

S B

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To: Sen Judiciary

- SB 357  
SB 358

From: Dale  
Anderson

→ glen off sponsored

EVALUATION SUMMARY

→ today requested

1986 ALASKA STATE DUCK STAMP AND PRINT PROGRAM

<u>Categories</u>	<u>Voyageur Art</u>	<u>Northlight</u>	<u>Alaska Nature</u>
	J. Meger #19	E. Tussey #6	D. Braendel #15
ARTWORK (30%)			
Form and proportion	85	85	65
Accuracy of detail	95	90	65
Composition	95	90	65
Print/stamp image	100	65	60
Artist credits	75	60	55
Art Weighted Total	270	234	186
METHODOLOGY (20%)			
Advertising materials	90	90	60
Advertising scope	65	85	70
Local promotion	90	75	65
Collector features	65	70	50
Sales distribution	90	75	50
Stamp quality	95	95	60
Print quality	95	90	80
Supplemental products	80	80	75
Accounting and audit	65	65	65
Schedule	80	75	60
Methods Weighted Total	164	160	127
PERSONNEL AND ORGANIZATION (25%)			
Project management	90	85	60
Staff qualifications	90	75	60
Facility commitment	85	85	70
Corporate experience	95	80	75
Personnel Weighted Total	225	203	166
BUDGET (25%)			
Reasonable costs	75	75	65
Reasonable prices/profit	90	90	85
Revenue to the state	60	95	50
Budget Weighted Total	187	217	167
TOTAL WEIGHTED SCORE	846	814	855

+5%  
BIDDER  
PREFERENCE



SENATOR FRED F. ZHAROFF  
ALASKA STATE LEGISLATURE

P. O. BOX 405, KODIAK, ALASKA 99615 (907) 486-5259

DURING SESSION:

P. O. BOX V, JUNEAU, ALASKA 99811 • (907) 465-3473 • 465-3474 • 465-3844 (Labor and Commerce Committee)

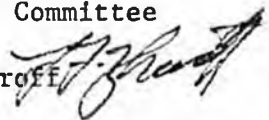
DISTRICT N

ALASKA PENINSULA • ALEUTIAN CHAIN • BRISTOL BAY • KODIAK ISLAND • LAKE CLARK/LAKE ILIAMNA • PRIBILOF ISLANDS • SHUMAGIN ISLANDS

M E M O R A N D U M

April 2, 1986

TO: Senator Pat Rodey, Chair  
Senate Judiciary Committee

FROM: Senator Fred Zharoff 

RE: SB 353 - Relating to the waterfowl conservation stamp program

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I respectfully request that SB 353 be scheduled for a hearing before the Senate Judiciary Committee. Attached is copy of a letter and petition in support of limiting the duck stamp competition to Alaska residents.

I would be amenable to constructive options to residency participation in the duck stamp competition such as: restricting competition to Alaska residents in alternate years; preferential bidding for residents, both artists and publishers; reciprocal participation by outside artists from states with duck stamp competition open to Alaska; and separating the artist/publisher package by selecting the artwork first, then let out a bid for a publisher.

I will be happy to provide additional back-up information at your request.  
Thank you for your consideration.



SENATOR FRED F. ZHAROFF

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April 2, 1986

Ms. Betty J. Hebert  
SR 1 Box 2015  
Chugiak, Alaska 99567

Dear Ms. Hebert;

I wish to thank you for your time and energy spent in collecting signatures and support for Alaska artists for the state's Waterfowl Stamp competition. A copy of your letter and petition was forwarded to my by Governor Sheffield.

Senate Bill 353, a bill which I sponsored to restrict artistic competition in the duck stamp program to Alaska residents, was considered and passed out of the Senate Resources committee two weeks ago. Currently, it is in the Senate Judiciary committee, chaired by Senator Rodey, but it has not been scheduled for a hearing at this time. I will copy your letter and petition to the Judiciary committee to lend additional support to SB 353.

Thanks again, and if I can be of any assistance to you, please feel free to contact me.

Sincerely,

Fred F. Zharoff  
State Senator

cc: Senator Pat Rodey, Chair  
Senate Judiciary Committee

Betty J. Hebert  
SR 1 Fx 2015  
Chugiak, Alaska 99567

January 29, 1986

Bill Sheffield  
Governor of Alaska  
Juneau, Alaska 99811

RECEIVED  
FEB - 4 1986

GOVERNOR'S OFFICE

Mr. Sheffield;

Attached to a copy of my letter to you dated January 16 are 201 signatures of people who also feel the State should support her local artists.

You will also find an article from our local paper and a photograph of the painting submitted by one of our local artists Carl Branson.

Again I say, why should the money go out of State when we have some of the greatest Wildlife artists right here in our great State of Alaska, especially since every time I turn on the news you are supporting Alaska hire or Alaska support Alaska.

There is an old saying you might have heard, "Practice what you preach".



Betty J. Hebert

January 16, 1986

Bill Sheffield  
Governor of Alaska  
Juneau, Alaska

Mr. Sheffield,

On the news a short time ago you were shown signing posters, "Alaska buy Alaska". That is all well and good but dont you think the best place to start would be the State itself?

I am referring to the fact that for two years now we have had our own Duck Stamp and both years the award has gone to an out of state artist.

The excuse cannot be used that we dont have qualified artists here in the State of Alaska, proof of that was hanging in the Museum January 5th of this year.

I dont know much about water fowl but milling around the crowd that was at the Museum I learned several things.

1. One of the restrictions for entering was the birds to be Steller Eiders which have black dots on their breasts. The one chosen as winner did not.
2. There was no way a bird could fly that had their wings in a compound curve, the winners did.
3. Another restriction was there to be a typical Alaska background, yet a few days ago someone from fish and game stated in the paper they didnt want to show tundra, just the birds.

Why both years have the birds had to be in flight, they do sit you know.

Do you realize the prize money will be spent in Minnesota and not in Alaska? It's an insult to the Alaskan artists, not to mention the Alaskan people, for the LOWER 48 to think we are not capable of winning our own Duck Stamp!

I realize its all politics, what ever publisher gives the State the best deal is who wins the competition its still a damn shame.

I truly hope there is a boycott against the stamps.

*Keith Callan*  
*Barot A. Wheeler*  
*Jacky Lewis*  
*Bill Wylie*  
*Jym Weber*  
*Kevin Redden*

*Robert C. Sheffield*  
*Mark Cohen*  
*Deey Cloud*  
*Stu Jensen*  
*James A. Chappell*  
*Bob Smith*  
*Bob Schumann*

*Shirley Ferguson*  
*Richard P. Robinson*  
*Nancy W. White*  
*Bob Trueman Jr.*  
*Don Skelton*  
*James*  
*Don Good*  
*Daniel K. Kuff*  
*Bonnie L. Haskin*

*PO. Box 770502 ER.*

William K...  
2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009 - 2010 - 2011 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022 - 2023 - 2024 - 2025

Robert 676385  
Name of...

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301 (C.S.) 5010 206 99 - 555 154 -  
2011 in 46th - Anna, AK, 99517 - 688 3200 -

Ken Bennett SR 3 Box 306 Shadley Springs for Cheyenne AK 99566  
583-2011



Small Community  
Cheyenne

Richard A. Cunningham SR Box 6754-H Palmer, AK  
99645

Joseph J. Darden  
Cheyenne AK 99567  
57-4393 Wagoner AK 99567

SP 2 Box 4669 Cheyenne AK 99567

Gene Sawyer  
Cheyenne  
99567

Mabel Ulrich  
Mark Ulrich  
Eliée Madson  
J. Michael Hagg  
Jimmy Skrent  
Sherman Pennington  
Sunday Farney  
~~Tom Bell~~  
~~W. Kott~~

Ginny Wright

Janet Graham  
5531 E 40  
Anch AK 99504

Diane West  
Skippy W. Barmeskie  
Denise M. Logue  
Nancy Magnuson  
RB Seals  
Sherry Bean  
Tom Smith  
Lyle Cherg  
Dorinda R. Belle  
Ronald E. Casey  
K & Hank  
Regina J. Cameron  
Robert T. Mickerson

Sherry Harrison

Lyle Clark  
 Linda Ballard  
 Scott Ward  
 Chugiak Alaska Birchwood

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 Robert Purgett P.O. Box 3274 Palmer AK 99645

Linda McKinnon R.F.D. Box 5110 Chugiak AK 99567

Loretta M. Fox 3-8 Boutface PKWY 2410 Anchorage AK 99504

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 Helen Green Box 3001 EISELE LANE, AK 99571

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 Taylor G. Moody PO Box 670340 Chugiak  
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 W. E. Lynn SR2 Box 105 Tulwong Dr., Chugiak, AK. 99567  
 Kathryn Brewer SR 2 Box 4318 Chugiak, AK 99567  
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 Mr. & Mrs. Michael K. Muller SR Box 6525 - m Wasilla, AK. 99677  
 Mr. & Mrs. Jack Carney SR Pt. 3 Box 1408 Chugiak AK 99567  
 C. W. W. W. SR2 Box 10540 Pt. Barrow 99501

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 77 Marianne Kerklin Box 789 Chugiak, AK 99567  
 Bill Kelder " " " " " "  
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 Connetta Washon SR 2 Box 4560 Chugiak, AK 99567  
 P.O. Box 670615 Chugiak, AK 99567

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Paul Leslee P.O. Box 713852 E.R.

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Carl W. Freitag	"	" " "	"

Mabel Ulrich

Mark Ulrich

Elise Madson

D. Michael Lutz

Johnny Skrent

Sherman Pennington

Sandy Turner

Tom Bell

~~W. K. ...~~

Diane West

Skippy W. Bormoshie

Glenn M. Logue

Nancy Magnuson

B. Seals

Sherry Bean

Tom Smith

Lyle Chess

Denise R. Bell

Donald Carey

K. & Hart

Belva S. Cameron

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# Residents protest award of duck stamp design to Outside

By Ed Branson  
Of The Star Staff

Several Peters Creek residents are angered by the selection of a Minnesota artist for this year's Alaska duck stamp, and plan to ask Gov. Sheffield to allow only Alaskan artists in the competition from now on.

The state official overseeing the contest said national competition promotes higher quality artwork — but he also said art quality is given lower consideration than the amount of revenues the winning publisher expects to generate for the state. Artists who enter must be sponsored by a publisher who presents a marketing plan.

Among the losers in the competition were Peters Creek artist Carl Branson, Eagle River artist George Rodgers, and an Eagle River-based publishing company called Alaska Nature Press.

Branson's painting was on display at the Peters Creek Trading Post before it was submitted, and, according to manager Ruth Callan, drew rave reviews from all her customers.

When those same customers learned the picture was not chosen as the winner, they lined up this week to sign a letter to the governor protesting the decision. A total of 48 people signed the letter in four hours, Callan said.

Callan said she inspected all 29 of the submissions when they were displayed at the Anchorage Museum of Fine Arts. "We just knew it [Branson's painting] was a winner," Callan said. "It's a perfect painting. I'm real disappointed he didn't win."

Callan said she was especially upset that an Outside artist won the competition. "We have many, many qualified artists in Alaska, and I think the rules should allow only Alaskans. We sure didn't need to go to Minnesota to get a painting of an Alaskan bird."

Branson himself, whose paintings command \$2,500 apiece and who is a year behind on orders, voiced disappointment in the contest results. "I'm a little bitter after this thing," he said. "It's pretty obvious merit has very little to do with it. It's making competent people up here look like fools."

Tom Rothe, waterfowl coordinator for the state fish and game department, was in charge of the duck stamp contest. He praised Branson's work as "showing fine ability," and said entries from Wasilla and Kodiak were also of top quality.

But Rothe said the quality of

the painting makes up only 10 percent of the decision leading to selection of a particular picture. The rest hangs on a marketing plan proposed by publishers who compete for the right to sell prints of the painting around the country, with the state getting a royalty. The state sells the stamps directly.

"The whole purpose of the program is to generate revenues to be used to improve waterfowl habitat," Rothe said. As a result, a publisher with a good marketing plan is extremely important, since good print sales enhance state revenues.

The money involved in the program is sizeable. Branson said gross sales of the 1985 stamp amounted to about \$2.5 million, with the artist getting \$80,000-\$90,000 in royalties. Rothe could not confirm those numbers, but did say that so far, the sale of prints has netted the state \$670,000, with an additional \$200,000 in revenue from the stamps.

Rothe said that this year, three companies submitted proposals for the 1986 stamp. The eventual winner was Voyager Art of Minneapolis, Minnesota. It was selected over Northlight Publishing of Juneau and Alaska Nature Press of Eagle River. Rothe said Northlight's submission was "quite competitive" with Voyager's — but the Outside firm won in the end.

Rothe said the winning stamp and publisher are selected by a complicated process that assigns points to each entry. This year, 29 paintings were selected; of those, the top 10 were picked and each rated on the basis of technical accuracy, Alaskan background, composition, and its ability to be reduced to stamp size.

The five-member panel of judges then analyzed the publishers' proposals, with 17 criteria used. Each publisher was given a point score. That score was then added to the scores the artists the publisher signed up (all artists had to be sponsored by a publisher). The highest combined score won. Ironically, both Branson and the winner were sponsored by the same publisher, Voyager.

Rothe said the panel of judges consisted of himself and another fish and game biologist, the visual arts director of the state council on the arts, a fish and game employee from Juneau with an arts background, an a state contracting officer. He said the panel combined the needed



Peters Creek residents think this painting of Stellar Eiders by a local artist should have been selected for the state's 1986 duck stamp, instead of a painting by a Minnesota artist — and they've written Gov. Sheffield a letter saying just that.

PAINTING BY CARL BRANSON. USED BY PERMISSION

expertise in biology, composition, and publishing that was needed.

Rothe defended the panel's final decision, and the way it made that decision. "We feel that open competition is the best way to get the best art," he said.

"All I can say is that the panel's selection won on the criteria. It will always be one of the best paintings, even if it has minor flaws. I'm confident we selected what we felt was the painting that best met the criteria."

This year's contest featured a duck which lives only in Alaska called a Stellar Eider. It can be identified by a small black spot on its breast. Branson said the spot was either missing or almost invisible on the winning painting but was prominent on all 28 other entries, including his. Rothe said the spot is present on the winning painting, but is in the shadow of the bird's wing so it's hard to see.

Branson also said the winning bird's wings are bent in a curve that is physically impossible because of the Stellar Eider's bone structure; Rothe said he didn't see anything wrong. "I can't figure out if there's anything wrong with the wing," he said. "It didn't look like a technical flaw."

Rothe said the selection of Voyager to be the publisher is being appealed by one of the

losers, with a decision on that appeal expected next week. At that time, the bird for the next

year's duck stamp will be announced, and the process begin all over again.

*a letter saw a letter to the editors that pointed out the fatal flaw in Branson's painting is that the Stellar Eider is in an environment where in an environment in which you would not find it. - Paul*