

Third Constitutional Convention  
Post Committee  
Preliminary Public Relations Report August 24, 1995  
Pamela A. Mathis

**Executive Summary:**

The majority of Commonwealth news agencies are willing to provide newspaper columns, editorials, articles, special television programs and public service announcements free of charge providing the Post Committee presents information in a balanced and informative way with no predetermined bias.

*What does the press and public say about the proposed amendments and public education campaign?*

It is abundantly clear that the public perception is that the Post Committee is biased:

On the island of Rota, I was told that the people already think the Committee is trying to "force-feed" the proposed amendments down the throats of the voters.

One person said, "The Post Constitutional Committee will be using public funds for its educational campaign and therefore has the ethical obligation to present complete information to the public without a bias or predetermined point of view."

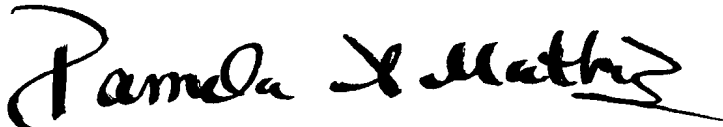
On Saipan, three different media representatives said their indications are that the Committee will "railroad" public information in favor of the amendments.

The bottom line is that although the Con-Con Delegates worked hard--and democratically--to achieve the proposed amendments, the public does not think the Delegates should now promote or defend the proposed amendments. Rather, the public feels that the Delegates should uphold the same level of democracy achieved during the Convention by promoting the election process and self determination.

During the Convention, the Delegates represented their voters. Now, the voters do not appear to want representation. They want their own voice heard on election day.

Media representatives noted that if the Post Committee wants to advocate particular views or the passage of the proposals, it must pay for the space and time just as any political advertiser.

Although the Committee may be willing to do that, it is correct that public funds are being used. As elected officials, the Committee has the obligation to use public money appropriately. It is my experienced opinion that negative publicity about the public education campaign will create far more harm to the Committee and election process.

A handwritten signature in black ink that reads "Pamela Mathis". The signature is written in a cursive, flowing style with a prominent initial "P" and a long, sweeping underline.

PAMELA MATHIS

Post Constitutional Convention  
Public Information Campaign

Major Recommendations:

- ▶ Determine the amount of money available for the public education campaign, and identify the sources.
- ▶ Spend the bulk of the money on printing the newspaper inserts, not advertising.
- ▶ Spend time & money right now on surveys and research to determine your weaknesses and to identify the groups that have already starting passing petitions around against the proposed amendments.
- ▶ If only one newspaper offers the space free, then make that paper the Con-Con's official public information newspaper. It is not a good idea to spend money with other newspapers who are not willing to work with the Committee.
- ▶ Determine who is going to write all of the News Releases. Sick to **one person, Frank Rosario**. Coordinate the topics of the News Releases to coincide with your weekly topics. (*Complaints about the current news releases*)
- ▶ Decide who will speak at the Public Hearings--Delegates should be there to answer questions, but they should not attempt to lead the hearings. Pull from the community--take the heat off of yourselves.
- ▶ Hold a News Conference next week to let the public know your plans. It will be important to tell the community that the Post Committee is simply organizing the information...but is not biased. The most important factor is that the people vote--the way they feel--regardless of how the Committee feels about the proposals. That is the message you need to get to the public immediately.

## Summary of Agencies/Costs

### Marianas Cable Vision

- (1) Three half-hour to one hour shows  
English and Chamorro host by: Frank Rosario  
Carolinian hosted by:  
Favored guests: Tom Aldan & Ester Flemming
- (2) Bi-weekly news segments 1:00-2:00 minutes to be written by Rosario/Mathis, produced by KMCV news staff.
- (3) PSA's: to promote the shows, voters' registration, election

### Saipan Cable Television

- (1) Jess Evans show about every other week  
Favored Guests: various
- (2) Sunday Segments: Eye on the Commonwealth, every Sunday  
Rosario/Mathis to supply theme
- (3) News Segments: Three times a week, theme by Rosario/Mathis
- (4) PSA's to register to vote, watch the shows, go vote.

### Radio:

"Radio" will be used to augment the print campaign and to promote the TV shows:

All four radio stations are willing to provide free public service announcements that will encourage their listeners to watch a certain TV show, pick-up an edition of the newspaper that we want them to read, register to vote, etc.

In addition, each radio station will serve as an outlet for the printed pamphlets and encourage people to come by and pick-up the reading materials. However, the radio stations want the whole package, not just amendment by amendment.

KCNM/KZMI is the only station that can offer a talk-segment.

Newspaper:

Saipan Tribune:

- (1) Monday Column: "Our Constitution" Free

Author: President Guerrero  
Theme: Provides readers a background or insight to the feelings, emotions, debates--the inside story of the Convention floor during the Con-Con, as it related to the two specific amendments to be featured that week.

- (2) Amendment Display Space (Free) Monday/Wednesday

- (3) Newspaper inserts:

Saipan Tribune will provide a quote to the Committee for:

- (a) Cost of printing all Committee Inserts  
(b) Cost of simply inserting Committee Inserts

Marianas Variety: Monday, Tuesday, Thursday

Marianas Observer: Friday's Only

- (1) 30% Discount on advertising: no free space.  
(2) No special news value/just news releases

North Star:

# SAIPAN TRIBUNE

Get the news. Get the message.

Sales Department

24 August 1995

MS. PAMELA MATHIS  
Commonwealth Utilities Corporation (CUC)  
Office of the Executive Director  
Saipan

Dear Ms. Mathis:


We refer to your letter to our publisher, Mr. Mark Broadhurst requesting for a quotation given the nineteen (19) newspaper inserts that you would like to be printed and inserted in the new Saipan Tribune.

Thank you for your interest in our publication and to our printing services. We wish to submit below our proposal for the above requirements as follows:

SCOPE OF WORK	:	A.	Printing		
		B.	Insertion in the newspaper		
		C.	Printing and Insertion in the newspaper		
SPECIFICATION	:		8 1/2" x 11"		
			Copy paper white		
			Black & White		
			1-side printing		
			3,500 copies		
PACKAGE COST	:	A.	US\$250.00	or	US\$.071/copy
		B.	US\$150.00	or	US\$.043/copy
		C.	US\$350.00	or	US\$.010/copy

Please note that effectively, we give CUC a total of US\$50.00 volume discount per every insert should you opted for Option C. We hope you find the above proposal acceptable. For any further questions however please do not hesitate to call on us. Once again, thank you and we look forward to be of service to you and CUC for any of its creative, printing and placement requirements. Best regards.

Very truly yours,

  
GENIA C. SANCHEZ  
Advertising & Sales Manager

cc: ES/MB/CC/File



P.O. Box 2119  
Garapan, Saipan, MP 96950  
Tel.: (670) 233-3955  
Fax Nos.: (670) 233-7040  
233-0399  
234-6778

*Your Newspaper*

August 22, 1995

**MR. HERMAN T. GUERRERO**

President, Thrd ConCon

Chair, Post ConCon

Attention: **MS. PAMELA MATHIS**

PIO, CUC

To whom it may concern:


On behalf of the *Marianas Observer*, I've been tasked to inform your office about our advertising policy.

We normally charge \$210 for a full page ad, the lowest in the market. We charge \$35 more for each added color used. (Enclosed is a copy of our advertising rate). However, we will provide you with a special rate for the particular project: a 30 percent discount off the regular rate (ex: \$210 - 30% [or \$63] = \$147 for a full page ad, for black only).

We charge a flat rate of \$.20 (20 cents) for each insertion. Our weekly circulation is 1,000 copies (multiplied by 20 cents = \$200 for each insertion), regardless of the size and number of pages of the insertion.

Please give us a call for more information. Thank you very much.

Respectfully yours,

  
**RHONY LAIGO**  
Associate Editor

ATTENTION: Ann Mathis

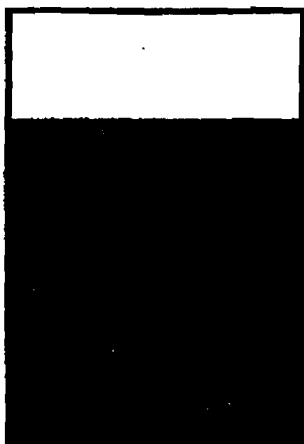


1/F, JG Sablan Building 1, Garapan,  
P.O. Box 2119, Saipan, MP 96950

# ADVERTISING RATES



**FULL PAGE**  
**5 COLS.**  
**\$210.00**



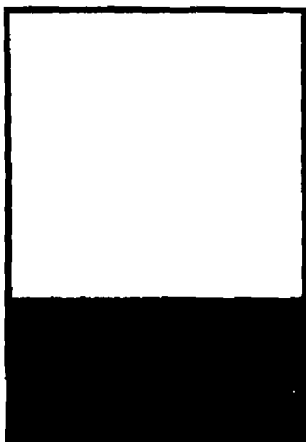
**3/4 PAGE**  
**5 COLS.**  
**\$150.00**



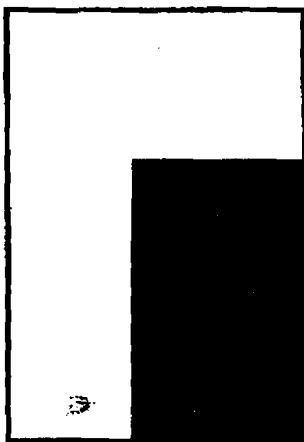
**1/2 PAGE**  
**4 COLS.**  
**\$105.00**



**1/2 PAGE**  
**5 COLS.**  
**\$105.00**



**1/3 PAGE**  
**5 COLS.**  
**\$65.00**



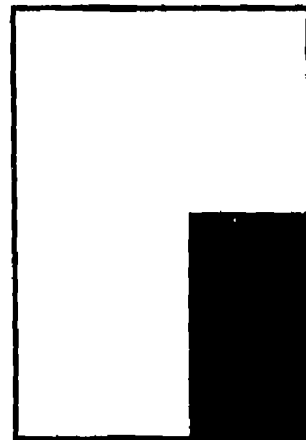
**1/3 PAGE**  
**3 COLS.**  
**\$65.00**



**1/3 PAGE**  
**2 COLS.**  
**\$65.00**



**1/4 PAGE**  
**2 COLS.**  
**\$50.00**



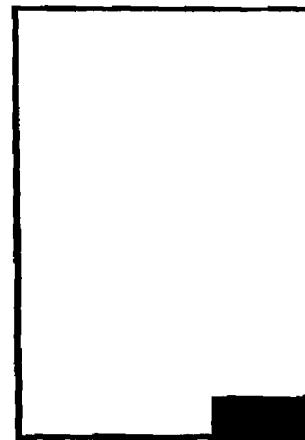
**1/4 PAGE**  
**2 COLS.**  
**\$50.00**



**1/8 PAGE**  
**2 COLS.**  
**\$25.00**



**1/16 PAGE**  
**2 COLS.**  
**\$10.00**



**1/32 PAGE**  
**2 COLS.**  
**\$5.00**

**CLASSIFIED ADS:**

\$5.00 per vacancy position announcement  
\$2.00 per additional position

**DEADLINE DATE:** Before 12:00NN, Monday