



Inside APEC Live on KHON2 Television

TV Broadcast: KHON2, Hawaii Fox Television Network

TIME: November 1-15

TOPIC: Clean energy, Clean Cars, Food Security, Economy and Sustainability

PANELIST: Government, Community, Utility, Regulatory, Business

CONTACT: charlene@charleneongreen.org Call: 808-284-7071

KHON2 MEDIA EXPOSURE:

- An hour-long broadcast on KHON2
- A bonus broadcast on CW93
- Ten :30-second promotional commercials on KHON2 with sponsor logos
- Ten :30-second promotional commercials on CW93 with sponsor logos
- Link from www.KHON2.com streaming debate video on www.charleneongreen.org
- Complete production facilities at KHON2 studio

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

PLATINUM: \$10,000	GOLD: \$5,000	SILVER: \$3,000	BRONZE: \$1,000
Presented by...	Sponsored by...	In Association with...	Thanks to...
Four 60-sec ads /hr	Two 60-sec ads /hr	Two 30-sec ads /hr	Two 15-sec ads p/hr
Logo on screen full hour	Logo on screen half/hr	Logo on screen 15-mins	Logo on screen 5-mins
Logo at center stage	Logo on backdrop heavy	Logo on backdrop light	Logo on backdrop small
Logo/link on homepage	Logo/link on homepage	Logo/link on homepage	Logo link on homepage
Logo on front swag bag	Logo on back swag bag	Logo on back swag bag	xxx
Gift in swag bag	Gift in swag bag	Gifts in swag bag	Gifts in swag bag
News release headliner	News release subtitle	News release top	News release named
On stage participant	On stage participant	xxx	xxx
Award Recognition	Award Recognition	Award Recognition	Award Certificate
Hour radio interview	30-min radio interview	15-min radio interview	7-min radio interview
Ten 30-sec radio ads	Ten 30-sec radio ads	Ten 15-sec radio ads	Five 15-sec radio ads
Sponsor five questions	Sponsor two questions	Sponsor one question	xxx

MAKE CONTRIBUTIONS TO: "LOOKIN GREEN"

c/o Charlene on Green

1160 N. King Street, Honolulu, HI 96817

Electronic payment online at www.charleneongreen.org

ABOUT KHON2 TELEVISION: May 2011 sweep by +29% among Adults 18-49, the largest margin of victory in 5 years. FOX won its seventh straight season among Adults 18-49. FOX dominated the CBS by +21% and ABC by +40% and NBC by +52%. Best year-over-year retention among Adults 18-49. FOX drew the youngest audience among the Big Four networks.

ABOUT APEC: The summit will be held at the Honolulu Convention Center, Hawaii, November 7-14, 2011. Asia-Pacific Economic Cooperation (APEC) forum was established in 1989 to foster prosperity, cooperation, trade and investment. The United States works within APEC to connect American exporters with markets in the Asia-Pacific region. Today APEC has 21 member economies accounting for 55 percent of global GDP, purchasing 58 percent of U.S. goods exports, a market share of 2.7 billion consumers, and 43% of World Trade. APEC will focus on trade, security and the environmental issues. (Adapted from <http://www.apec2011.gov/>)

ABOUT HAWAII: President Barack Obama selected his birth state of Hawaii as host State for the 2011 APEC Summit. Honolulu will draw over 17,000 visitors, international leaders, executives, and media from across the globe. Hawai'i is a leading business and leisure destination. Tourism will receive a boost from the global coverage. Businesses will showcase the best, brightest, and most technologically advanced products and services. (Adapted from <http://www.uhero.hawaii.edu/assets/APEC/APECBrochure.pdf>)

ABOUT CHARLENE ON GREEN: Viewers tune in to Charlene on Green for news not "olds." Our audience is well prepared for tomorrow as we delve into developing technologies in clean energy, food security and sustainable solutions. Our sponsors and advertisers leverage the global access to Charlene on Green viewers on television, radio, magazine and the World Wide Web at www.charleneongreen.org .

CHARLENE'S BIO: Charlene celebrates her Jamaican roots and humble lifestyle – she is defined by her words and works only – spanning from journalist to publisher and editor, graphic designer and web developer, to television production and talk show host. Charlene commands a riveted audience to the envy and admiration of her peers. Charlene uses her sharp investigative skills to dig deep, shine light and uncover that truth. Charlene boldly critiques hard-hitting environmental issues and social impacts.

KHON2 TELEVISION- HAWAII AUDIENCE: Gender: Male – 64%, Female – 36%

Age: 25 to 35 – 22%; 36 to 65 – 47%, 66+ 31%

Race: Asian – 40%; White – 36%; Hawaiian – 9%; Other – 16%

Income: Average - \$68,000

Live Reach: 11,000 listeners averaging 5:18 minutes per show (one hour)

Streaming: 1,327 averaging 3:46 minutes per day online

Loyalty: 43% return, 57% new monthly basis

GLOBAL AUDIENCE: Streamed live in 104 World Markets; 2011 Visitors + 1.73 Million

August-September: 12,139 Unique Visits; 23,755 Pages; 1.96 Pages per Visit; 04:11 Avg. Time on Site; 72.06% New Visits; (Google Analytics)

Top Ten Countries: 1. United States ; 2. India; 3. Canada; 4. Japan; 5. United Kingdom; 6. Russia; 7. Australia; 8. Germany; 9. China; 10. Philippines

VIEWER RESOURCES: Listen Live: <http://charleneongreen.org/radio-guests/listen-live.html>

Copies: Download MP3 from <http://charleneongreen.org/radio-guests/audio-files.html>

iTunes: <http://itunes.apple.com/us/podcast/charlene-on-green-radio/id430260077>

Transcript/Notes: <http://charleneongreen.org/radio-guests/experts-guests-list.html>



Charlene on Green is a subsidiary of
Lookin' Green Magazine

www.charleneongreen.org
1160 N. King Street, Honolulu, HI 96817
Phone: 808-284-7071

SPONSORSHIP, CONTRIBUTIONS & ADVERTISEMENT RATES AGREEMENT

Sponsor Name:	
Company/Organization:	
Phone:	
Email:	
Billing Address:	

ADVERTISEMENT RATE CARD	1-Minute	5-minute	10-minute	15-Minute	30-Minute	SUB TOTAL
APEC TELEVISION SPECIAL FEATURE	\$1,000	\$3,000	\$5,000	\$10,000		
TELEVISION INTERVIEW	\$300	\$1,500	\$3,000	\$4,500	\$9,000	
RADIO INTERVIEW	\$30	\$100	\$200	\$300	\$500	
TRAFFIC SPONSOR	\$30 – LIVE READ					
ANNOUNCEMENTS/PSA	\$30 – LIVE READ					
TOP WEB BANNER	\$100 - 10,000 Impressions					
RIGHT WEB BANNER	\$50 - 10,000 Impressions					
LEFT WEB BANNER	\$50 - 10,000 Impressions					
EVENT PAGE LISTING	\$30 EACH					

IN-KIND, GIFTS, TICKETS, COUPONS	Value of items: \$	CASH Contributions: \$	Subtotal Value:
<i>Please sign and send copy of this letter along with payment.</i>	Checks Payable to: "LOOKIN GREEN" Mail to: 1160 N. King Street, Honolulu, HI 96817	Pay online at: www.charleneongreen.org Or, from Paypal "Send" funds to: donate@lookinggreen.com	GRAND TOTAL: \$

On behalf of (company or individual) _____

I/We (Signature) _____ on this date: _____
agree to sponsor the Charlene on Green shows for the stated valuables above.

Received by (Sales Rep) _____ Date: _____



FOX WINS SEVENTH CONSECUTIVE SEASON

ACHIEVES LONGEST WINNING STREAK IN BROADCAST HISTORY (AMONG A18-49)

October 3, 2011

To: Ms. Charlene Green
Fr: Michael Wong, KHON2

Aloha Charlene,

We are looking forward to hosting your energy debate on KHON2 and Hawaii's CW93. Your debate on KHON2 will include the following:

- An hour-long broadcast on the dates confirmed by Charlene Brown.
- A bonus broadcast on CW93 on the same weekend.
- 10x :30-second promotional commercials on KHON2 with sponsor logos on the week of your debate.
- 10x :30-second promotional commercials on CW93 with sponsor logos on the week of your debate.
- A link to your website on KHON2.com.
- Complete production facilities from KHON2.

Aloha,

MICHAEL WONG | Account Manager | **KHON2** - Hawaii's News Station | **Hawaii's CW** - TV to Talk About



"Hawaii's News Leader"



"TV to Talk About"

"A man who stops advertising to save money is like a man who stops a clock to save time."

--Henry Ford

FOX



FOX WINS SEVENTH CONSECUTIVE SEASON

ACHIEVES LONGEST WINNING STREAK IN BROADCAST HISTORY (AMONG A18-49)

Network Wins May 2011 Sweep by Largest Margin of Victory in 5 Years

It's official, FOX has won its seventh straight season among Adults 18-49, breaking its previous record for the most consecutive season wins in the key adult demo in broadcast history.

FOX dominated the No. 2 network (CBS) by +21%, the No. 3 network (ABC) by +40% and the No. 4 network (NBC) by +52% and showed the best year-over-year retention among Adults 18-49 of any broadcast network this season.

FOX once again drew the youngest audience among the Big Four networks and with originals closed the season with:

- The most-watched program in TV history – SUPER BOWL XLV
- The No. 1 show on Television – AMERICAN IDOL
- The No. 1 comedy among Women – GLEE
- The No. 1 scripted series among Men – FAMILY GUY
- The No. 1 scripted series among Teens – GLEE
- The No. 1 new scripted series among Young Adults – RAISING HOPE
- The No. 1 new scripted series among Teens – RAISING HOPE

In addition, in Live + Same Day ratings, FOX won the May 2011 sweep by +29% among Adults 18-49 rating – the largest May sweep margin of victory in five years (since FOX's +33% advantage in May 2006).

Other key 2010-2011 season highlights include:

- FOX has ranked No. 1 among Adults 18-34 for nine seasons in a row and No. 1 among Teens 12-17 for 11 consecutive seasons.
- FOX ranks No. 1 among Adults 18-49 on four of seven nights of the week (Wednesday, Thursday, Saturday and Sunday) – the most nights of any network.
- FOX ranks No. 1 among Adults 18-34 on six out of seven nights of the week (Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday).
- FOX ranks No. 1 in Thursday prime among Adults 18-49 for the first time in the network's history – in fact, FOX won 18 consecutive Thursdays this season, the longest broadcast season streak for any network in 12 years.
- FOX has topped the rankings among Adults 18-49 for nine of the past 10 quarters (1st quarter 2009 to 2nd quarter 2011).
- FOX's median age of 45 for all programming is the youngest of the four major broadcast networks – four years younger than the second-youngest network, NBC; six years younger than ABC; and 10 years younger than CBS.



KHON2

“Hawaii’s News Leader”

#1 in Local News for the past 20 years...and counting



Joe Moore
Ron Mizutani
Marisa Yamane

Manolo Morales
Trini Kaopuiki
Olena Heu
Jai Cunningham
Kirk Matthews

#1 in premier programming for Adults 25-54.



CW93

“TV to Talk About”

#1 in premier programming for Adults 18-34



Ringer

NIKITA

CASH CAB

H8R

ONE TREE HILL

Factor

America's Next Top Model

90210

#BIG BANG THEORY

gossip girl

HAWAII'S CW93