scomm

#22:25

Xerox copies
of everything from
(1)(2) - info office file

12/13/79

Cooper II See Dresner
in New York this week.
Sent D.C (202) 244-0139

# Steering Council For Alaska Lands

REP. STEVE COWPER
CHAIRMAN
REP. ALVIN OSTERBACK
REP. JOE L. HAYES
SEN. CHANCY CROFT
SEN. MIKE COLLETTA
SEN. JOE ORSINI
WALTER PARKER
COMM. ROBERT LeRESCHE
CARL JACK
C. C. HAWLEY
DAVE CLINE

1016 WEST 6TH AVENUE, SUITE 432
ANCHORAGE, ALASKA 99501
(907) 277-2415/16
[POUCH V, JUNEAU, ALASKA 99811]

MEMORANDUM

TO: Sharon Long

FROM: Marcie Sharrock

DATE: January 7, 1979

RE: Lou Harris Contract

Letter of agreement signed May 12, 1978. Work completed and Billings received as follows:

| | |
|---|---|
| May 23, 1978 | $14,750.00 |
| June 8, 1978 | 14,750.00 |
| | $29,500.00. |

Cowper letter to Harris regarding non-payment and to suit dated July 12, 1978.

Current status unknown, but Council voted to allow Cowper to make arrangements with Dick Dresner of National Center for Telephone Research (signer of 5/12/78 letter of agreement) to settle payment of bill.

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[POUCH V, JUNEAU, ALASKA 99811]

MEMORANDUM

TO: SHARON LONG

FROM: MARCIE ml

DATE: NOVEMBER 1, 1978

RE: HARRIS POLL CONTRACT

MYRTE CHARNEY HAS INFORMED ME THAT NO AGENCY OF THE STATE, BY LAW, MAY PLACE APPROPRIATED FUNDS IN SAVINGS OR ESCROW IN ORDER TO EARN INTEREST. THE STATE EARNS INTEREST ON GENERAL FUND AND PERMANENT FUND MONIES.

THE $29,500.00 HARRIS BILLING WILL REMAIN AS A PERMANENT ENCUMBERANCE ON THE BOOKS UNTIL THE ISSUE IS SETTLED.

IF A SUIT IS FILED, BOTH PARTIES COULD AGREE TO COURT ACTION TO PLACE FUNDS IN ESCROW.

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MEMORANDUM

FROM: Sharon Long

TO: Pat Costello

DATE: January 11, 1979

RE: Lou Harris Poll --
Payment consideration

Attached please find the applicable portion of the transcribed minutes of the meeting of the Steering Council for Alaska Lands held in Juneau, December 5, 1978. Page three (3) treats payment for work performed under the contract and Chairman Cowper's authorization by the Council for negotiation of partial payment directly to Richard Dresner.

MR. COWPER: He's the one that actually did the work.

MR. LeRESCHE: You mean the phone calls?

MR. COWPER: Yeah, he's the one that actually conducted the poll and put the thing together and sent it to us. And then after the Secretary's office telephoned Harris, Harris then went in and changed -- changed the.....

MR. LeRESCHE: This guy wrote the first interpretation, though?

MR. COWPER: Yeah, the interpretation of the poll, yeah.

MR. LeRESCHE: I agree.

MR. COWPER: So, I mean, he didn't -- he didn't do any wrong. I mean, he got (INDISCERNIBLE) by Harris, as well as -- as we did.

Has anybody -- okay, are -- are there further comments on that? ~~Okay, if there are no further comments, I'd like to move to ask unanimous consent that I be authorized -- I say me, because I'm on the East Coast more than most people in the group -- that I be authorized to negotiate a settlement as to Mr. Bresner (phon.) up to an amount which is up to whatever he would've gotten from Mr. Harris. Is there objection to that course of action? Okay, hearing no objection, I will pursue that settlement.~~

There is a packet on everybody's desk and it

# Steering Council For Alaska Lands

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MEMORANDUM

TO: PAT COSTELLO

FROM: MARCIE SHARROCK

DATE: SEPTEMBER 25, 1978

RE: HARRIS POLL

PER OUR CONVERSATION ON FRIDAY, I AM SENDING YOU A COPY OF THE BIRCH MEMORANDUM ON THE REVISED HARRIS SURVEY, THAT IS REFERRED TO IN REPRESENTATIVE COWPER'S LETTER OF ~~MAY~~ July 12, 1978 TO LOU HARRIS.

ENCLOSURE

LAW OFFICES
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WASHINGTON, D. C. 20015
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TELEX 9-89-2591

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TELEX 25-350

1500 AIRPORT HEIGHTS DRIVE
ANCHORAGE, ALASKA 99504
(907) 279-9501

711 OLD RICHARDSON HWY., SUITE 341
FAIRBANKS, ALASKA 99701
(907) 452-1096

130 SEWARD STREET, SUITE 214
JUNEAU, ALASKA 99801
(907) 586-2490

# MEMORANDUM

To: Sharon Long

Date: June 28, 1978

## Revised Harris Survey

This evening we received the attached revised Harris poll analysis. We believe that it is so flawed with errors, both analytical and mathematical, that Harris will again have to revise it. We will be in contact with his organization shortly and will, of course, provide you with any changes made subsequent to the survey version below.

We have also completed a memorandum that points out the gross errors of commission and omission in this "amended" Harris poll. That memorandum is attached.

Joseph M. Chomski

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120 SEWARD STREET, SUITE 214
JUNEAU, ALASKA 99801
(907) 586-2850

# MEMORANDUM

To:

Date: June 28, 1978

## Changes in Analysis "A Study of National Opinions of Alaska Park Lands" Louis Harris & Associates, Inc.

The Steering Council for Alaska Lands commissioned Louis Harris and Associates, Inc. to conduct a national survey to determine the American public's opinion on the Alaska parklands legislation. On June 20, the Steering Council sponsored a press conference at which Mr. Richard Dresner, Vice President of the Louis Harris organization, explained the "final" results of the poll and distributed 300 copies of the survey and analysis.

Sometime the next day, Louis Harris informed the Alaskan press that the results of the poll announced the day before would be revised and described certain changes in his analysis. At no time did Harris inform his client, the Steering Council, of the proposed changes.

The following analysis quotes the changes and shows how each change misrepresents the data collected by the Harris organization. The only conclusion is that the original analysis was fairly accurate and that the changes are generally unwarranted. Some of the changes are absolutely unsupported by the data.

The first revision occurs on page 1 of the Introduction. After the first sentence, the remainder of the analysis is deleted and the following is inserted:

> "But a majority (67%) of the public is generally unaware of the legislation currently pending in Congress. Among the 32% who had heard, there was overwhelming support for it, (67% favor, 16% oppose). In addition, after being read the following statement, 'In Washington, the Congress is now writing legislation which would create national parks and refuges on Federal lands in Alaska totaling over 100 million acres. Do you think that this is a good idea?' The remainder of our sample thought that such legislation would be a good idea by 57% to 16%. Overall, then, it is clear that the American public supports the general type of legislation currently before Congress. When asked why they favor such legislation, (57%) volunteered that the preservation of Alaska ecology is top priority."

The revised analysis concluding that the American public overwhelmingly supports the Alaska National Interest Lands legislation misrepresents the data. Of those questioned, 67% had not even heard of the legislation. When they were given the description quoted above, 51% thought it was a "good idea", but a sizeable minority (32%) were not certain and 16.9% were opposed. Moreover, the 33% of the population who had "heard" of Alaska Lands legislation were not queried as to whether they knew of the particulars of any of the bills. From such figures, it is unfair to conclude that there is "overwhelming support" for any bill.

The last sentence in the introductory analysis is totally dishonest. Nowhere in the poll are the respondents given the opportunity to set priorities. Nowhere in a question or response were the words "top priority" ever used. Secondly, the last sentence stating that a majority (57%) volunteered that preservation of Alaska ecology is of top priority, misrepresents the data. The ecological reasons given to favor such legislation show that 45% of the whole sample rather than 57% favor the general concept for ecological reasons. This question included respondents favoring either the bill or the concept, which was roughly 1/2 of those polled. Not all the responses explaining why they favored the concept were ecological. By no stretch of the imagination can one conclude that more than 1/2 of the respondents believed that the ecological reasons are of top priority. Thirdly, no question in the poll gave a summary of the legislation pending before Congress. The only description of Alaska land legislation is contained in the question quoted above. The statement that the public supports such legislation extracts conclusions which are not in the poll.

The revised analysis has been slanted in favor of the Administration position by asking questions about the concept of creating parks and wildlife refuges and then transferring the data to H.R. 39. Note that the revised analysis refers to "the general type of legislation pending before Congress" (page 1), "the type of legislation" before Congress" (page 2), and "the bill passed by the House" (page 3). This is a dishonest use of data which is derived from one question in the poll. That question (question #2) refers only to legislation "Congress is now writing".

On pages 2, 7, and 8, Harris deletes the following phrase dealing with cost-effectiveness:

> "and the pipeline route is the only cost-effective way of getting the oil and gas to the market",

on the grounds that the question of cost-effectiveness was never part of the poll.

This is untrue. Question 10 of the poll reads as follows:

> "If oil or gas is discovered in an area which is adjacent to a national park or wildlife refuge, and a pipeline across the national park or refuge is the only cost-effective way of delivering the oil or gas to market, which statement most accurately reflects your views of pipeline construction?"

The above sentence was deleted from three pages and should have been kept, because it was one of the qualifications to the responses.

On page 3 Harris adds another sentence at the end of the last paragraph which reads as follows:

> "Despite the majority who favor the bill passed by the House, the public would like to see a broadening of legislation, in particular allowing access to th ark areas."

No question in the poll ever refers to "the bill passed by the House". This first clause of this sentence is an outright falsehood. It also ignores the responses regarding access for oil and gas, mining, as well as several other values referred to in the poll, all of which run counter to the policies embodied in H.R. 39.

The most blatant error in the revised analysis occurs on page 11. Under the category 3.7 Parklands Services, Harris rewrites the analysis to read as follows:

> "The Federal government is planning to spend little or no funds to provide for new trails, way stations, rough vehicle roads, and other such services in the new parks or wilderness areas created by this legislation classifying Alaska lands. (89% say that no access shall be provided and 42% say that very little access shall be provided.) On the other hand, a sizeable minority (44%) say that all these methods should be provided."

The Harris revisions grossly distort the data collected. First, Harris clouds the distinction between access to parks and services in parks. His data shows that only 8% of the respondents want no parkland services. Only on wilderness lands are there no park services, so this response could be read as a rejection of wilderness. The data shows that 86% of the public wants at least some parkland services. 89% is probably a mathematical or typographical misprint, and 8% is the number intended (see computer printout data to question #15).

With regard to access to parks, the data is clear. Even in the revised survey, Harris concedes that "By an impressive ratio, 78% to 16%, the American public feels that the new national parks in Alaska ought to be accessible to the American public." (page 10) In fact, 67% want motorized access to parks. Only 6.9% want no access to parks.

CONCLUSION

In our opinion, the Harris amendments to the first "final analysis" are not supported by the data and are extremely misleading.

Constance E. Brooks

Constance E. Brooks

Joseph M. Chomski

# Steering Council For Alaska Lands

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[POUCH V, JUNEAU, ALASKA 99811]

May 5, 1978

Mr. Dick Dresner
National Center for Telephone
Research
250 West 57th Street
New York, N. Y. 10019

Dear Mr. Dresner,

Based upon representations in the letter of April 28, 1978, we are in agreement, and hereby commission you to proceed with the national survey.

The Steering Council's liaison to your firm will be Michael Rowan of Rowan Group Inc.

We propose a two-part payment scheme, half now and half at the conclusion of the study and the delivery of 20 copies of the final report to us.

Please send us an invoice for the first half and we will remit. Thank you for your interest in this study, and your responsive proposal.

Sincerely,

Steve Cowper

SCC/SL/bll

RECEIVED
MAY 22 1978
STEERING COUNCIL
FOR ALASKA LANDS

from: d2 Council

NATIONAL CENTER FOR TELEPHONE RESEARCH
A DIVISION OF LOUIS HARRIS AND ASSOCIATES, INC.

RICHARD DRESSNER, PRESIDENT
LESLIE GREENE
BARBARA KELEMAN
ROBERT J. MOSS



April 28, 1978

Representative Steve Cowper,
Chairman
Steering Council for Alaska Land
c/o The Finance Committee
Alaska State Legislature
The Capitol Building
Juneau, Alaska

Dear Mr. Cowper:

Based on my conversation with Mike Rowan about your need for a national sample, we can conduct a survey with a cross-section of 2,000 people in the continental United States and Hawaii that would last approximately 10-12 minutes in length, comprised of between 50-60 questions for $29,500. This price includes:

-- writing and pretesting of questionnaires

-- 2,000 interviews of 10-12 minutes

-- coding, editing and supervision

-- cross-tabulations of all data

-- a verbal report of the findings

-- a comprehensive written report with annotated tables

METHODOLOGY

Respondents will be chosen by a newly developed application of random digit dialing. Respondents will be located in each area according to the first five (5) digits of their telephone numbers. The last two (2) digits will be randomly varied before dialing so as to include the population of unlisted and non-listed numbers in the sampling frame. This

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becomes especially important in light of data showing that as much as 40% of some demographic groups have unlisted telephone numbers.

FIELDWORK

All interviews will be conducted at National Center for Telephone Research, where strict controls are in effect to ensure the collection of high quality data. Tight supervision will be maintained, with every interviewer monitored per interview session and evaluated for his or her performance.

Only trained, experienced interviewers will be on the phones. Before working at NCTR, each interviewer receives a manual outlining the procedures used at the Center and explaining the techniques and practices of survey interviewing on the telephone. Additionally, each interviewer attends a personal training session with the Director of Field Services, during which the manual is reviewed and the trainee monitors an experienced interviewer for instructional purposes. Several calls are then made under close supervision. Interviews are checked against the supervisor's questionnaire and additional instruction is given if required. After a trial period, only interviewers able to attain a satisfactory level of performance will be employed.

Before fieldwork begins, all interviewers will receive a thorough briefing during which the questionnaire is reviewed, any special instructions or changes in the questionnaire are cited, and, for probing purposes, the intent of open-ended questions is explained. Needless to say, strict confidentiality will be maintained, and study sponsorship will not be disclosed to either interviewers or respondents.

CODING AND EDITING

Completed questionnaires will be edited three times before keypunching: once by the interviewer immediately after the interview; again by the supervisor during the interview session; and finally by the coders just prior to coding. Also, the study analyst will review a portion

3 page of 4
Cooper

of the questionnaires at both the interview and coding stages. Missing data, incomplete or uncomprehensible responses, or failure to follow instructions will be remedied as soon as possible following completion of the interview. If necessary, call backs will be made to obtain satisfactory questionnaires.

Open-ended response coding will be conducted at NCTR under the guidance of the coding supervisor and the study analyst. As a test of code reliability and coder accuracy approximately 20 percent of all questionnaires will be check-coded.

The data will be keypunched, computer processed and presented in standard crosstabulations at each quarter. Additionally, beginning with the second cross-section, a printout will be generated containing the various trend data comparisons.

I look forward to working with you on this project.

Sincerely,

Dick Dresner

Dick Dresner

DD:mk

Cowper

DEAR MR. DRESNER,

Based upon your representations in the letter of April 28, 1978, we are in agreement, and hereby commission you to proceed with the national survey.

The Steering Council's liaison to your firm will be Michael Rowan of Rowan Group Inc.

We propose a two-part payment scheme, half now and half at the conclusion of the study and the delivery of 20 copies of the final report to us.

Please send us an invoice for the first half and we will remit. Thank you for your interest in this study, and your responsive proposal.

Sincerely,

SC

MARY:

YOUR ARE ABOUT TO RECEIVE VIA TELECOPIER THREE (3) ITEMS:

(1) LETTER FROM DRESNER TO COWPER

(2) RESPONSE TO DRESNER"S LETTER FROM COWPER BY LONG

(3) AND A QUESTIONAIRE TO BE SENT TO DRESNER

PLEASE DO THE FOLLOWING: A.S.A.P. MONDAY MORN 5/8/78

TELECOPY THE RESPONSE SIGNED BY COWPER AND QUESTIONAIRE TO DRESNER"S SECRETARY GLORIA. SHE HAS ACCESS TO A "QWIT 1200" AND CAN RECEIVE FROM YOUR XEROX 200 TELECOPIER AT 6 MINUTES. PLEASE CALL HER FIRST AND ALERT HER: (212) 541-6430 AND ASK HER WHAT HER CODE # IS.

IF YOU HAVE ANY QUESTIONS PLEASE CALL ME OR SHARON LONG

BECKY TISCHER

SEND US A COPY OF THE SIGNED LETTER FROM COWPER.

Steering Council For Alaska Lands

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# MEMORANDUM

To: Legislative Affairs
Attn: Pat Costello

From: Sharon Long

Re: National Survey Research

Date: May 16, 1978

At our May 3, 1978 meeting the Council approved a national public opinion poll to be conducted by Louis Harris and Associates for approximately thirty thousand dollars ($30,000.00). Attached is an agreement between that firm and the Council to conduct that survey.

NATIONAL CENTER FOR TELEPHONE RESEARCH
A DIVISION OF LOUIS HARRIS AND ASSOCIATES, INC.

RICHARD DRESNER, PRESIDENT
LESLIE GREENE
BARBARA KELEMAN
ROBERT J. MOSS

May 12, 1978

Ms. Sharon Long
Steering Council for Alaska Lands
1016 West 6th Avenue
Suite B
Anchorage, Alaska 99811

Dear Ms. Long:

Based upon your letter, National Center for Telephone Research agrees to conduct 1200 interviews across the United States and 100 interviews in each of the eight states listed in your letter of May 5.

The price for this study is $29,500. This price includes:

-- final editing and construction of your questionnaire draft;

-- interviewing and supervision;

-- editing and coding of completed questionnaires;

-- keypunching;

-- computer work (This includes 2 printouts.); and

-- a written summary of our findings.

If this letter is agreeable to you, please sign below and return one copy to us. The other copy is for your records.

Dick Dresner

Dick Dresner, President
National Center for Telephone Research

Sharon Gay Long 5-16-78

Steering Council for Alaska Lands

DD/gh

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