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COMMITTEE MINUTES FORM

This form is to be prepared and submitted to the Committee Records Staff within the next legislative day following the public hearing or committee meeting. Please submit this form completed with the following information pursuant to Rule 23 of the Uniform Rules.

Committee Name: Senate Committee on Labor and Commerce Date: March 1, 1982
Members Present: Senator Mulcahy, Chairman
Senator Fahrenkamp
Senator Rodey
Senator Ziegler

Public hearing or committee meeting on:

COMMITTEE CALENDAR

SB 746	"An act making a special appropriation to the Department of Commerce and Economic Development, Office of Mineral Development, for production of a documentary film on Alaska's mining history and potential; and providing for an effective date."
bill number	bill title
bill number	bill title

WITNESS REGISTER

Witness Name: Mr. John Sims
Affiliation: Department of Commerce and Economic Dev., Office of Mineral Development
Address: 675 5th Ave., Fairbanks, Alaska
Phone: _____
Summarized Position Statement: Explained the Departments support for the concept of the bill and urged its passage.

PREVIOUS ACTION

Reference Number: _____
Statutory Reference: _____
Amendments Formally Considered: _____

Member Moving Adoption: Senator Rodey moved that the bill be moved from committee with individual recommendations.
Action: Passed or Failed _____
Voting Record: 4 do pass

ACTION NARRATIVE

Tape Recording Number 0000 Chair opens at 004 with members 4 present etc.

Testimony begins at tape reading 216 and continues through tape reading 285.

STATE OF ALASKA

DEPARTMENT OF COMMERCE & ECONOMIC DEVELOPMENT

OFFICE OF THE COMMISSIONER

February 23, 1982

JAY S. HAMMOND, GOVERNOR

POUCH D
JUNEAU, ALASKA 99811
PHONE: 465-2500

Honorable Robert Mulcahy, Chairman
Senate Labor and Commerce Committee
Pouch V
Juneau, Alaska 99811

Dear Senator Mulcahy:

I am pleased to respond to your inquiry concerning the documentary film which is the subject of a special appropriation bill to the amount of \$150,000 (SB 746) to the Department of Commerce and Economic Development.

I support the legislation which would appropriate to the Office of Mineral Development the sum involved. Initiatives are under way to have an "Alaska Session" included in the October 1982 Convention Program of the American Mining Congress which is to be held in Las Vegas. It is hoped that a high quality documentary film would be available to premiere at that gathering of the nation's foremost decision makers and leaders of the mining industry. Besides the film which would prelude the program, the "Alaska Session" would be chaired by members (member) of the Alaska Congressional Delegation and would comprise the following elements.

- (1) Federal policy and perspectives towards mineral development in Alaska
- (2) State policy and perspectives on mineral development in Alaska
- (3) Overview of the coal mining scenario and potential in Alaska
- (4) Overview of the hard rock mining scenario and potential in Alaska

A well planned and executed program will certainly attract a great deal of industry interest in Alaska and would be an initial trigger mechanism for expanded investment commitment in the State by the mining industry.

February 23, 1982

As the appended proposal document stresses, the film in terms of quality and content, would be suitable for showing on public television and also for distribution to schools and other institutions.

It is my judgment that the benefits to be derived from the film will amply repay the relatively modest investment called for by this bill. For the appropriation to satisfy the goal of having a documentary completed in time for the October convention, the prompt passage of the bill is essential.

Sincerely,

E. W. Elock

Charles R. Webber
Commissioner

CRW/shA-6

Enclosure: Proposal for a Documentary on
Alaska's Mining History and Potential

PROPOSAL FOR A DOCUMENTARY ON
ALASKA'S MINING HISTORY AND POTENTIAL

The American Mining Congress recently sponsored a survey of citizen attitudes towards mining. While only 16% of those polled felt at all familiar with mining, 43% believed it was damaging to the environment, 62% felt it was dangerous and unhealthy, and an incredible 96-97% felt mining was unnecessary to the national economy, unnecessary for the national defense and unnecessary to the quality of life.

As suggested by many industry spokesmen, such shockingly erroneous attitudes stem from the profound failure of America's educational system to teach its students the singular and immutable fact that modern civilization is made possible by, and remains dependent upon, the production and utilization of mineral resources. The resultant ignorance has fostered the misconception that mining is a dangerous and destructive enterprise that should be generally discouraged and locally forbidden. It is this ignorance which has allowed the piecemeal but cumulatively devastating withdrawal of public lands from mineral entry. It is this ignorance that has delivered to the country the specter of a national resource crisis.

The proposed documentary, which will be an accurate portrayal of historical and present mining activity in Alaska, will contribute to redressing this pervasive ignorance. It will show mines to people who have never seen a mine. It will take people underground. It will show them what a billion dollar orebody looks like in its natural disguise. They will be fascinated by a subject of which their only previous experience has been through souvenir shops and tourist displays. For the viewer, mining in Alaska will cease to be a cliched recitation of sourdough sagas and will begin to assume its true dimension and importance. The educational process will have begun.

The documentary will debut in October 1982 to the delegates of the American Mining Congress Convention, the foremost assembly of public and private industry personnel. At the most obvious level, the delegates will be as interested as anyone in the historical content of the film. Additionally, they will be professionally interested in the contemporary segments which will serve, without explicit overtures needed, a promotional function. And finally, the delegates will recognize and appreciate the value of the film as a much needed educational tool. The presentation to this forum of a stimulating and professional quality film will generate interest in the state's resources and create industry wide respect for the state as a good place to do business.

The documentary will be promoted and distributed for both statewide and national television broadcast. It will also be available for extensive use in schools, colleges, conferences and speaking presentations.

As it is felt that the highest and best purpose of this documentary will be for its educational value, two guidelines will be strictly followed to insure the acceptance of the film by the widest possible audience.

1. Within the documentary narrative, subjective opinions or highly controversial issues will not be endorsed.
2. To avoid the stigma of being a public relations "flak film", the promotional message of the documentary will be implicit in its accurate informational content, rather than be an explicit "pitch".

The following outline describes how the goals discussed above will be achieved.

1. OBJECTIVES

The documentary will accurately portray Alaska's mining history, will

examine its present mines and visit the sites of its future mines. It will be, firstly and foremost, educational, but by virtue of its informational and tonal content, promotional.

2. THEME

The film, by content and tone, will portray mining in Alaska as the positive and essential enterprise it has been and can be, and by inference will be supportive of the mining industry in general.

3. DESCRIPTION OF THE FILM

Using archival photographs, interviews, existing film footage and other materials, Alaska's mining history will be documented. While the salient events will all be at least briefly covered, several of the more unique and fascinating aspects of the history will be explored in some detail. Site visits to existing and future mines as well as the use of existing film footage will be used in the balance of the film. A soundtrack will be recorded and incorporated with a narrative.

4. AUDIENCE

While the first audience to view the documentary will be the foremost gathering of mining industry personnel, the American Mining Congress Convention in 1982, the film will subsequently be heavily used as an educational tool for the spectrum of the population.

5. STYLE

The film will be an educational documentary but should be dynamic and

innovative. It will avoid highly technical or esoteric material but will not be intellectually condescending.

Within the narrative, subjective opinions concerning such highly controversial issues as environmental protection and land use philosophy will not be endorsed. The film will, however, make use of interviews, where appropriate, to address these issues.

6. BUDGET

The estimated budget for all phases of production, from planning through post production, is \$150,000.

7. DISTRIBUTION

The film will be distributed for extensive use in schools, colleges, conventions, conferences, and speaking engagements as well as for television broadcast.

