



{In Archive } Re: Ad disclaimer needed on your Ear ad ? REV proof 

Laura A Stevens to: Shannan Okinishi
Cc: Kris Takata, Alyson K Yim

11/01/2012 09:11 AM

From: Laura A Stevens/DLNR/StateHiUS
To: Shannan Okinishi <SOkinishi@staradvertiser.com>,
Cc: Kris Takata <KTakata@staradvertiser.com>, Alyson K Yim/DLNR/StateHiUS@StateHiUS

Aloha Shannan,

Thanks for your call this morning. As the art department re-works a quarter page ad for Sunday (11/4) can you please include the following statement as a starting point for additions to layout I guess I envision that it'd be added to the bottom of the current ad but it all depends how they are able to work with the new space.

Hope this along with the fact sheet at www.hawaii.gov/dlnr will help the art department with some ideas. Then our staff can review the proofs and they may have changes to the language when they see it all laid out.

important points:

- Private dam and reservoir owners pay the principal and interest on the debt service of the special purpose revenue bonds.
- The State will not be pledging any of its assets or revenues to support a bond sale for this purpose.
- a blank vote is a no vote.

Let me know if the art department needs anything else

Mahalo for your time,

Laura

Laura A Stevens
Education and Outreach Coordinator
Office of the Chairperson
Department of Land and Natural Resources
Kalanimoku Bldg. Rm. 131
1151 Punchbowl St.
Honolulu, HI 96813
Phone: (808) 587-0407
Fax: (808) 587-0390

www.hawaii.gov/dlnr

www.facebook.com/HawaiiDLNR

www.twitter.com/dlnr

www.youtube.com/thehawaiidlNr

www.vimeo.com/channels/hawaiidlNr

Shannan Okinishi [Here's the REAL proof :\) thanks](#)

10/31/2012 04:17:38 PM

From: Shannan Okinishi <SOkinishi@staradvertiser.com>
To: Kris Takata <KTakata@staradvertiser.com>, "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>,
Date: 10/31/2012 04:17 PM
Subject: Re: Ad disclaimer needed on your Ear ad? REV proof

Here's the REAL proof :)
thanks

From: Kris Takata <KTakata@staradvertiser.com>
Date: Wed, 31 Oct 2012 15:57:29 -1000
To: "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>
Cc: Shannan Okinishi <sokinishi@staradvertiser.com>
Subject: Re: Ad disclaimer needed on your Ear ad?

Hi Laura,

The revised proof is attached . Please let us know if you have any other changes or if it's approved .

Thank you,
Kris

From: <Laura.A.Stevens@hawaii.gov>
Date: Wed, 31 Oct 2012 15:26:14 -1000
To: Shannan Okinishi <SOkinishi@staradvertiser.com>
Cc: Kris Takata <KTakata@staradvertiser.com>
Conversation: Ad disclaimer needed on your Ear ad ?
Subject: Re: Ad disclaimer needed on your Ear ad ?

Hi Shannan,

Thanks for the note. Got your voicemail yesterday and was about to give you a call back that our staff here was happy with the ad .

send over the new proof whenever you have it .

thanks,

Laura

Laura A Stevens
Education and Outreach Coordinator
Office of the Chairperson
Department of Land and Natural Resources
Kalanimoku Bldg . Rm. 131
1151 Punchbowl St.
Honolulu, HI 96813
Phone: (808) 587-0407
Fax: (808) 587-0390

www.hawaii.gov/dlnr <www.hawaii.gov/dlnr>
www.facebook.com/HawaiiDLNR <

www.facebook.com/HawaiiDLNR <
www.twitter.com/dlnr <www.twitter.com/dlnr>

www.youtube.com/thehawaiidl原因 <www.youtube.com/thehawaiidl原因>
www.vimeo.com/channels/hawaiidl原因 <www.vimeo.com/channels/hawaiidl原因>

From: Shannan Okinishi <SOkinishi@staradvertiser.com>

To: "Laura.A.Stevens@hawaii.gov" <Laura.A.Stevens@hawaii.gov>,
Cc: Kris Takata <KTakata@staradvertiser.com>
Date: 10/31/2012 02:54 PM
Subject: Ad disclaimer needed on your Ear ad?

Hi Laura

Hope you are well . We have received a request from our editorial department regarding your ad . We typically require political advertisements to run a disclaimer "paid for by friends of..." . As a state agency, you are not a campaign but because the content of your ad is political in nature , we will need to add in a line which states who paid for the ad . Kris has sent the revision in to our creative dept and should have a proof for you shortly .

Thanks
Shannan

--

Shannan Okinishi
Retail Sales Manager
Honolulu Star-Advertiser

500 Ala Moana Blvd
Suite 7-500
Honolulu, HI 96813

Phone: (808) 529-4891
Fax: (808) 529-4898
Cell: (808) 294-3538

[attachment "0000465234-01 [5].pdf" deleted by Laura A Stevens /DLNR/StateHiUS]