



Aloha,

Thank you for your commitment to public office. As you are planning your campaign's marketing strategies, we would like you and your committee to consider the power of radio advertising.

Pacific Media Group is a locally owned multi-media company. With 6 FM and 2 AM frequencies, each station has its own listenership, websites, and on-line streaming.

KPOA FM 93.5	Contemporary Hawaiian music station
KJKS FM 99.9	KISS 99.9, Adult Contemporary music
KJMD FM 98.3	Da Jam 98.3, Top 40
KLHI FM 92.5	HI92 Maui, Island Music
KMVI 102.5 FM AM 900	ESPN Maui, Sports Talk + Home of Filipino Program
KNUI 106.1 FM AM 550	K-Country, Contemporary Country music

Enclosed are Pacific Media Group's 2022 *Political Advertising Disclosure Statement*. These guidelines apply to all candidates - Federal, State, Maui County and OHA candidates.

With the power to reach thousands of listeners who are your voters, radio has the ability to deliver your message to the listening audience every day. Radio is able to *Target* your message, it *Engages* with the community, creates the *Immediacy*, is always *Present*, and has the *Loyalty* and *Trust* of the listeners. Radio gets results!

For further information and assistance on your campaign's marketing plans, please contact Sherri Grimes by email sherri.grimes@pmghawaii.com or by phone (808) 280-6889.

311 Ano Street Kahului, HI 96732-1304 [Office] 808.877.5566 [Fax] 808.871.0666
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KPOA 93.5 FM	KJMD 98.3 FM	KJKS 99.9 FM	KLHI 92.5 FM	KMVI 900 AM 102.5 FM	KNUI 550 AM 106.1 FM
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2022 Political Advertising Disclosure Statement

1. APPLICABILITY These policies apply to announcements sponsored, controlled or approved by a legally qualified candidate for public office, or the candidate's authorized campaign committee. These political policies do not apply to commercials provided by independent Political Action Committees, Political Parties, or to Issue committees.

2. ACCESS All legally qualified Federal, State & Local candidates will have access to purchase commercials on all Pacific Media Group (PMG) Maui, Kauai, Oahu and Hawaii (Big Island) stations, through Election Day. No political commercials will be sold in or adjacent to newscasts, and station features.

Federal Candidates are entitled to reasonable access to reasonable amount of time on Pacific Media Group to promote their candidacy during an election campaign. While PMG retains the ultimate discretion to determine the reasonable access to meet the needs of Federal Candidates, PMG will consider all circumstances.

State & Local candidates may purchase up to 3 commercials per day in morning drive, and 4 commercials per day in mid-day, afternoon drive, evenings and overnights per station, Monday thru Sunday. Limited scheduling allows for equal access to all State and Local candidates.

3. SPONSORSHIP IDENTIFICATION All commercials and programming must comply with the State and Federal Elections Commission sponsorship identification requirements. Should the candidate's material not contain the proper identification, the Station reserves the right to supply the required sponsorship identification, at the standard production fees.

Federal Candidates - announcements must include an audio statement by the candidate identifying himself/herself, stating that the candidate has approved the broadcast, and that the candidate and/or the candidate's authorized committee has "paid for" or "sponsored" the broadcast.

State and Local candidates - the Hawaii State Campaign Spending Law (11-391) requires the sponsorship identification consist of the name and address of the committee, group or person sponsoring the announcement. Commercials must also state the "with (or without) approval and authority of the candidate".

4. ORDERS, PB-19, COMMERCIALS, PAYMENT Orders for Political Candidates, Political Action Committees, Political Parties, and Issue committees, will be scheduled after the following takes place: 1) completed and signed Political NAB PB-19 Form, 2) airtime schedule submitted, 3) commercial with written instructions, 4) advance payment via Credit Card or Check. (Federal Candidates must also submit the Candidate Certification form, prior to airing commercials). When the purchase is made by a corporation, committee, association, or other unincorporated group, a list of the entity's chief executive officers, members of the executive committee, or the board of directors must be submitted for file. Where doubt exists, satisfactory proof that the candidate is "legally qualified" as that term is defined by

the FCC must be submitted. Where doubt exists, satisfactory proof that the purchaser is authorized to purchase time for the candidate, and that the commercial is approved, controlled or sponsored by the candidate, or the candidate's authorized campaign committee must be submitted. It is recommended that all of the above 4 forms be completed 2 working days in advance. **ABSOLUTE Deadlines for the signed PB-19 form, schedules, commercials with instructions, and payment are due 12:00PM prior to the day it airs, with the exception of Friday 12:00PM for Saturday, Sunday and Monday schedules.**

The failure to fulfill all requirements in advance of the deadlines may result in preemption of some or all commercials previously scheduled.

5. PRODUCTION Station facilities may be utilized to produce political commercials, subject to production room availability. Appointments are required! Production charges may apply, based on the time and complexity of commercials. Station personnel are not available to voice commercials. Candidates are encouraged to utilize their supporters to voice their campaign commercials.

6. AVAILABILITY Legally qualified candidates may purchase 30-second or 60-second commercials, subject to availability. The sponsorship identification must fit within the purchased airtime. Candidates should be aware that, unless a contrary result is demanded by "equal opportunity" requirements, orders for the purchase of time made after 12:00pm on Thursday preceding Election day may not be filled. Requests for time will be considered for Federal Candidates on an individual basis.

7. RATES IN PRE-ELECTION PERIOD The "Lowest Unit Charge" (LUC) rates apply to political announcements that are "uses" as defined by the FCC. A commercial is considered a "use" when airtime is purchased by the candidate/its committee, and the candidate's voice is identifiable and promotes his/her campaign. Rates fluctuate according to the Period, Classes of Time, commercial length, and the station. The LUC will be in effect 45 days prior to the August 13, 2022 Primary Election and again 60 days prior to the November 8, 2022 General Election day. The LUC is not available to Political Action Committees, Political Parties, or Issue committees, although they may run commercials supporting the candidate containing the candidate's voice. Federal Candidates must submit the Candidate Certification form to receive the "Lowest Unit Charge".

8. PERIOD/CLASSES OF TIME The Station makes available for purchase the following:

- Time Periods: The Station sells Non-Preemptible and Preemptible spots in various time periods and rotations, such as fixed (e.g., 7:30 a.m.), particular dayparts (e.g., local drive time in the morning or afternoon), weekly rotators (by which advertisers may purchase a certain number of spots per week, to be aired at any time within a particular daypart or dayparts during that week) and run-of-schedule (generally the broadest rotation, in which spots may run anytime during the entire day or a broad portion of the day). The most common time periods for which each Station sells advertisements are listed on the attached rate cards. Please contact the PMG Representative that sent you these forms for more information on other time periods and rotations.
- Non-Preemptible. This class of time sold by the Station to its commercial advertisers is non-preemptible. These spots are not preemptible by other spots, even if a higher price is paid. This is not the usual class of time sold on Pacific Media Group Stations.

- Preemptible. The Station generally sells all commercial advertisements on an “auction” basis, meaning that a commercial always runs the risk of being preempted by another spot for which a higher price is paid. If a candidate entitled to pay the lowest unit rate purchases preemptible time at a price in excess of the lowest unit rate for that class of time, the candidate will be entitled to a timely rebate or a credit against future purchases, at the option of the candidate. Spots in this class may be preempted by non-preemptible advertisements regardless of the rate paid for the preemptible advertisement.

9. CANDIDATE DISCOUNT Commercials scheduled to air during the 45 days before the August 13, 2022 Primary Election, or 60 days before the November 8, 2022 General Election Day are entitled to the standard “agency discount” whether an advertising agency is involved or not. The 15% discount will be applied to the LUC “lowest unit charge” shown on the Political Rate Card.

10. SALES TAX All schedules are subject to the Hawaii State General Excise Tax.

11. REBATES If the station sells advertising time that is lower than the rate charged a candidate for a “use” of the same amount and class of time in the same time period, the station will afford the candidate the benefit of a lower rate by issuing a rebate or a credit against future schedules, as determined by the candidate.

12. MAKE GOODS The Station will make every effort to “make good” any commercials missed before the election. The Station’s policy is to offer “make goods” before the election, but it cannot guarantee that “make goods” will be provided in the time period originally ordered. If they are not acceptable to the candidate, PMG will provide credits or refunds.



2022 Political Commercial Production

1. DISCLAIMER / SPONSOR IDENTIFICATION

State and Local candidates - the State of Hawaii Campaign Spending Law (11-391) requires the “paid for” or “sponsored by” announcements for political advertising include the name and address of the entity paying for the commercial. Example: “paid for by Jones for Council, 123 Market Street, Wailuku”. Political commercials must also include the “with (or without) approval and authority of the candidate” statement. The sponsor identification disclaimer must fit within the purchased length of time (30-second or 60-second commercial).

Federal candidates - the Federal Election Commission states that the announcement must include an audio statement by the candidate identifying himself/herself, and stating that the candidate approves the broadcast, and that the candidate and/or the candidate’s authorized committee has “paid for” or “sponsored” the broadcast.

2. RADIO COPY

Your radio copy must be written before you enter the production studio. Studio time is a premium and must be utilized for recording and editing and should not be used for brainstorming or writing copy. When writing your copy, keep in mind that the average 30-second commercial has 85 words, and a 60-second commercial contains 170 words. Do not crowd too many thoughts into one commercial. A general rule of thumb is one thought for a 30-second commercial, and three thoughts for a 60 second commercial. Read your commercial out loud and time yourself.

3. BOOKING PRODUCTION STUDIO TIME

All studio production time must be booked in advance, appointments are required. Pacific Media Group has several recording studios, however there will be other clients scheduled before and after you, so it is imperative that you show up on time. If you are more than 15 minutes late, you will need to reschedule your production time.

4. PRODUCTION ROOM FEES

We offer our advertisers 15-minutes to produce each commercial, at no charge. Additional time in the production room will incur a production room fee of \$300/hour. Production charges must be paid in advance to the commercial airing.

5. COMMERCIAL TITLES AND INSTRUCTIONS

All commercials must be labeled and titled. This will ensure that we locate and air the proper commercial. All commercials must be accompanied with written traffic instructions, providing us with the title of the commercial, and the dates that specific commercials are to air. Example:

Cut 1, “Airport”, 30-second commercial, to air July 1-25

Cut 2, “Schools”, 30-second commercial, to air July 1-8

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