date Entered 06/29/22	Date Last Modified 06/30/22
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#

LN	DATE	TIMES/PROGRAMS	LEN	MO	TU	WE	TH	FR	SA	SU	SPOTS /WK	RATE
3	FR 07/01/22 TH 07/07/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$25.00
4	SA 07/02/22 SA 07/02/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$15.00
5	SU 07/03/22 SU 07/03/22	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 07/01/22 TH 07/07/22	06:00A-10:00A	30	X	X	X	X	X	--	--	2	\$15.00
2	FR 07/01/22 TH 07/07/22	10:00A-03:00P	30	X	X	X	X	X	--	--	2	\$15.00
3	FR 07/01/22 TH 07/07/22	03:00P-07:00P	30	X	X	X	X	X	--	--	2	\$15.00
4	SA 07/02/22 SA 07/02/22	10:00A-03:00P	30	--	--	--	--	--	2	--	2	\$10.00
5	SU 07/03/22 SU 07/03/22	10:00A-03:00P	30	--	--	--	--	--	--	2	2	\$10.00

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

Hawaii State GET \$ 38.85

Tax Total: \$ 38.85

\* 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	970.00	\$145.50	\$ 863.35	\$ 970.00

Billing Projections: By Month

	Jul 22
CA	970.00
ST	970.00

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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 WK1 070122 Address: 2800 WOODLAWN DR, 291  
 Contract#: 38435 (none) City: HONOLULU State: HI Zip: 96822  
 Start Date: 7/01/22 End Date: 7/07/22 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	7/01/22	7/07/22		6:00 AM	10:00 AM	30	X	X	X	X	X			2	W	45.00	2	90.00	3
2	7/01/22	7/07/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	40.00	2	80.00	3
3	7/01/22	7/07/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	45.00	2	90.00	3
4	7/02/22	7/02/22		10:00 AM	3:00 PM	30							2	D	30.00	2	60.00	3	
5	7/03/22	7/03/22		10:00 AM	3:00 PM	30							2	D	30.00	2	60.00	3	

TOTAL GROSS \$380.00, NET \$323.00

### 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	7/01/22	7/07/22		6:00 AM	10:00 AM	30	X	X	X	X	X			2	W	35.00	2	70.00	3
2	7/01/22	7/07/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	25.00	2	50.00	3
3	7/01/22	7/07/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	25.00	2	50.00	3
4	7/02/22	7/02/22		10:00 AM	3:00 PM	30							2	D	20.00	2	40.00	3	
5	7/03/22	7/03/22		10:00 AM	3:00 PM	30							2	D	20.00	2	40.00	3	

TOTAL GROSS \$250.00, NET \$212.50

### 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	7/01/22	7/07/22		6:00 AM	10:00 AM	30	X	X	X	X	X			2	W	30.00	2	60.00	3
2	7/01/22	7/07/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	20.00	2	40.00	3
3	7/01/22	7/07/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	25.00	2	50.00	3
4	7/02/22	7/02/22		10:00 AM	3:00 PM	30							2	D	15.00	2	30.00	3	
5	7/03/22	7/03/22		10:00 AM	3:00 PM	30							2	D	15.00	2	30.00	3	

TOTAL GROSS \$210.00, NET \$178.50

## 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	7/01/22	7/07/22		6:00 AM	10:00 AM	30	X	X	X	X	X			2	W	15.00	2	30.00	
2	7/01/22	7/07/22		10:00 AM	3:00 PM	30	X	X	X	X	X			2	W	15.00	2	30.00	
3	7/01/22	7/07/22		3:00 PM	7:00 PM	30	X	X	X	X	X			2	W	15.00	2	30.00	
4	7/02/22	7/02/22		10:00 AM	3:00 PM	30							2	D	10.00	2	20.00		
5	7/03/22	7/03/22		10:00 AM	3:00 PM	30							2	D	10.00	2	20.00		

TOTAL GROSS \$130.00, NET \$110.50

Billing Projections: By Month

Billing projections will be available after order is saved.

Print Spot Prices

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TOTAL SPOTS ..... 40

GROSS TOTAL \$ ..... 970.00

ADJUSTED SPOTS ..... 40

ADJUSTED TOTAL \$ ..... 970.00

APPROVE    DECLINE

                 General Manager

                 Sales Manager

                 Business Manager

                 Traffic Manager

*Kathleen Hogle*

6/29/2022

PMG Statewide A25-54

(based on 12-month book) \$10,108

July 1-14, 2022

Daypart	Spots	Notes	Length	Total Cost	Net Reach	Frequency	GIs
Radio Total	400						
*PMG Network							
Flight A - 2 Weeks							
One Week Total	10						
Mo-Fr 6a-10a	2		30				
Mo-Fr 10a-3p	2		30				
Mo-Fr 3p-7p	2		30				
Sa 10a-3p	2		30				
Su 10a-3p	2		30				
Digital							
Digital							
Schedule Totals	20			\$ 10,108.00	145,175	2.1	310,600

Performance Metrics Schedule Totals				
Island	Reach	Frequency	GI	GRP
Oahu	97,300		184,000	46.8
Maui	21,142		55,300	85.2
Kauai	10,691		35,800	136.0
Big Isle	16,042		35,500	50.4
Total	145,175	2.1	310,600	318.4

# Booking Instructions

STATION(S)	PMG (Oahu, Maui, Kauai & Big Isle)
CLIENT	Vicky Cayetano for Governor
CAMPAIGN	Flight #5 Week 1
FLIGHT DATE(S)	7/1/22-7/7/22
BUDGET	\$5,054/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: June 29, 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 anno matsuura*

Name: Kate Hogle, KWME for Vicky for Governor

Name: Salli Anne Matsuura

Date of Request to Purchase Ad Time: 6/29/2022

Date of Station Agreement to Sell Time: 6/29/2022



**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: 07/01/2022

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 #: 38435	Station Call Letters: Pacific Media Group Statewide	Date Received/Requested: 6/29/2022
Est. #: NA	Station Location: Statewide Hawaii	Run Start and End Dates: 7/1-7/7/22

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.

Pacific Radio Group

311 Ano Street  
Kahului, HI 96732  
808-877-5566

6/29/2022 1:38:31 PM

Reference Number: ██████████  
Total: \$4,493.46  
Transaction Type: Sale  
Transaction Status: Pending Settlement  
Card Brand: American Express  
Card Number: ██████████  
Entry Method: Keyed  
Approval Code: 234101  
Approval Message: EXACT MATCH  
AVS Result: Full Exact Match  
CSC Result: Match  
Customer Name: Scott Hogle