

**Honolulu Charter Commission
Communications/PR Report
September to November 2016**

COLLATERAL

Collateral	Description	Completed
Brochure	Produced 20 page brochure (4 color cover, black and white inside pages)	Design work: Sept. 16
	Work included design, layout, copy review, revisions, coordination with printing and mail house	
	OPI (print and mail house) printed 300,000 copies, 270,000 mailed to Honolulu voting households	Mailed on: Oct. 10
Posters	Designed 3 page 18x24 posters in English, Ilocano, Japanese and Chinese to be used to post at polling places	Design work: Oct. 20
	Printed at City printer	
Checklist/Worksheet	Designed and created a 2 page worksheet that included the 20 charter amendment questions as a shorter collateral piece	Design work: Oct. 10

ADVERTISING

Advertising	Description	Completed
Honolulu Star Advertiser	Honolulu's only printed daily paper with a circulation of approximately 119,000	
	Produced spadea (wrap-around across the front page) ad in four color that included all Charter Amendment questions, scenario and check-list	Ad run: Sept. 22
	Produced a reminder ad prior to election day in 4 color (size 4 col, 10")	Ad runs: Oct. 27 and Nov. 4
	Produced a Mahalo ad in 4 color to Honolulu voters after election day (size 4 col, 10")	Ad run: Nov. 16
Midweek	Weekly publication distributed by mail to Oahu households with a circulation of more than 290,000	
	Produced reminder ad prior to election day in 4 color (same ad that ran in Star Advertiser on Oct. 27)	Ad run: Nov. 2

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	Produced a Mahalo ad in 4 color to Honolulu voters after election day (same ad that ran in Star Advertiser on Nov. 16)	Ad run: Nov. 16
Fil-Am Courier	Hawaii's leading Filipino publication, printed twice weekly and distributed at pick up points statewide to the Filipino community. 20,000 copies printed and distributed	
	Produced 2 page black and white ad (10.25" x 14.5") in Ilocano listing all of the proposed amendments	Ad run: Oct. 16
Hawaii Hochi	Leading Japanese language newspaper mailed to 2,000 subscribers weekly	
	Produced 2 page black and white ad (10.25 x 14.5") in Japanese listing all of the proposed charter amendments	Ad run: Oct. 21 (election edition)
Hawaii Chinese News	Only Chinese language newspaper printed and distributed twice a month for Chinese language readers	
	Produced 2 page black and white ad (10.25 x 14.5") in Chinese listing all of the proposed charter amendments	Ad run: Oct. 21
I Heart Media	One of the state's largest radio networks that includes two of the top five radio stations on Oahu. Ads ran during peak and nonpeak hours with a total of 232 spots on AM 830, Island 98.5 and KSSK 92.3. Reached an estimated 330,000 listeners	
	Produced 30 second radio ads for top rated Oahu radio stations to reach more voters urging them to vote and review charter amendments. Utilized "younger" female voice to entice younger voters to get involved.	Ad runs: Oct. 21 through Nov. 8
Summit Media	One of the state's largest radio networks that includes two of the top five radio stations on Oahu. Ads ran during peak and nonpeak hours with a total of 222 spots on KCCN FM, KRTR FM, KINE FM and KPHW FM. Reached an estimated 300,000 listeners.	
	Produced 30 second radio ads for top rated Oahu radio stations to reach more voters urging them to vote and review charter amendments	Ad runs: Oct. 21 through Nov. 8

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	Utilized “younger” female voice to entice younger voters to get involved.	
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MEDIA OUTREACH

Media	Description	Completed
PRINT MEDIA		
Honolulu Star Advertiser Editorial Board	Met with Honolulu Star Advertiser editorial board and reporters to discuss the charter amendments. Chair David Rae and Commissioner John Waihee were interviewed.	Oct. 18
Civil Beat	Responded to inquiries from Civil Beat Reporters	Oct. 18 to Nov. 2
TELEVISION		
Hawaii News Now	Top morning and late night news casts, reaching approximately 85,000 viewers on two networks for both morning and evening news casts – NBC and CBS affiliates	
	Live morning show interview with Commissioner John Waihee prior to election to discuss amendments	Oct. 13
	Live morning show interview with Commissioner John Waihee on election day to discuss amendments	Nov. 8
	Election night interview on Charter amendments with Commissioner Kevin Mulligan	Nov. 8
	Various recorded interviews for evening news segments on specific charter amendment issues	
KITV	ABC affiliate reaching approximately 50,000 viewers on both morning and evening news casts	
	Live morning show interview with Commissioner John Waihee prior to election to discuss amendments	Oct. 19
	Election night interview with Commissioner David Rae	Nov. 8
	Various recorded interviews for evening news segments on specific charter amendment issues	

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KHON	FOX affiliate reaching approximately 37,000 viewers with the top rated 6 p.m. news cast	
	Various recorded interviews for evening news segments on specific charter amendment issues	
PBS	PBS Insights panel discussion show with Commissioner Kevin Mulligan	Oct. 13
	PBS Insights panel discussion show with Commissioner Cheryl Soon	Oct. 27
RADIO		
Hawaii Public Radio	Live morning show interview on “The Conversation” with Commissioner John Waihee	Oct. 10
	Recorded interview with political reporter and Commissioner David Rae	Oct. 20
The Mike Buck Show	Live morning show interview with Commissioner David Rae	Oct. 24
	Live morning show interview with Commissioner John Waihee	Oct. 28
NEWS RELEASES		
First Release	Announcement and brief on the 20 Charter Amendments	Oct. 20
Reminder Release	Reminder to voters to review amendments and vote on election day	Nov. 2
EDITORIALS		
Op-Eds	Worked with advocates to place Op-Eds in support of various Charter Amendments	

SPEAKING ENGAGEMENTS

Speaking Engagement	Description	Completed
Honolulu City Council	Prepared Power Point presentation for Honolulu City Council Hearing on the 20 Charter Amendments	Sept. 20

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SOCIAL MEDIA

Social Media	Description	Completed
Facebook	Increased posts and engagement leading up to the election.	Sept. 22 through Nov. 9

EMAIL BLAST

Email Blast	Description	Completed
Email blast to organizations	Drafted email blast to send to 3 rd party databases to inform/remind them of the Charter Amendments. List of organizations included Chamber of Commerce, unions, etc.	Sent to Charter Commission on Nov. 2