



# MARIANAS CABLEVISION

Second Floor, Nauru Building • P.O. Box 1298 Chalan Kanoa, Saipan MP 96950  
670/235-4MCV • 235-6365-7 • Fax - 235-0965

January 24, 1996

TO: Herman Guerrero  
Chairman-Con Con  
c/o Alicia Guerrero

FROM: Barbara Hunt  
Marketing & Ad Sales Manager

REGARDING: Con Con Awareness Advertising  
Marketing Plan  
February 5th through March 1, 1996

We are pleased to submit the following proposal for Con Con awareness advertising. Marianas CableVision reaches 80% of the local TV market with the top local programming. Our Channel 7 nightly news is the most watched local program on island. In addition, channel 7 is the only local channel with daily Chamorro news and a weekly local talk show devoted to issues of interest to all locals. All these shows are excellent vehicles for presenting your information about the coming Con Con election.

#1  
KMCV 7 News, "live" at 6:00 p.m. airs  
monday through friday with "live"  
simulcast on Saipan's most popular  
radio station, Power 99. Plus 3 replays.

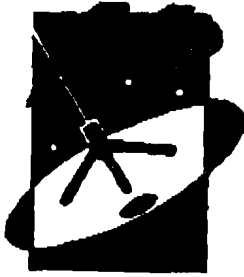
NEWS REPLAYS ARE CABLECAST IN ROTA

4:60 second commercials per newscast  
80 Commercials @ \$160 = \$12,800

#2  
KMCV 7 News "Week in Review"  
Each Week-End, Plus replays.  
4:60 second commercials per show.  
12 Commercials @ \$160 = \$ 1,920

#3  
KMCV 7 News "Asunto Siete"  
Chamorro News 5:45 p.m.  
Monday through friday plus 3 replays.  
1:60 second commercial per newscast  
20 Commercials @ 100 = \$ 2,000

*Rec'd 1/24/96*



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#4

KMCV 7 "I Tao Tao Ta", Fridays  
Chamorro Talk Show hosted by;  
Jess & Anisha Sonota, Francis  
Sablan, and Lydia Camacho.  
Every other week is the "live"  
call in format.

16 commercials @ \$80 = \$1,280

WITH THE REPLAYS THERE ARE A TOTAL OF 448 COMMERCIALS:

#### SUMMARY:

KMCV 7	\$18,000
Prime Time	none
Sub-total	\$18,000
Less 10% Discount	\$ 1,800
Net Proposal	\$16,200

Less 50% Discount on any additional prime time commercials  
requested. Each :60 second commercial will be \$40 each, and can  
be placed in popular prime time shows, CNN or ESPN

Should you have any questions, please feel free to call me  
personally. My direct phone number is 235-6371. We look forward  
presenting your con con material to the residents of the CNMI,  
and assisting your committee in way we can. To arrange  
appearances on the local talk shows, please contact Bob Star. He  
is our production Manager. His direct phone number is 235-6379

Sincerely,

*Barbara Hunt*

**FEBRUARY, 1996  
SAIPAN CABLE T.V.**

<b>SUNDAY</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>
18	19	20	21	22	23	24
<u>Sunday Night Plus</u> (6p.m.) CON02519 CON02531 CON02517 CON02520 <u>Sunday Night Plus</u> (9p.m.) (Replay)	<u>Sunday Night Plus</u> (6:00a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02527  <u>Sunday Night Plus</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6:00p.m.) CON02518 CON02504 CON02527 CON02511  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02507 CON02513 CON02517  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02525  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02520 CON02512 CON02523 CON02507  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02501 CON02502 CON02522  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02525  <u>Saipan Cable News Ch.12</u> (Noon)(Replay) <u>Saipan Cable News Ch.12</u> (6p.m.) CON02520 CON02512 CON02523 CON02507  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02525 CON02508 CON02514  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u> Ch.3 (10p.m.)	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02520 CON02529 CON02528  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02505 CON02524 CON02530 CON02508  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02515 CON02527 CON02533  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02512 CON02529 CON02528  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02526 CON02522 CON02516 CON02514  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02503 CON02520 CON02506  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Gassetan Chamorro</u> Ch.12 (6p.m.) CON02532 CON02525 CON02533 CON02521  <u>Gassetan Chamorro</u> (Replay) Ch.12 (9p.m.)  <u>CNN Ch. 10 (24 hrs.)</u> CON02510 CON02504  <u>Gassetan Chamorro</u> (Replay) Ch.12 (Midnight)(Replay)

	<b>Ch.3 (10p.m.)</b> CON02530 CON02523  <u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02502 CON02505  <u><b>Saipan Cable News Ch.12</b></u> <b>(Midnight)(Replay)</b>	<b>Ch.3 (10p.m.)</b> CON02505 CON02507  <u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02506 CON02512  <u><b>Saipan Cable News Ch.12</b></u> <b>(Midnight)(Replay)</b>	CON02527 CON02521  <u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02514 CON02508  <u><b>Saipan Cable News Ch.12</b></u> <b>(Midnight)(Replay)</b>	<b>Ch.3 (10p.m.)</b> CON02515 CON02513  <u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02516 CON02508  <u><b>Saipan Cable News Ch.12</b></u> <b>(Midnight)(Replay)</b>	<b>Ch.3 (10p.m.)</b> CON02533 CON02522  <u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02507 CON02501  <u><b>Saipan Cable News Ch.12</b></u> <b>(Midnight)(Replay)</b>	
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**FEBRUARY, 1996  
SAIPAN CABLE T.V.**

<b>SUNDAY</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>
25	26	27	28	29	1	
<u>Sunday Night Plus</u> (6p.m.) CON02519 CON02531 CON02517 CON02520 <u>Sunday Night Plus</u> (9p.m.) (Replay)	<u>Sunday Night Plus</u> (6:00a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02527	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02524 CON02533 CON02525	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02530 CON02533 CON02525	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00 a.m.) CON02530 CON02529 CON02528	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02512 CON02527 CON02526	
<u>CNN Ch. 10 (24 hrs.)</u> CON02511 CON02513	<u>Sunday Night Plus</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6:00p.m.) CON02520 CON02510 CON02522 CON02514	<u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02520 CON02512 CON02533 CON02503	<u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02520 CON02512 CON02523 CON02507	<u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02505 CON02524 CON02530 CON02508	<u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02526 CON02522 CON02516 CON02514	
<u>Sunday Night Plus</u> (Midnight)(Replay)	<u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02504 CON02515 CON02526	<u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02504 CON02511 CON02522	<u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02524 CON02511 CON02514	<u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02510 CON02527 CON02519	<u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02503 CON02520 CON02506	
	<u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	<u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u>	

	<b>Ch.3 (10p.m.)</b> CON02530 CON02523	<b>Ch.3 (10p.m.)</b> CON02505 CON02507	<b>Ch.3 (10p.m.)</b> CON02527 CON02521	<b>Ch.3 (10p.m.)</b> CON02515 CON02513	<b>Ch.3 (10p.m.)</b> CON02533 CON02522	
	<u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02509 CON02505	<u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02506 CON02512	<u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02514 CON02508	<u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02516 CON02508	<u><b>CNN Ch. 10 (24 hrs.)</b></u> CON02507 CON02501	
	<u><b>Saipan Cable News Ch.12</b></u> <u><b>(Midnight)(Replay)</b></u>	<u><b>Saipan Cable News Ch.12</b></u> <u><b>(Midnight)(Replay)</b></u>	<u><b>Saipan Cable News Ch.12</b></u> <u><b>(Midnight)(Replay)</b></u>	<u><b>Saipan Cable News Ch.12</b></u> <u><b>(Midnight)(Replay)</b></u>	<u><b>Saipan Cable News Ch.12</b></u> <u><b>(Midnight)(Replay)</b></u>	

**NOTE: Saipan Cable T.V. 6:00 p.m. news has replay at 9:00 p.m., 12 midnight, 6:30 a.m., and 12 noon.**

**.(e)=English Version**

**.(c)=Chamorro Version**

**FEBRUARY, 1996  
SAIPAN CABLE T.V.**

<b>SUNDAY</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>
				1	2	3
4	5	6	7	8	9	10
<u>Sunday Night Plus</u> (6p.m.) CON02517 CON02518 CON02524 CON02527 <u>Sunday Night Plus</u> (9p.m.) (Replay)  <u>CNN Ch. 10 (24 hrs.)</u> CON02511 CON02514  <u>Sunday Night Plus</u> (Midnight)(Replay)	<u>Sunday Night Plus</u> (6:00a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02527  <u>Sunday Night Plus</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6:00p.m.) CON02519 CON02501 CON02528 CON02509  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.)	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02525  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02521 CON02501 CON02529 CON02503  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02501	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02519 CON02533 CON02525  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02525 CON02506 CON02523 CON02507  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02528	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02520 CON02529 CON02528  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02505 CON02524 CON02530 CON02508  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02515	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Price is Right Ch. 3</u> (10:00a.m.) CON02512 CON02529 CON02528  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Saipan Cable News Ch.12</u> (6p.m.) CON02526 CON02522 CON02516 CON02514  <u>Jeopardy/Wheel of Fortune</u> Ch. 7 (7:00p.m.-8:00p.m.) CON02503	<u>Saipan Cable News Ch.12</u> (6a.m.)(Replay)  <u>Saipan Cable News Ch.12</u> (Noon)(Replay)  <u>Gassetan Chamorro Ch.12</u> (6p.m.) CON02532 CON02525 CON02533 CON02521  <u>Gassetan Chamorro (Replay) Ch.12</u> (9p.m.)  <u>CNN Ch. 10 (24 hrs.)</u> CON02510 CON02504  <u>Gassetan Chamorro</u>



	CON02504 CON02513 CON02517  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u> <u>Ch.3 (10p.m.)</u> CON02530 CON02523  <u>CNN Ch. 10 (24 hrs.)</u> CON02502 CON02505  <u>Saipan Cable News Ch.12</u> (Midnight)(Replay)	CON02511 CON02522  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u> <u>Ch.3 (10p.m.)</u> CON02505 CON02507  <u>CNN Ch. 10 (24 hrs.)</u> CON02506 CON02512  <u>Saipan Cable News Ch.12</u> (Midnight)(Replay)	CON02511 CON02514  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u> <u>Ch.3 (10p.m.)</u> CON02525 CON02521  <u>CNN Ch. 10 (24 hrs.)</u> CON02514 CON02508  <u>Saipan Cable News Ch.12</u> (Midnight)(Replay)	CON02527 CON02531  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u> <u>Ch.3 (10p.m.)</u> CON02510 CON02513  <u>CNN Ch. 10 (24 hrs.)</u> CON02516 CON02508  <u>Saipan Cable News Ch.12</u> (Midnight)(Replay)	CON02520 CON02506  <u>Saipan Cable News Ch.12</u> (9p.m.)(Replay)  <u>Young &amp; The Restless</u> <u>Ch.3 (10p.m.)</u> CON02533 CON02522  <u>CNN Ch. 10 (24 hrs.)</u> CON02507 CON02501  <u>Saipan Cable News Ch.12</u> (Midnight)(Replay)	<b>(Replay) Ch.12</b> <b>(Midnight)(Replay)</b>

**FEBRUARY, 1996**  
**MARIANAS CABLE VISION**

<b>SUNDAY</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>
11	12 <b><u>CHAMORRO NEWS</u></b> Amend 11/158/11  <b><u>ENGLISH NEWS</u></b> Amend 11/159/10 Amend 10/159/11 Amend 11/158/11 Amend 10/158/12	13 <b><u>CHAMORRO NEWS</u></b> Amend 14/158/5  <b><u>ENGLISH NEWS</u></b> Amend 14/159/13 Amend 15/159/4 Amend 14/158/5 Amend 15/158/3	14 <b><u>CHAMORRO NEWS</u></b> Amend 3/158/14  <b><u>ENGLISH NEWS</u></b> Amend 3/159/5 Amend 10/159/11 Amend 3/158/14 Amend 9/158/13	15 <b><u>CHAMORRO NEWS</u></b> Amend 13/158/16  <b><u>ENGLISH NEWS</u></b> Amend 13/159/16 Amend 18/159/6 Amend 13/158/16 Amend 18/158/15	16 <b><u>CHAMORRO NEWS</u></b> Amend 6/158/6  <b><u>ENGLISH NEWS</u></b> Amend 6/159/14 Amend 2/159/12 Amend 6/158/6 Amend 2/158/4  <b><u>I TAOTAO SHOW</u></b> Amend 12/158/17 Amend 10/158/12 Amend 11/158/9 Amend 4/158/2	17 <b><u>WEEK IN REVIEW</u></b> Amend 13/158/8 Amend 11/158/11 Amend 13/159/8 Amend 11/159/10

**NOTE: Title/Box #/Cut#**