

Without the information provided by the press, most of us -- and many of our representatives -- would be unable to vote intelligently or to register opinions on the administration of government generally.

With respect to judicial proceedings in particular, the function of the press serves to guarantee the fairness of trials and to bring to bear the beneficial effects of public scrutiny upon the administration of justice."

Justice White
In Cox Broadcasting Corp. v. Cohn,

PUBLICATION PROPOSAL

KMA Studios
Kathryn Almony

THE LAW & YOU
Magazine for

**PUBLIC
LEGAL
EDUCATION**

THE LAW & YOU

Kanawai

Hawaii's Law Magazine

Hawai'i



I, therefore, look forward to working collaboratively with you and other members of the media and the bar and sincerely appreciate your willingness to support and assist the Judiciary's goals of broader public interest and participation.

Excerpted from remarks by the **HONORABLE RONALD T. Y. MOON** to the
HONOLULU COMMUNITY-MEDIA COUNCIL,

Noon --- Plaza Club

Tuesday, January 27, 2004

kma studios
international

kma DESIGN & PUBLISHING STUDIOS

publishing | fundraising | advertising | public relations | **808.966.6947** | kmadesigns@yahoo.com | kate.almony@verizon.net

PUBLIC LEGAL EDUCATION

PROPOSED:

Hawaii Island/State Distribution:

10,000 copies quarterly

40,000 copies annually

Marketed through retailers and professional offices and associations, locally, statewide and through targeted national and PAC Rim areas. Supplemental website marketing and fundraising.

Suggested Retail: \$7.50 each copy plus postage and handling

TARGET

Consumer distribution through supportive Human Services organizations, enhanced by other crisis service locations. Enabling maximum free distribution to the public.

40,000 copies annually

Fundraising for the purpose of Legal Assistance and Crisis Services, see page 3.

DESIGN

Publication design will comprise full color glossy perfect bound pages, UV coated cover stock, full bleed CMYK process web offset press. Sized 8.2 x 10.7 inches. Design will feature attractive eye-catching color layouts.

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Kanawai Hawaii is a magazine highlighting the Law, US Federal Statutes, the Constitution and the Laws of the State, Districts and Municipalities of Hawaii, including Urgent Services.

This **quarterly full color glossy magazine** will provide promotional and legal public educational support to the local community, enabling qualified professionals to occupy editorial positioning; and enabling fundraising opportunities for the ultimate benefit of Hawaii's residents in need of crisis assistance, legal education, or legal clarification and counseling; financed through the sale of annual subscriptions and quarterly advertising space.

The primary focus of the publication will be common language explanations of **new and existing statutes** and recently made **judicial pronouncements**, put into editorial focus for the increased understanding of consumers and citizens in Hawaii. The broad educational scope of this project will provide an **informative reference media** to the population, informing them of the rights they are guaranteed by law, and how new legislation affects the individual, business and family communities. The publication will also provide **crisis contact numbers** for legal aid programs and community resources available to citizens, families and individuals in need.

Although the publication will be soliciting support from the private sector, businesses and professional associations through subscription sales, advertising space and professional contributor distributions, we expect our primary and most beneficial circulation to be within the consumer residents and citizens of the State of Hawaii. In order to finance free distribution among the most needful and under-represented populations of the state; we need ongoing sponsorship, in addition to advertising support.

To facilitate the publication of a well rounded and informative periodical, and increase its reach in the population, we are seeking the collaborative editorial assistance and content support of local institutions. Our sponsors are entitled to primary executive editorial rights, promotional consideration and publication credit entitlements.

KMA Studios has published similar publications on international, regional and national levels with editorial support from executive members of the recently revived OCCBA and Bar Association members throughout the OECS, and members of the Caribbean National leadership, proving these magazines a valuable media contribution to regional movements to educate and inform the public on their rights as well as legal responsibilities. Our publications have garnered the full financial support of international development agencies; and are often the catalyst for fundraisers resulting in expanding Public as well as Professional Legal Education projects.



Our premiere inaugural issue, is proposed for release **May 2005**, and quarterly thereafter, and will seek the editorial assistance of professionals and accredited established authorities on such subjects as:

KNOW YOUR RIGHTS

Rights of the Accused - This feature will highlight the rights, and outline the established procedures and responsibilities of the accused in an arrest or indictment situation.



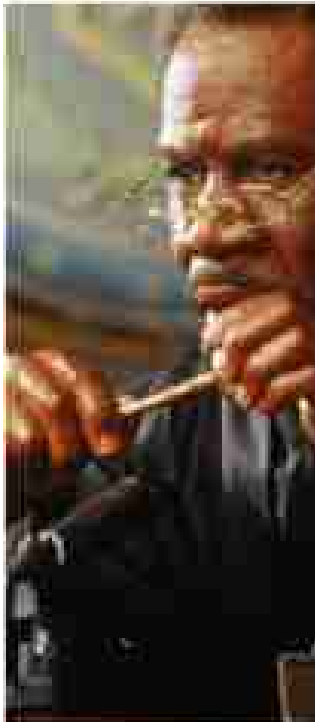
FAMILY LAW

Married vs Co-habiting Couples - This feature will separate the myths from the legal realities of couples involved in co-habitation.



PROPERTY LAW

Landlords vs Tenants - This article will outline the legislation as applicable to rights of recovery and possession as related to leased and rented property in Hawaii.



FINANCE

Foreclosure - What You Need To Know - This feature will provide a glossary of reference for mortgage banking, real estate, and provide tips for consumer protection.

RESPONSIBILITY vs

Negligence - This will feature an overview of the laws pertaining to civil and criminal negligence and legal liability.

LABOR RIGHTS

Worker's Rights - This feature will outline pertinent information on Union and Labor Laws.

KNOW THE LAW

Outline of existing and undertaken legislative changes regarding such topics as: Education, Taxes, Health, Discrimination, and other topics of regional interest.

URGENT SERVICES DIRECTORY

A Directory of public contact numbers for Family Crisis and Urgent Services.

REFORM FORUM

A section will be featured advocating the understanding and adherence to established responsibilities of the Judicial and Criminal Justice Systems to comply with National and International Human Rights agreements.

Other Features In Each Issue:

CONSTITUTIONAL RIGHTS

A citizen's introduction to voters rights, and an explanation of our democratic process and the electoral college.

TAXES & YOU

New laws pertaining to personal, business and corporate taxation and compliance regulation. New legislation regarding social security and other domestic tax policy and regulation explanations for the understanding of every individual and businesses throughout the State.

ADR / MEDIATION

A feature on Mediation and ADR and the benefits to the individual as well as the Civil Justice System, and its potential impact on the Criminal Justice Systems.

COMMUNITY POLICING

What can you do? How to identify and combat crime in your community, anti-crime activities for youth. Anti-poverty strategy for social development. Community Crisis Center Info.

MAKE YOUR VOTE COUNT

This section will identify local and state political and judicial candidates for various offices and outline facts on the candidates and their proposed legislative agendas in a fair and impartial manner.

MARKETING & PARTICIPATION

Proposed initial distribution: 10,000 copies quarterly / 40,000 annually. Our publication will be marketed by direct mail, retail locations and bookstores locally, statewide and nationally. International targeted professional or other organizational subscriptions will be sold primarily through online website marketing. An online version of the magazine will be implemented to enhance subscription sales, membership applications and to provide an editorial submission system for the participation of off-island contributors and subscribing sponsors.

Retail participation is expected to be widespread throughout the districts of Hawaii. The per copy newsstand/retail price of \$7.50 will provide equal free distribution to the needy in Hawaii. Each purchaser, increasing the financial viability and editorial success of our publication, is ultimately promoting world-wide awareness of legal issues and concerns in the Pacific region.

An associative membership for professional contributors will be proposed as an additional fundraiser at an annual rate of \$825.00 per member, including postage of four issues annually for complimentary distribution of 50 copies each. These sponsors may contribute topical articles of interest to the community, subject to editorial discretion, as well as photos. Optional contact numbers, address and listing information will be published in directory format. Supplemental online Legal and Crisis Directory, including sections for each Legal Specialty, featuring photos and contact information from subscribing members, organized by locality and cross-referenced by specialty, will widely publicize emergency counsel and crisis help-line information as reference material, provided to the community at no charge.

As to the goals of increasing Public Legal Education, KMA Studios will agree to contribute profits from all online sponsoring subscription sales, after publishing costs and administrative expenses, funneling it back into additional educational programs such as seminar sponsorship, radio and other media productions organized to facilitate legal public education and community awareness of the Law. Once all costs are met, funds can be made available for the assistance of legal aid organizations or to help provide legal representation to the poor in the State of Hawaii.

DESIGN

Publication design will comprise 48 full color glossy perfect bound pages, UV coated cover stock, full bleed CMYK process web offset press. Sized 8.2 x 10.7 inches. Design will feature attractive eye-catching color layouts and compelling in style, featuring the primary sponsor's logo and any supportive statements. 12 pages will be set aside for full color display advertising, also sold as a fundraising benefit for continuing public legal education.

COST PROJECTION

Full annual publication and fundraising project budget projection for facilitation of **The Law & You** as proposed here, in consideration of a three year quarterly publishing commitment from primary sponsors: Including: Magazine, Online Member and Subscription Services, Crisis Directory, Advertising and Editorial Opportunities, Printing, Shipping, Editing, Design & Layout, Distribution and Marketing, and Project Administration, subject to revision.

Annual print run - 10,000 copies X 4 issues = 40,000

Sponsorship includes 20,000 copies FREELY distributed to needy members of the public annually by associations and crisis/legal aid counselors, and sponsoring members statewide.

4 issues per year, quarterly distribution.

FUNDRAISING TARGETS:

4000 Annual Subscriptions at \$65 each = \$260,000.

Sold through supportive association subscriptions/businesses/corporate

200 Contributor Subscriptions at \$825 each = \$165,000.

Sold through supportive association subscriptions/businesses/corporate

4000 Retailed at \$7.50 each = \$30,000.

Sold through statewide retail outlets annually to benefit legal assistance

12 Pages Advertising = \$120,000.

Feature editorials or display advertising financed through private and corporate sectors at open rate of \$2,500 each full color page, repeating quarterly, three year term.

ANNUAL FUNDS ANTICIPATED: \$575,000.

ANNUAL BUDGET ANTICIPATED: \$244,000.

FUNDRAISING TARGET PROJECTED FOR LEGAL AID: \$331,000.

Schedule an introductory publication of The Law & You - first issue for May 2005! Please act now to maintain this unique opportunity, as the cost projections are subject to weekly revision. We sincerely hope your organization will consider this proposal a worthwhile undertaking, and act in a timely manner in this important and educational fundraiser to benefit the people of Hawaii.

Mahalo,

Kathryn Almony

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