

Inouye's campaigns: 1968: Radio/television/print media schedules

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SENATOR DANIEL INOUE

RADIO SCHEDULE

60-second spots

OCTOBER 8th - 14th, 1968
(6:00 a.m. - 6:00 p.m.)

Station	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total spots
KGMB	2	2	2	2	2	2	2	14
KCCN (Lucky Luck)	0	2	2	2	2	2	2	12
KUMU	3	3	3	3	3	3	3	21
KPOI (Japanese)	3	3	3	3	3	3	3	21
KOHO (Filipino)	3	3	3	3	3	3	3	21
KIKI (Hilo)	1	0	0	0	0	0	1	2
KIPA (Hilo)	3	4	3	4	3	4	3	24
KPUA (Hilo)	4	3	3	3	4	3	4	24
KIMO (Maui)	4	4	4	4	4	4	4	28
KMVI (Maui)	2	2	2	2	2	2	2	14
KNUI (Kauai)	0	2	2	2	2	2	2	12
KTOH (Kauai)	2	2	2	2	2	2	2	14
KUAI	2	2	2	2	2	2	2	14

TOTAL SPOTS: 221

Station	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total Spots
KORL	3	3	3	3	3	3	3	21
KPOI	4	4	4	4	4	4	4	28
KTRG	3	3	3	3	3	3	3	21
KUMU	4	4	4	4	4	4	4	28
KZOO	5	4	4	4	4	4	5	30
(Kauai)								
KTOH	3	3	3	3	3	3	3	21
(Kauai)								
KUAI	3	3	3	3	3	3	3	21
(Maui)								
KMVI	3	3	3	3	3	3	3	21
(Maui)								
KNUI	0	3	3	3	3	3	3	18
(Hilo)								
KIPA	3	4	3	4	3	4	3	24
(Hilo)								
KPUA	4	3	3	3	4	3	4	24
(Hilo)								
KIMO	4	4	4	4	4	4	4	28

TOTAL SPOTS PER WEEK: 670

TOTAL SPOTS 3-WEEKS: 2,010

SENATOR DANIEL INOUE

TELEVISION SCHEDULE

60-second spots

PRIMARY

Sept. 15-21

KGMB-TV	Tuesday	7:00 p.m.
	Thursday	8:00 - 10:00 p.m.
	Friday	8:00 - 10:00 p.m.
KVVH-TV	Monday	7:30 p.m.
	Saturday	9:00 p.m.
	Sunday	8:00 - 10:00 p.m.

Sept. 22 - 28

KGMB-TV	Tuesday	7:00 p.m.
	Wednesday	9:00 - 10:00 p.m.
	Thursday	8:00 - 10:00 p.m.
	Friday	8:00 - 10:00 p.m.
	Saturday	7:30 - 8:30 p.m.
KHON-TV	Wednesday	9:30 p.m.
	Thursday	8:30 p.m.
	Friday	7:30 p.m.
	Sunday	7:30 p.m.
	Monday	7:00 p.m.

Sept. 29 - Oct. 4

KVVH-TV	Saturday	9:00 p.m. (9/28/68)
	Sunday	8:30 - 10:30 p.m.
	Monday	7:00 p.m.
	Wednesday	7:30 p.m.
	Thursday	8:00 p.m.
KHON-TV	Wednesday	9:30 p.m.
	Thursday	8:30 p.m.
	Friday	7:30 p.m.
	Sunday	7:30 p.m.
	Monday	7:00 p.m.

SENATOR DANIEL INOUYE

TELEVISION SCHEDULE

60-second spots

OCTOBER 8 - 14, 1968

KGMB-TV	Tuesday	7:00 p.m.
	Wednesday	9:00 - 10:00 p.m.
	Thursday	8:00 - 10:00 p.m.
	Friday	8:00 - 10:00 p.m.
	Saturday	7:30 - 8:30 p.m.
KVVH-TV	Wednesday	7:30 p.m.
	Thursday	8:00 p.m.
	Saturday	9:00 p.m.
	Sunday	8:30 - 10:30 p.m.
	Monday	7:00 p.m.
KHON-TV	Tuesday	7:30 p.m.
	Wednesday	9:30 p.m.
	Thursday	8:30 p.m.
	Friday	7:30 p.m.
	Sunday	7:30 p.m.
		9:00 p.m.
	Monday	7:00 p.m.
KIKU-TV	Monday	9:00 p.m.
	Tuesday	8:00 p.m.
	Wednesday	7:30 p.m.
	Thursday	8:00 p.m.
	Friday	8:00 p.m.

SENATOR DANIEL INOUYE

TELEVISION SCHEDULE

60-second spots

OCTOBER 15th - NOVEMBER 4th

KGMB-TV	Sunday	7:45 - 9:30 a.m.	
		9:00 - 10:00 p.m.	
	Monday	3:00 p.m.	
		8:00 - 10:00 p.m.	
	Tuesday	7:00 p.m.	
		8:00 p.m.	
	Wednesday	8:00 - 10:00 p.m.	
		3:00 p.m.	
	Thursday	9:00 - 10:00 p.m.	
		7:30 - 8:00 p.m.	
	Friday	8:00 p.m.	
		8:00 - 10:00 p.m.	
	Saturday	6:30 - 7:30 p.m.	
		8:00 - 10:00 p.m.	
		10:30 p.m. - concl	
		3:30 - 5:00 p.m.	
			7:30 - 8:30 p.m.
			8:30 - 9:00 p.m.
		9:00 p.m.	
		10:00 p.m.	

TOTAL SPOTS PER WEEK: 20

TOTAL SPOTS 3-WEEKS: 60

SENATOR DANIEL INOUYE

TELEVISION SCHEDULE

60-second spots

OCTOBER 15th - NOVEMBER 4th, 1968

KHON-TV	Sunday	11 a.m. - 2 p.m.
		7:30 p.m.
	Monday	9:00 p.m.
		6:00 p.m.
	Tuesday	7:00 p.m.
		8:00 p.m.
	Wednesday	7:30 p.m.
		10:00 p.m.
	Thursday	6:00 p.m.
		6:30 - 8:00 p.m.
	Friday	9:30 p.m.
		7:00 p.m.
	Saturday	8:00 p.m.
		8:30 p.m.
	Sunday	7:30 p.m.
		8:30 p.m.
	Monday	9:00 p.m.
		7:30 - 8:30 a.m.
	Tuesday	10:00 a.m. - 1:00 p.m.
		7:00 p.m.
	Wednesday	7:30 p.m.
7:30 p.m.		

TOTAL SPOTS PER WEEK: 21

TOTAL SPOTS 3-WEEKS: 63

SENATOR DANIEL INOUE

TELEVISION SCHEDULE

60-second spots

OCTOBER 15th - NOVEMBER 4th, 1968

KHVH-TV	Sunday	6:30 p.m.
		7:30 p.m.
	Monday	7:30 p.m.
		8:30 p.m.
		9:30 p.m.
	Tuesday	7:00 p.m.
	Wednesday	7:00 p.m.
		8:00 p.m.
	Thursday	8:00 p.m.
		9:30 p.m.
	Friday	7:30 - 8:00 p.m.
		8:00 - 10:00 p.m.
	Saturday	7:30 p.m.
		8:00 p.m.
	9:00 p.m.	

Rotating spots

Monday thru Saturday	6:30 p.m.
Monday thru Friday	10:00 p.m. (2 spots per week)
Monday thru Friday	6:00 p.m. (2 spots per week)

TOTAL SPOTS PER WEEK: 20

TOTAL SPOTS 3-WEEKS: 60

SENATOR DANIEL INOUYE

TELEVISION SCHEDULE

60-second spots

OCTOBER 15th - NOVEMBER 4th, 1968

KIKU-TV	Sunday	7:30 p.m.
		8:30 p.m.
		9:30 p.m.
	Monday	8:00 p.m.
		9:00 p.m.
	Tuesday	7:30 p.m.
		9:30 p.m.
	Wednesday	7:30 p.m.
		9:00 p.m.
	Thursday	8:00 p.m.
		9:30 p.m.
	Friday	6:30 p.m.
		8:00 p.m.
	Saturday	9:30 p.m.
		8:00 p.m.
		9:00 p.m.

TOTAL SPOTS PER WEEK: 16

TOTAL SPOTS 3-WEEKS: 48

SENATOR DANIEL INOUE

Print Media Campaign Schedule

PRIMARY:

- September 19 STAR-BULLETIN (Unit) - b&w 1/2 page
- 20 ADVERTISER (Unit) - b&w 1/2 page
- 22 STAR-BULLETIN & ADVERTISER - b&w 1/2 page
- 26 STAR-BULLETIN (Unit) b&w 1/2 page
- 27 ADVERTISER (Unit) - b&w 1/2 page
- 29 STAR-BULLETIN & ADVERTISER - b&w 1/2 page
TV TIME - b&w 1/2 page
- 30 PACIFIC BUSINESS NEWS - b&w 1/2 page
AFL-CIO NEWS - b&w 1/2 page
BUILDERS REPORT - b&w 2/3 page
HAWAII FARM BUREAU - b&w 2/3 page
HAWAII HOME BUILDER - b&w 2/3 page
PACIFIC COURIER - b&w 1/2 page
- October 1 NEW CHINA DAILY PRESS - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
BEACON b&w 2/3 page
HONOLULU - b&w 2/3 page
YOUNG HAWAII - b&w 1/2 page
HAWAII BOWLER - b&w 2/3 page
UNIVERSITY OF HAWAII FOOTBALL PROGRAM
- 2 HAWAII HOCHI - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
PRESS NEWSPAPERS - b&w 1/2 page
KONA COAST - b&w 1/2 page
- 3 STAR-BULLETIN (Unit) - b&w 1/2 page
UNITED CHINESE PRESS - b&w 1/2 page

- October 4 ADVERTISER (Unit) - b&w 1/2 page
 HAWAII CATHOLIC HERALD - b&w 1/2 page
 HAWAII TRIBUNE HERALD - b&w 1/2 page
- 5 HAWAII BUSINESS & INDUSTRY - b&w 2/3 page
 HAWAII SCHOOLS - b&w 2/3 page

SENATOR DANIEL INOUE

Print Media Campaign Schedule

GENERAL:

- October 6 STAR-BULLETIN & ADVERTISER - b&w
1/2 page
- 13 STAR-BULLETIN & ADVERTISER - b&w
1/2 page
- 14 HAWAII HOCHI - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
- 16 HAWAII TIMES - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
PRESS NEWSPAPERS - b&w 1/2 page
KONA COAST - b&w 1/2 page
- 17 STAR-BULLETIN (Unit) b&w 1/2 page
HAWAII TRIBUNE HERALD - b&w 1/2 page
- 18 ADVERTISER (Unit) b&w 1/2 page
HAWAII TRIBUNE HERALD - b&w 1/2 page
HAWAII CATHOLIC HERALD - b&w 1/2 page
- 19 HAWAII HOCHI - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
- 20 STAR-BULLETIN & ADVERTISER - b&w
1/2 page
- 21 HAWAII HOCHI - b&w 1/2 page
PACIFIC BUSINESS NEWS - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
BUILDERS REPORT - b&w 2/3 page

9/20/68

- October
- 22 STAR-BULLETIN (Unit) - b&w 1/2 page
 - 23 ADVERTISER (Unit) - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
PRESS NEWSPAPERS - b&w 1/2 page
KONA COAST - b&w 1/2 page
 - 24 STAR-BULLETIN (Unit) - b&w 1/2 page
HAWAII TRIBUNE HERALD - b&w 1/2 page
 - 25 ADVERTISER (Unit) - b&w 1/2 page
HAWAII TRIBUNE HERALD - b&w 1/2 page
HAWAII CATHOLIC HERALD - b&w 1/2 page
 - 26 HAWAII HOCHI - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
 - 27 STAR-BULLETIN & ADVERTISER - b&w
1/2 page
TV TIME - 1/2 page b&w
 - 28 HAWAII HOCHI - b&w 1/2 page
PACIFIC BUSINESS NEWS - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
BUILDERS REPORT - b&w 2/3 page
 - 29 STAR-BULLETIN (Unit) - b&w 1/2 page
NEW CHINA DAILY PRESS - b&w 1/2 page
 - 30 ADVERTISER (Unit) - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
PRESS NEWSPAPERS - b&w 1/2 page
KONA COAST - b&w 1/2 page
 - 31 STAR-BULLETIN (Unit) b&w 1/2 page
HAWAII TRIBUNE HERALD - b&w 1/2 page
AFL-CIO NEWS - b&w 1/2 page
UNITED CHINESE PRESS - b&w 1/2 page

- November 1 ADVERTISER (Unit) b&w 1/2 page
HAWAII TRIBUNE HERALD - b&w 1/2 page
HAWAII CATHOLIC HERALD - b&w 1/2 page
HONOLULU - 2/3 page b&w
PACIFIC COURIER - b&w 1/2 page
YOUNG HAWAII - b&w 1/2 page
- 2 HAWAII HOCHI - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
MAUI NEWS - b&w 1/2 page
HAWAII BOWLER - b&w 2/3 page
HAWAII FARM BUREAU - b&w 2/3 page
HAWAII HOME BUILDER - b&w 2/3 page
- 3 STAR-BULLETIN & ADVERTISER - b&w
1/2 page
- 4 STAR-BULLETIN (Unit) - b&w 1/2 page
HAWAII HOCHI - b&w 1/2 page
HAWAII TIMES - b&w 1/2 page
PACIFIC BUSINESS NEWS - b&w 1/2 page
GARDEN ISLAND - b&w 1/2 page
BUILDERS REPORT - b&w 2/3 page
UNITED CHINESE PRESS - b&w 1/2 page
- 5 ADVERTISER (Unit) b&w 1/2 page
HAWAII BUSINESS & INDUSTRY - b&w
2/3 page
HAWAII SCHOOLS - b&w 2/3 page
NEW CHINA DAILY PRESS - b&w 1/2 page