

October 17, 1995

MEMORANDUM FOR THE POST CONVENTION COMMITTEE

SUBJECT: Public Education Campaign -- Strategy, Substance and Timetable

This memorandum and the attached timetable are submitted for your review and, after necessary revisions, your approval. We think it is important to have an overall view of the public education campaign from this point forward to the vote on March 2, 1996. There are many issues that need to be addressed and much work to be done in order to ensure that the amendments proposed by the Third Constitutional Convention are approved by the voters. This memorandum addresses the following subjects: (1) Print media; (2) Television; (3) Radio; (4) Fliers/Brochures; (5) Group meetings; (6) Private meetings; (7) Posters/banners; (8) Special Projects for Rota and Tinian and for the Carolinians; and (9) Other.

**PRINT MEDIA**

We have made a good start with the print media over the past month or so. There have been articles about the Convention and individual proposed amendments. The English version of the inserts describing each of the 19 amendments were generally well received. In addition, the Tribune has agreed to give us the benefit of a "President's Page" column every Friday so long as we get the article to them on time. We need to organize our effort with respect to the print media in these areas: (a) Chamorro version inserts; (b) columns and articles; and (c) advertisements.

Chamorro Version Inserts: Our recommendation is that the Chamorro version of the inserts be published beginning in mid-November and finishing, depending upon the newspaper, by the Christmas holidays. We think it is too early, and not productive, to publish them over the next several weeks. Our current thought is that we would not publish the English version again, but would have copies available to be handed out in some convenient form. (See discussion below regarding brochures.) This is an issue that the Committee might wish to address.

In order to meet the tentative schedule, it is necessary to complete the Chamorro version of the inserts by the end of October. Arrangements then need to be made 2-3 weeks in advance with the print media. The material needs to be delivered on disk in RTF format for the lowest publishing expense. We have been asked by a representative of the Marianas Observer that they be given the opportunity to publish the inserts next time around. Depending on the terms and available funds, use of all print media should be considered.

We believe that the inserts are most effective when only a few amendments are published at one time. We recommend that the Variety be asked to spread the publication of the 19 inserts over at least two, and perhaps three, weeks -- with no more than a 4-5 page insert on each occasion. The Tribune should be asked to do likewise; since it publishes only three times a

week, its distribution of the 19 inserts might be spread over three weeks. Publication in the North Star might be spread over 4-5 weeks.

Columns/Articles: We should continue to use the "President's Page" offer of the Tribune. The issue here is how best to use this space. It can be used to respond to any opposition that develops down the line, after the November 4 vote when the politicians and others may begin to turn their attention to the upcoming vote on the proposed amendments. One possibility would be to address individual amendments in separate columns, using the one-page commentaries as the basis for the article and perhaps highlighting further some of the reasons why the proposed amendment is superior to the status quo. This might be combined with publication, perhaps in January and February, of the actual ballot language with respect to each proposed amendment. The idea would be to acquaint the voters with the actual language that they will see when they get the ballot on March 2. We need to fix responsibility for writing these articles during the next two months.

Advertisements: The Committee needs to consider what kind of paid advertisements they wish to have as part of the campaign. We have two suggestions. First, beginning in early January it might be useful to prepare and publish advertisements urging people to register to vote. Registration may not be a major problem, in view of the November 4 election, but some effort along these lines may be desirable. Second, we think that individual ads might be devoted to specific amendments, perhaps responding to contentions of opponents as they appear or setting forth the ballot language and emphasizing some of the virtues of the proposed amendment. We would delay any advertisement campaign addressed to the merits of the amendments until the last five weeks before the vote. Our general view is that we should coordinate all of our efforts in the last five weeks in order to have maximum impact and not reveal too soon the range and content of our campaign.

## TELEVISION

A summary of the TV spot advertisement campaign is contained in a separate memorandum to the Committee. We hope to complete the filming of another 18 spots this Thursday, October 19, for a total of 36 spots - 18 in Chamorro and 18 in English. Much remains to be done, however, to ensure that these spots get used in the most effective manner.

After the spots have been filmed, they have to be reviewed and approved for use. Then they have to be edited to put the necessary introductory and concluding material on the tapes. Then each one-minute spot has to be put on two separate tapes - one for Saipan Cable and one for Marianas Cable--for a total of 72 separate tapes. New tapes need to be purchased and delivered to Ray Diaz at the College. We need to make certain that the necessary identification of the sponsoring entity (the Post Convention Committee) is contained on the tapes.

Arrangements should be negotiated with the two stations within the next 3-4 weeks. Based on some information made available by one of the stations, it appears as though each

station might be willing to make available at a reasonable cost time for 15-20 one-minute spots each day during the last 5 weeks before the March vote. This would mean that the 36 spots could be shown once every day (18 on each channel) during the last five weeks of the campaign. If the Committee makes its arrangements soon, it will be able to tie down the best TV times in connection with news, sports and other programs popular in the Commonwealth.

Other arrangements for TV shows need to be made. We need to consider the filming of one or two half-hour shows that might be shown on one of the channels. These shows could involve three or four delegates discussing the work of the Convention and the proposed amendments. In addition, we will want to use John's forum, Jon Anderson's show, and any other call-in show. These arrangements should be made no later than mid-December to ensure that the Committee will have the time it wants in February on these shows.

## **RADIO**

We need to obtain information from the radio stations in the next week and make some decisions about how to use this medium most effectively. Unless we learn otherwise, we have been thinking that we could use the same scripts that were prepared for the TV spots to record one-minute ads for radio. If the radio stations are cooperative and reasonable in terms of charges, we recommend that these spots be recorded over the next three weeks, they be edited subsequently, and time be purchased for radio time in the last five weeks of the campaign. We need to consider how often such spots should be aired on a single station during each day. Is there a point at which the public will think we are overselling?

We also need to explore whether the radio stations would carry any longer program that we might develop -- a 15 or 30 minute discussion of the proposed amendments. They might be more interested in shorter segments, eg. five minutes, which could be used either separately or in combination to produce a longer program. We will also want to get any call-in shows involved in this campaign.

## **FLIERS/BROCHURES**

Many suggestions have been advanced regarding the need for fliers or brochures to distribute to the voters. Whereas a brochure is a multi-page document, a flier is one page, perhaps with both sides printed and folded over. There are many potential uses for brochures and fliers -- distributed by mail, handed out at meetings or polling places, put under windshields, or passed out door-to-door. The Committee needs to consider which of the following approaches has merit and whether other kinds of written materials should be prepared.

Brochure of Inserts: This would be the most objective, and complicated, brochure. It would collect in one brochure the 19 inserts (in either or both languages) that we have published in English and are planning to publish in Chamorro. This may not be the best document to distribute widely, but some quantity should be on hand on each island so that those interested in

a detailed review of the proposed amendments can obtain one.

Easy-read Brochure: This kind of brochure would address each of the 19 amendments but do so in a more readable form and would include more advocacy. One approach would be to prepare such a brochure using the one-page summaries that the delegates have found useful in their spoken presentations. Is this a good idea? Should it be done in all three languages?

Ballot Brochure: This approach would contain the actual ballot language for each amendment that the voter will have to vote on. There is some risk in publicizing the ballot language too soon before mid-February; it may prompt our opponents to challenge the wording of some of the ballot language. If we use the ballot language at some point, it should probably be combined with some of the explanation and/or salesmanship found in the one-page summaries.

General Flier: A general flier would be one that is directed to get the voters out to vote, or that urges support for all 19 amendments. It could include some short, punchy lines about the benefits of the proposed amendments without necessarily linking any particular objective to a specific amendment. Such a flier, if distributed on a personal basis, gives the delegate a chance to answer questions about any individual amendment that the voter is interested in. Does the Committee think that such a general brochure would be useful?

Amendment-Specific Flier: We could prepare fliers addressed to specific amendments, especially those that we expect will be the subject of the most discussion, eg. Education, Legislative Branch, Local Government. This could be very similar to advertisements that one might run in the print media, containing the ballot language, the advantages of the proposed amendment over the status quo, and dealing with any major criticism that has developed. Is this a good idea? If so, which amendments should get priority in preparation?

Distribution of Brochures and Fliers: The various brochures and fliers should be prepared over the next 6-7 weeks, but should not be distributed until the last 4-5 weeks. Arrangements for distribution, however, have to be made in December and January. We recommend that a voter list be obtained in and that a data base be prepared for distribution by mail. The Post Office has to be contacted to see what arrangements can be made for delivery to P.O. boxes. The distribution by hand may be even more important; the delegates will have to arrange for this distribution and decide whether they personally want to participate in the process in order to urge their neighbors, families and friends to vote for the amendments.

## **GROUP MEETINGS**

We recommend that the Committee reschedule the meetings with government employees beginning in February. That will require a formal request to the Governor and a draft letter for him to send the Department heads sometime in January. It also suggests that arrangements be made no later than early December for the meeting place, especially if it is decided that the Multi-Cultural Center is to be used as previously planned.

We defer to your judgment about the village meetings. You have to decide whether it is important to offer such meetings even if no one shows up.

We are more optimistic about the use of organized group meetings, such as the PTA. We think that the Committee should contact every delegate to ask about groups they know of that have a meeting in January or February of 1996 and ask if 15-30 minutes could be devoted to the proposed amendments. If this is a useful approach, who will identify the groups and make the necessary arrangements? We are prepared to contact the Chamber of Commerce, which we think should not be overlooked.

Marian has indicated informally that sessions can be arranged with DFS employees at which delegates can appear, make presentations, and answer questions. This seems like a very promising way to reach people. What can we do with other significant business enterprises? Who will contact them?

How do we handle the political parties after the November election. We are concerned that some political leaders may mount an opposition to some of the proposed amendments, especially ## 2, 6, 12 and 18. Should an effort be made to keep the political parties out of this campaign? Who should be meeting with whom on this subject? When?

### **PRIVATE MEETINGS**

We believe that private meetings to discuss the proposed amendments may be the most useful political technique available to us. What does the Committee think of the use of such meetings?

If this is a useful approach, can the Committee ask that each delegate host at least one small session at which friends and neighbors can be invited to come and be encouraged to support the amendments? We are not thinking of extravaganzas, with hundreds in attendance, which we know are very expensive and may not be useful in this campaign. As to size, time of the day, and food to be served, we defer to the delegates.

We also think such small gatherings could be hosted by non-delegates. We have talked to a few people who have volunteered to get some people together in January or February for this purpose. If we could get some of these sessions started in January, and then ask participants to host their own in February, we might be able to reach a very substantial number of potential voters.

Another issue here is how to approach some of the Commonwealth's most influential people and request their assistance in supporting the proposed amendments. We are thinking of former public officials, business leaders, church officials, agency heads and others who have respect in the community. At the very least, we want to try and persuade such individuals not to oppose all the amendments. If possible, however, we would like them to host private meetings,

let us make presentations to their employees or colleagues, or even take out an advertisement indicating their support for the work of the Convention. If this approach is worth trying, who should be contacted and who should take the lead in making the overture?

### **POSTERS/BANNERS**

Posters could be useful for government offices and bulletin boards around the islands. Banners may have some utility, perhaps over Beach Road on Saipan. We have three issues here.

First, we need to make arrangements for obtaining the use of the support frames currently being used by the candidates. If delegates know some of the candidates personally, especially those incumbents likely to be reelected, it would be desirable to make arrangements for picking up their support frames after the November 4 election and storing them until we wish to use them in late January or early February. Otherwise we need to get their consent now to our future use of the support frames.

Second, we need to decide on the content of the posters or banners. We will probably stay pretty simple here, with billboard type exhortations to vote YES on all 19 amendments, along with key phrases of the kind we will use on our one-page fliers.

Three, we should make some decision in the near future as to how many posters or banners we need and what locations seem most effective. Committee members or staff could prepare a rough map of Saipan and identify the most attractive locations for posters. What use should be made of posters and banners on Rota and Tinian? How do we ascertain what business concerns will let us use their property for this purpose? How about government offices? We need to get some quotations from printers about the cost of posters and banners.

### **SPECIAL PROJECTS FOR ROTA AND TINIAN AND THE CAROLINIANS**

The Committee needs input from the Rota and Tinian delegates as to which of the above methods makes the most sense for each of those islands. It may be that island-specific fliers need to be produced that emphasize the issues of particular concern on Rota and Tinian. What kind of meetings are appropriate there? Should the education campaign be left to the delegates from those islands; if so, how can the Committee or staff help those delegates?

The Committee needs similar guidance regarding any special programs aimed at the Carolinian community on Saipan. Should there be any public meetings designed especially for Carolinians or should the emphasis be on private meetings? What do our Carolinian delegates recommend?

## OTHER

This category covers unfinished projects and those still to be imagined. In the first category are completion of the Carolinian translation of the amended Constitution, approval of corrections to the Constitution and Analysis and publication of same, review of Chamorro translation and incorporation into public education materials, and publication of the CD-ROM project.

What else can the Committee think of that will enable us to mount the most effective campaign possible to win approval of the proposed amendments?

HPW  
DCS