

October 16, 1995

MEMORANDUM FOR THE POST CONVENTION COMMITTEE

SUBJECT: Status of TV Spot Advertisements

We are in the midst of one of our most important public education projects -- the production of one-minute TV spot advertisements regarding the proposed amendments. Based on what we have seen to date, we are very optimistic that these spots will be well received and will be effective in developing voter interest in the amendments. This memorandum is a status report on the project and a plea for help to complete the filming on Thursday, October 19, beginning at 9:30 and continuing through the day with a brief break for lunch.

COMPLETED SPOTS (18)

We have finished 18 spots, 9 in English and 9 in Chamorro, on the following amendments with the identified delegates featured:

Amendment 2:	L. Tenorio/ Gonzales	Reduction in size/budget
Amendment 4:	Villagomez/Gonzales	Judicial Branch
Amendment 5:	Fleming/Guerrero	Washington Representation
Amendment 6:	L. Tenorio/Maratita	Local Government
Amendment 9:	Fleming/Villagomez	Recall Petitions
Amendment 10:	T. Aldan/Guerrero	Deficit Reduction
Amendment 11:	Villagomez/ Gonzales	Permanent Preserves
Amendment 14:	L. Tenorio/Maratita	Natural Resources
Amendment 15:	Gonzales/Fleming	Gambling

SCHEDULED SPOTS (18)

We have scripts ready on another nine subjects as follows:

Amendment 2:	Reduce conflicts/Saipan election at large/4-year term
Amendment 3:	Council on Indigenous Affairs
Amendment 3:	Realistic budgets/succession rules/strengthen Executive Branch
Amendment 11:	Homestead program/restrictions on commercial leases
Amendment 12:	Children issues/enforce 55 year lease term/Attorney General's Office
Amendment 13:	Relationship between Secretary of Education and local boards
Amendment 13:	Protection for principals and teachers/focus on instruction
Amendment 13:	Need for change/reduce bureaucracy/flexibility in future
Amendment 18:	Mutual consent/reduce number of amendments in future

ISSUES FOR DISCUSSION

1. Need for Additional Spots: As the above list indicates, several amendments are not included -- 1 (Personal Rights), 7 (Eligibility to Vote and Hold Office), 8 (Elections), 16 (Civil Service), 17 (Ethical Standards), and 19 (Commonwealth Unity). In most of these cases, we do not think that there is any particular interest, or need, to have a spot on the amendment. If something comes up during the campaign however to suggest otherwise, for example with respect to civil service, we could then develop a spot addressed to the particular issue raised by the opponents of the amendment. We may also want to do additional spots on some of the amendments that have already been the subject of one or more spots.

2. Need for More Delegates to Participate: In the first 18 spots seven delegates participated. We think that it would be desirable to have another 8-10 delegates involved in the filming of the next 18 spots. We need to contact delegates and ascertain their availability to participate in Thursday's filming. We expect to be better prepared for that session and it will only take an hour or so in the morning or the afternoon for each individual delegate.

3. Need for Chamorro Translations: We have seven new scripts that need translation into Chamorro. Based on our experience, these translations should be tested to see whether they last no longer than 55 seconds. If this work can be done before Thursday, including such revisions as are necessary, we will be able to complete the additional 18 spots in a single day.

4. Preparation of Spots for Distribution to Stations: After approval of the spots, it is necessary for Ray to put the spots on individual tapes. And a full set of tapes (36) needs to be delivered to each of the TV stations. The Post Convention Committee needs to purchase the necessary tapes and make them available to Ray for this purpose.

5. Purchase of TV time for the Spots: We believe that the spots should NOT be used until about 4 weeks before the March 2 vote. If used too early, they will diminish in persuasive value and we run the risk of our opponents developing a similar campaign on TV. Based on some preliminary figures that Alicia has gotten from Saipan Cable, it looks as though we can get 100-150 spots a week at a reasonable cost -- each of the 36 spots could be shown 4 or 5 times a week. We would want at least the same exposure on MCV. Does this sound like too little or too much?

HPW
DCS