

CHARTER COMMISSION

COUNTY OF MAUI

2180 MAIN STREET (ROOM 24)
WAILUKU, MAUI, HAWAII 96793

MINUTES

August 5, 1976

SUB-COMMITTEE ON EDUCATIONAL PROGRAMS

The Sub-Committee on Educational Programs was called to order by Commission Vice-Chairman Joseph M. Souki at 3:00 PM at the Cameron Center, Wailuku.

Present:

1. Mrs. Margaret Cameron
2. Dr. Sanae Moikeha
3. Ralph Murakami
4. Allan Sparks
5. Joseph M. Souki, presiding

Absent and Excused:

1. Catalino Agliam, Lanai
2. Stephen Petro, Molokai
3. Hideo Abe
4. Edwina Bright
5. Lloyd Sodetani

Discussions centered on the following:

1. Radio Spots - KMVI
 - A. 100 Spots - paid for by Commission
 - B. 100 Spots - contributed by Station KMVI as a community service
 - C. Material to be written by KMVI staff; confirmed by Commission
 - D. Spots to begin Oct 1 - through Nov 2, 1976
 - E. Prime times -
 - Morning driving time
 - Afternoon driving time
 - two or three times in between
2. Newspaper Ads - MAUI NEWS - (Refer to Addendum - Page Two)
 - A. Four $\frac{1}{4}$ " Page Ads - Two in September; Two in October
 - B. The same for Maui Sun
3. Posters and/or Flip-charts -
 - A. Now being made by Maui News
 - B. Increased to 15 sets of 7 pages - available next week
4. Discussions continued on the matter of retaining a consultant for promotional purposes inasmuch as Miss V. Lawrence who had been under consideration for this work is not now available. Vice Chairman Souki requested staff to contact Mr. Arthur Fernandez, an experienced person in promotional campaigns, to ask if he would be interested in handling a like project for the Commission. Comm. Souki also instructed staff to continue coordinating with the news media in advancing public relations. Commissioner Cameron did not feel staff had expertise to do the task. Vice Chairman Souki said until such time that the Commission could find someone else, staff would continue to coordinate as budgeted.
5. The rest of the meeting was devoted to the wording and revisions of the flip charts and posters for submittal to the printers.

Next meeting - Aug 18, 1976, 3:00 PM, Conference Room, Maui Community College.

Respectfully submitted,

FOR THE COMMISSION:


C. T. Marciel, Administrative Coordinator

ADDENDUM:

It was further suggested that newspaper ads be increased to 17 -

Maui News	-	13
Maui Sun	-	4

beginning October 1 through November 2, 1976 - Total cost \$1,755

KNUI RADIO

P. O. BOX 35
KAHULUI, HAWAII 96732

RATE CARD #11

Effective January 1, 1976

FIXED POSITION RATES						
	1X	52X	156X	260X	312X	624X
60	9.00	8.50	8.00	7.50	7.00	6.50
30	7.50	7.00	6.50	6.00	5.50	5.00

WEEKLY BTA*
(to be used within 7 days)

	60"	Total	30"	Total
20X	8.00	160.00	6.50	130.00
30X	7.50	225.00	6.00	180.00
40X	7.00	280.00	5.50	220.00
50X	6.50	325.00	5.00	250.00

MONTHLY BTA*
(to be used within 30 days)

	60"	Total	30"	Total
40X	7.50	300.00	6.00	240.00
60X	7.00	420.00	5.50	330.00
80X	6.50	520.00	5.00	400.00
120X	6.25	750.00	4.75	570.00

ANNUAL BTA*

	60"	Total	30"	Total
1X	8.50	---	7.00	---
52X	8.00	416.00	6.50	338.00
156X	7.50	1,170.00	6.00	936.00
260X	7.00	1,820.00	5.50	1,430.00
520X	6.50	3,380.00	5.00	2,600.00
1000X	6.00	6,000.00	4.50	4,500.00

NEWSCASTS

"ORBITAL NEWS" - 5 minute program,
rotating times, 6 days per week.
26 weeks 9.00 each
52 weeks 8.50 each

10-SEC. RATES

50% of applicable 60" Rate

All Rates commissionable to recognized agencies; 15% on time charges only.

2% Cash Discount for payment 15 days from invoice date.

*BEST TIMES AVAILABLE

KNUI

RADIO • POST OFFICE BOX 35 • KAHULUI, HAWAII 96732 • TELEPHONE 877-5566

KNUI RADIO

POLITICAL POLICY & RATES

1976 Primary and General Elections

The following conditions and terms will apply to all paid political advertising in the 1976 primary and general elections. There will be no exceptions.

1. Political advertisers may purchase 30-second or 60-second announcements on an ROS basis only. All political schedules will be divided equally between 6-10 a.m., 10a.m.-2p.m., 2-6 p.m. and 6 p.m.-midnight; with the exception of announcements scheduled in foreign language programs.
2. No political programs over 60-seconds will be sold. However, KNUI News will once again produce its program "The Last Word" on the eve of each election, in which time will be made available free to all candidates. All candidates will be advised of the format and the precise amount of time by the News Department.
3. There will be a limit of 10 announcements per day.
4. All political orders must be accompanied by the appropriate political forms completed and signed, and by payment in advance.
5. The following rates will apply when the candidate's voice is used:
60-seconds: \$5.00 30-seconds: \$4.00 (Both rates plus tax)
6. When the candidate's voice is not used, the rate will be determined by rate card #11.
7. All purchasers of political advertising may claim a 15% agency commission deduction, whether they are represented by an agency or not. In such an instance, the purchaser must provide KNUI with finalized copy and/or taped material for broadcast (reel-to-reel, 7½ ips). If purchaser desires KNUI to write and/or produce the material, there will be a production charge of \$20 per hour for a minimum of one hour. If purchaser waives 15% deduction, production will be done free.
8. No orders for political advertising will be accepted after 5 p.m., seven full days prior to each election day.
9. No political spots will run on election day.