

October 16, 1995

MEMORANDUM FOR THE POST CONVENTION COMMITTEE

SUBJECT: Use of Radio in Public Education Campaign

We met briefly today with Mark J. Grizzard, Account Executive for KZMI/FM/AM, to discuss the possible purchase of radio time by the Post Convention Committee in the 4-5 weeks before the vote on the amendments in early March. He was very interested, gave us the attached rate sheets, and we learned the following:

1) He is very ready to bargain with us on these rates if we are interested in purchasing 50-100 spots a week. We need to make some decisions about the number of spots we want, whether we want to increase the number in the last week or two before the vote, and what times are most desirable. If we sign up the time in advance, he will not let any opponents of the amendments have the same time. In other words, he will not run opposed ads back to back.

2) He suggested that we might run the Chamorro ads on the AM station and the English version on the FM station. Any views on this?

3) They do public service ads and we agreed that ads urging people to vote or register could fall into this category.

4) He said that his station has more than 40% of the adult listeners, and that one of the other stations ("Power 99") advertises more listeners but includes a large number of 12-18 year old listeners. We need to consider the other two stations.

5) His station has a small recording studio which we can use to record the spot ads. He or another person will do the technical work to get the sound right.

6) We are assuming that we would use the same scripts as the TV spots. At the start of each ad, however, we would need a voice announcing the upcoming vote on the amendments in one sentence and then the two delegates would do their thing. Similarly we could consider a concluding sentence to fill up the 60 seconds, but that is less necessary since all the scripts end with an exhortation to vote YES on a particular amendment.

We recommend that similar information be obtained from the other two radio stations and that the Committee make some initial decisions on this subject at its next meeting on Tuesday, October 24.

HPW/DCS



AM 1053 KCNN

Rate Card # 8
(Effective Feb. 1995)

"PRIME TIME" ... 6:00 a.m. to 8:00 p.m.

Length of Ad	Frequency/7 Days	Cost/Ad
:30 second	1-9 times	\$18.00 ea.
	10-20 times	\$16.00 ea.
	21 or more	\$14.00 ea.
:60 second	1-9 times	\$21.00 ea.
	10-20 times	\$20.00 ea.
	21 or more	\$19.00 ea.

"ALL CHAMORRO MUSIC HOURS" ... 7-8 a.m., 2-3 p.m. and 7-8 p.m.

3 ads per day Monday thru Friday \$150.00/week

T.A.P. ... 6:00 a.m. to 9:00 p.m.

:30 second	1-9 times	\$15.00 ea.
	10-20 times	\$13.00 ea.
	21 or more	\$11.00 ea.
:60 second	1-9 times	\$18.00 ea.
	10-20 times	\$17.00 ea.
	21 or more	\$16.00 ea.

* TAP schedules are guaranteed equal distribution.

* BULK Rates are available.
Ask your Account Executive for details.

"We attract the listeners with spending POWER!"



"SAIPAN'S VARIETY STATION"

FM 103.9 KZMI

Rate Card #8
(Effective Feb. 1995)

"PRIME TIME" ... 6:00 a.m. to 7:00 p.m.

Length of Ad	Frequency/7 Days	Cost/Ad
:30 second	1-9 times	\$20.00 ea.
	10-20 times	\$18.00 ea.
	21 or more	\$16.00 ea.
:60 second	1-9 times	\$23.00 ea.
	10-20 times	\$22.00 ea.
	21 or more	\$21.00 ea.
T.A.P. ... 6:00 a.m. to 9:00 p.m.		
:30 second	1-9 times	\$17.00 ea.
	10-20 times	\$15.00 ea.
	21 or more	\$13.00 ea.
:60 second	1-9 times	\$20.00 ea.
	10-20 times	\$19.00 ea.
	21 or more	\$18.00 ea.

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103.9

"SAIPAN'S VARIETY STATION"

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