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Public Information Campaign  
Second Report by Pamela Mathis  
September 11, 1995

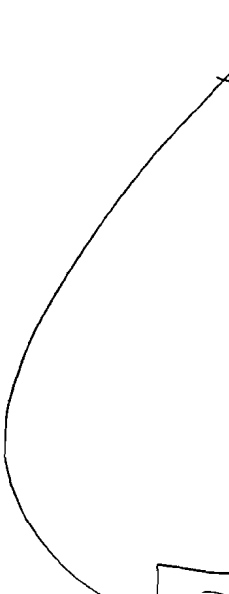
Decisions to be Made ASAP:

The entire public information campaign must be finalized immediately. Sub-committee assignments must be made--even before the next Committee meeting. My suggestions follow.

From now until the election, the Delegates should focus on a specified theme or article per week. All radio, TV, newspaper releases/stories follow the theme of the week. If one deadline is missed, the whole thing goes off-schedule.

Someone has got to be assigned the immediate responsibility of handling the printing of the pamphlets, and certain decisions need to be made now:

- (1) Will the printed information be the actual wording of the amendments, or condensed into reader-friendly, bottom-line wording?
- (2) Who will take the information around town for quotes? Can the printer guarantee that at least the first half of the entire package will be completed by this Friday, September 15th?
- (3) Who is the over-all Publicity Chairman? This person needs to make sub-committee assignments and monitor the entire work-plan.



→ why does this affect me -

Proposed	Answers (Changes)	(Analysis)

Assignment:

Letters-to-the-Editor/Week Newspaper Columns: President Guerrero

Herman is writing a column each Wednesday for the following Monday's edition of the Saipan Tribune. **HIS FIRST COLUMN WILL NEED TO BE WRITTEN BY SOMEONE!!**

From time to time, Letters-to-the-Editor could be written to coincide with the weekly theme. But don't write too many.

Assignment:

Printing & Pamphlets Chair: \_\_\_\_\_

DEADLINE:

This Friday, September 15th

The goal is to get a four-sided cover printed and 19 individual pamphlets printed all at the same time. Not only can they be used as a newspaper insert, but also put together immediately for a direct mail campaign and general distribution:

Newspaper Inserts:

The Chair is responsible for taking the correct ARTICLE to the newspapers at least TWO DAYS BEFORE THE APPEARANCE DATE as specified on the Committee's Master Calendar.

Radio Stations:

The Chair is responsible for taking the complete package (the 19 articles stuffed inside the cover) to all radio stations. The Chair should write a Public Service Announcement (PSA) that says, come to this station to pick up your free information packet on our Constitution.

Direct Mail:

Should the Committee decide to mail the information package to voters, the addresses are available at Voters Registration. The Chair would be responsible for getting a sub-committee together to help with mailing labels, etc.

General Disbursement:

The complete information packages may also be left at the library, NMC, Senior Citizens & Veterans centers, food stores, etc.

Assignment:

Speakers Bureau: \_\_\_\_\_

DEADLINE: This Friday, September 15th, every Thursday

This person is responsible for writing letters and making telephone calls to "book" a delegate's appearance at various organizations from now through the election. The Chair is responsible for making sure the Delegate makes the appearance, and letting the media know who's going to be where. The Chair should include as many private sector organizations and businesses as possible.

My suggestions include:

Rotary Club

Lions Club

NMC Student Classes

MTC

Joeten Employees

The Hotel Association

The Contractors Association

Continental/Northwest/United Airlines

DFS

Society of Professional Journalists (SPJ), contact Nancy Weil.

The Bar Association

Saipan Computer Club/get on the local inter-net

Assignment:

Television News/PSA Chair: (Frank Rosario/Richard Relyea)

DEADLINE: Now & On-Going

Saipan Cable TV:

Each Sunday, Saipan Cable TV has agreed to feature the proposed amendments during a special segment in the newscast. Each Sunday, the focus of the news story should match or coordinate or match the exact articles that are to appear in the newspaper in the coming week.

PSA's:

SCTV may choose video from the Con-Con or ask delegates for min-interviews in order to create a 60-second public service announcement either on the articles or promoting the information packages or promoting the speakers bureau/public hearing schedules

Jeff Evans Show:

SCTV has agreed to use this show a lot. Schedule it with Richard Relyea.

Marianas Cable TV:

Special Programming:

Chair needs to work with Bob Star to obtain the scheduling of the three programs that were taped this week. Mr. Start should also provide a number of PSA's that he'll run during regular programming that ask viewers to tune in to the special shows.

Write a 30-second PSA for the radio stations that says, "this week or tonight on KMCV, a special show on the CONCON"

ConCon Moments of History:

KMCV is currently editing two-minute pieces that we hope will be placed in regular programming like the UMDA tourism ads, as well as news stories.

Jon Anderson:

Assignment:

Radio Chair: (Patrick Williams/Hans Mickleson)

These two are experts at the use of radio. Pull them in, let them see your newspaper and TV schedule, and they'll know what to do.

Assignment:

Public Hearings:

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DEADLINE:

Confirm Schedules by September 27th

Frank Rosario and I agree that all Public Hearings should be concluded no later than October 19th---you don't want people hot and angry too close to the elections.

You could conduct the hearings earlier, but a lot of the printed materials will not be available or will not have been as widely distributed.

In the meantime, this Chairman should work closely with the Speakers Bureau Chairman. Get as many of the organizational-speeches out of the way early. The Delegates from Rota and Tinian will be of great help getting the word out on the time/place of the hearings for those islands.

Assignment:

Survey Chairman: (Mark Broadhurst)

The week of September 16th, a public survey should be conducted....either in person, over the telephone, etc. Students can be of help here.

The Delegates need to know how the public is reacting (learning) about the articles. Changes in the public information campaign can be made according to the survey results.