



**KITV**  
**801 S. King St**  
**Honolulu, HI 96813**  
**(808) 535-0400**

www.KITV.com

# CONTRACT

And:

**Applied Paradigms**  
**Attention: Anthony Sharrow**  
**1818 L Street, #713**  
**Sacramento, CA 95811**

<u>Contract / Revision</u> 25694 /		<u>Alt Order #</u>
<u>Product</u> 8/6 WK		
<u>Contract Dates</u> 08/06/18 - 08/10/18	<u>Estimate #</u>	
<u>Advertiser</u> Aikea Unite Here		<u>Original Date / Revision</u> 08/03/18 / 08/03/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KITV	<u>Account Executive</u> KITV House LocalPol	<u>Sales Office</u> Honolulu
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

Unless specified on the line levels below, the Class of Time purchased is Fixed Non Pre-emptible

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KITV	08/06/18	08/10/18	Good Morning Hawaii 4:30a	4:30am-5am		:15/:15				BK	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	2			\$100.00					
N 2	KITV	08/06/18	08/10/18	KITV 4 Morning News 5a-7a	5a-7a		:15/:15				BK	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$200.00					
N 3	KITV	08/06/18	08/10/18	Good Morning America	7a-9a		:15/:15				BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$300.00					
D 4	KITV	08/06/18	08/10/18	Ellen	4p-5p		:15/:15				BK	0	\$0.00
N 5	KITV	08/06/18	08/10/18	KITV 4 News at 5	5p-530p		:15/:15				BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$1,000.00					
N 6	KITV	08/06/18	08/10/18	KITV 4 News at 6	6p-6:30p		:15/:15				BK	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$1,200.00					
D 7	KITV	08/06/18	08/10/18	KITV4 News at 6:30p	6:30p-7p		:15/:15				BK	0	\$0.00
N 8	KITV	08/06/18	08/10/18	KITV4 News at 10p M-F	10p-10:30p		:15/:15				BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$1,000.00					
D 9	KITV	08/06/18	08/10/18	KITV4 News at 10p II M-F	10:30p-11p		:15/:15				BK	0	\$0.00
N 10	KITV	08/06/18	08/10/18	Jimmy Kimmel	11p-12a		:15/:15				BK	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$200.00					
N 11	KITV	08/06/18	08/10/18	Good Morning Hawaii 4:30a	4:30am-5am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$100.00					
N 12	KITV	08/06/18	08/10/18	KITV 4 Morning News 5a-7a	5a-7a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		08/06/18	08/12/18	MTWTF--	1			\$150.00					
D 13	KITV	08/06/18	08/10/18	Good Morning America	7a-9a		:30				NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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Contract / Revision	Alt Order #
25694 /	

Contract Dates	Product	Estimate #
08/06/18 - 08/10/18	8/6 WK	

Advertiser	Original Date / Revision
Aikea Unite Here	08/03/18 / 08/03/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 14	KITV	08/06/18	08/10/18	Ellen	4p-5p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	MTWTF--				1	\$250.00				
N 15	KITV	08/06/18	08/10/18	KITV 4 News at 5	5p-530p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	MTWTF--				1	\$1,000.00				
D 16	KITV	08/06/18	08/10/18	KITV 4 News at 6	6p-6:30p		:30				NM	0	\$0.00
N 17	KITV	08/06/18	08/10/18	KITV4 News at 6:30p	6:30p-7p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	MTWTF--				1	\$1,000.00				
N 18	KITV	08/06/18	08/10/18	KITV4 News at 10p M-F	10p-10:30p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	MTWTF--				1	\$1,000.00				
N 19	KITV	08/06/18	08/10/18	KITV4 News at 10p II M-F	10:30p-11p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/06/18	08/12/18	MTWTF--				1	\$750.00				
D 20	KITV	08/06/18	08/10/18	Jimmy Kimmel	11p-12a		:30				NM	0	\$0.00
<b>Totals</b>								<b>0.00</b>				<b>15</b>	<b>\$8,350.00</b>

\*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount	*Tax 1	Total
07/30/18 - 08/10/18	15	\$8,350.00	(\$1,252.50)	\$7,097.50	\$334.43	\$7,431.93
<b>Totals</b>	<b>15</b>	<b>\$8,350.00</b>	<b>(\$1,252.50)</b>	<b>\$7,097.50</b>	<b>\$334.43</b>	<b>\$7,431.93</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 7/16/18 <i>gh</i> <del>7/13/18</del>
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I, Susan Milton  
do hereby request station time concerning the following issue:

Aikea UNITE HERE Supports David Ige for Governor
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	Morning Evening				4

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: ABC, Hawaii

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any  
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

AiKea UNITE HERE

Susan Milton, Treasurer P.O. Box 235635 Honolulu HI, 96822

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7-16-18      *Susan Milton*      (808) 554-9608  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
*[Signature]*      *Norval Elwell*      *on of open*  
Signature                      Printed Name                      Title



### POLITICAL/ISSUE ADVERTISING REQUEST PUBLIC FILE FORM

Instructions: This form must be completed as to all final orders, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) purchased by third-parties and relating to an election, candidate, or controversial issue of public (state/local) or national importance (including political and legislative matters where there is no "use" by a legally qualified candidate). This does not include general requests by or on behalf of candidates regarding what advertising time is available to purchase or rates for a general array of time. This form and its attachments are to be kept in the station's online Public Inspection File for a period of two years.

Note: For issue advertisements where there is no "use" by a legally qualified candidate and the advertisement does not relate to any political or legislative matter of national importance (i.e., the issue involves state or local matters), the station should only complete Questions 1-10 of this form.

1. Date and time of request: 4/3/18
2. Name of the person making request: Anthony Sharrow
3. Agency (if any): Applied Paradigms
4. Address of agency: 1818 L Street #713  
Sacramento, CA  
95811
5. Telephone number of agency: 916-606-3609
6. Name of candidate or description of issue: Aikea Unite Here
7. Name of candidate's authorized committee or name of issue ad sponsor: \_\_\_\_\_

8. Address of candidate's committee or issue ad sponsor contact:  
9. Telephone number of candidate's committee or issue ad sponsor contact:

PO Box 735635 Hon 96482

10. If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (including treasurer of candidate's committee, if candidate ad) (use additional pages if necessary):

Name: Susan Milton

Title: Treasurer

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

11. Request made:

In writing? ☒

Orally? ☐

(if in writing, attach and retain)

12. Disposition information:

Attached \_\_\_\_\_ (Date)

Attach contract, invoice and schedule, when available. Must include schedule of time purchased, length of spots/program time, when spots actually aired (dates and times), rates charged (see below) and classes of time purchased along with any subsequent reconciliation information.

*If the advertisement refers to a candidate (candidate or issue ad), please complete Questions 13-18.*

13. Name of candidate  
(if different from Question 6 above): \_\_\_\_\_

14. Political party of candidate: \_\_\_\_\_

15. Office for which candidate is running: \_\_\_\_\_

16. Is it a:

Federal Office? ☐ State Office? ☐

Local Office? ☐

17. Election for which candidate is campaigning: \_\_\_\_\_

18. Date of election: \_\_\_\_\_

*If the request is by or on behalf of a candidate, please complete Questions 19-21.*

19. Request for documentation that candidate is legally qualified. (Attach any written documentation received.)

Yes ☐ No ☐

20. Date Political Disclosure Statement submitted to requestor: \_\_\_\_\_

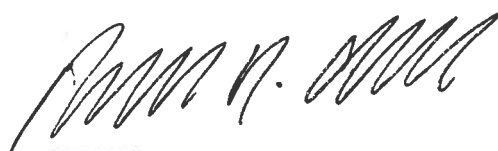
21. If federal candidate, has candidate or authorized committee signed Bipartisan Campaign Reform Act (BCRA) Certification?

Yes ☐  
(attach copy)

No ☐

COMMENTS:

\_\_\_\_\_



\_\_\_\_\_  
Name of Person Receiving Request On  
Behalf of Station

\* \* \* \* \*

The political file includes final orders by candidates to buy particular schedules (including programs or dayparts), amounts of time (including spot or program lengths), and classes of time for particular days (such as preemptible spots, Monday-Friday rotations, runs of schedule or specific placements), and the charges made, if any.

Final orders in the political file are periodically updated with reconciliation information, including the times spots actually aired and details such as any make goods for preempted time, rebates, or credits issues. Consistent with the FCC's policy, the station will, upon request, provide immediate assistance and access to political file reconciliation information in person, by-email, or over the phone.

If you have any questions about the materials in the political file, please contact:

Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Phone: \_\_\_\_\_





Aikea - Primary 2018 - wo 8-6

Author: Russell Elwell

Proposal ID: 2580  
 Schedule Date: 8/6/2018 - 8/10/2018  
 Advertiser: AIKEA  
 Agency: APPLIED PARADIGMS  
 Buyer: Anthony Sharrow  
 Spot Length(s): :15

Acct. Exec: Russell Elwell  
 Email: elwell@kitv.com

Flight Dates: 8/6/2018-8/10/2018

Program Time	Spot Length	AU	RT-A35+ D.RTG	RT-A35+ D.000	Wk s	Rate Spots
<b>KITV+</b>						
GOOD MORNING HAWAII EARLY	:15	4	1.4	4.947	1	\$50.00
GRPs/Impressions			5.6	19.8		4
SHR			11.4	11.4		
CPP/CPM			\$35.71	\$10.11		
Mo-Fr 4:30a-5:00a						
GOOD MORNING HAWAII	:15	4	2.0	7.240	1	\$100.00
GRPs/Impressions			8	29		4
SHR			13.1	13.1		
CPP/CPM			\$50.00	\$13.81		
Mo-Fr 5:00a-7:00a						
GOOD MORNING AMERICA	:15	2	2.7	9.483	1	\$150.00
GRPs/Impressions			5.4	19		2
SHR			13.1	13.1		
CPP/CPM			\$55.56	\$15.82		
Mo-Fr 7:00a-9:00a						
ELLEN	:15	2	2.4	8.641	1	\$150.00
GRPs/Impressions			4.8	17.3		2
SHR			9.0	9.0		
CPP/CPM			\$62.50	\$17.36		
Mo-Fr 4:00p-5:00p						
KITV ISLAND NEWS AT 5	:15	4	4.2	14.952	1	\$500.00
GRPs/Impressions			16.8	59.8		4
SHR			13.3	13.3		
CPP/CPM			\$119.05	\$33.44		
Mo-Fr 5:00p-5:30p						
KITV ISLAND NEWS AT 6	:15	2	5.0	17.809	1	\$600.00
GRPs/Impressions			10	35.6		2
SHR			14.6	14.6		
CPP/CPM			\$120.00	\$33.69		
Mo-Fr 6:00p-6:30p						
KITV ISLAND NEWS AT 6:30	:15	2	5.7	20.264	1	\$500.00
GRPs/Impressions			11.4	40.5		2
SHR			16.3	16.3		
CPP/CPM			\$87.72	\$24.67		
Mo-Fr 6:30p-7:00p						
KITV ISLAND NEWS AT 10	:15	4	3.5	12.358	1	\$500.00
GRPs/Impressions			14	49.4		4
SHR			10.5	10.5		
CPP/CPM			\$142.86	\$40.46		
Mo-Fr 10:00p-10:30p						
KITV ISLAND NEWS AT 10:30	:15	2	3.5	12.361	1	\$375.00
GRPs/Impressions			7	24.7		2
SHR			12.3	12.3		
CPP/CPM			\$107.14	\$30.34		
Mo-Fr 10:30p-11:00p						
JIMMY KIMMEL	:15	2	2.2	7.808	1	\$100.00
GRPs/Impressions			4.4	15.6		2
SHR			10.4	10.4		
CPP/CPM			\$45.45	\$12.81		
Mo-Fr 11:00p-12:00a						



Aikea - Primary 2018 - wo 8-6

Author: Russell Elwell

Proposal ID: 2580  
 Schedule Date: 8/6/2018 - 8/10/2018  
 Advertiser: AIKEA  
 Agency: APPLIED PARADIGMS  
 Buyer: Anthony Sharrow  
 Spot Length(s): :15

Acct. Exec: Russell Elwell  
 Email: elwell@kitv.com

Flight Dates: 8/6/2018-8/10/2018

Program Time	Spot Length	AU	RT-A35+ D.RTG	RT-A35+ D.000	Wk s	Rate Spots
		6	RTG	000		
<b>KITV+</b>						
<b>KITV+ Totals</b>		28				<b>\$8,350.00</b>
	<b>GRP/(000)</b>		87.4	310.720		<b>Spts: 28</b>
	<b>CPP/CPM:</b>		\$95.54	\$26.87		
	<b>Reach:</b>		42.0	42.0		
	<b>Frequency:</b>		2.1	2.1		

**Total Cost: \$8,350.00**

**General Summary ( RT-A35+ D.RTG )**

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KITV+	28	\$8,350.00	87.400	310.720	\$95.54	\$26.87	42.0	2.1	19.7	149,631	356,478