

SB209

SENATE FINANCE COMMITTEE REPORT

DATE: 3/15/91

FURTHER:

Date of 5-Day Notice: 4-3-91
(in accordance with Uniform Rule 23)

DATE TURNED
INTO OFFICE: _____

Finance Committee considered SB 209

Supplemental appropriation to the Office of the Governor for an Arctic National Wildlife Refuge national education effort; efd.

DIED

and recommended:

- replace with _____ CS _____
 - or adopt _____ CS _____
 - attached amendment(s)
 - _____ letter of intent adopted
- same title
 - new title
 - technical title change (HB only)

- do pass
- do not pass
- no recommendation
- individual recommendations
- further referral to _____

ATTACHES NEW FISCAL NOTE(S):
Dept/Date:

- fiscal note(s) _____
- zero fiscal note(s) _____

APPROVES PREVIOUS:
Dept/Date:

- fiscal note(s) _____
- zero fiscal note(s) _____

appropriation-no fiscal note

SIGNING DO PASS:

OTHER RECOMMENDATIONS:

1. _____ 2. _____
Co-Chairs: Signatures and Recommendations

SENATE BILL NO. 209

IN THE LEGISLATURE OF THE STATE OF ALASKA

SEVENTEENTH LEGISLATURE - FIRST SESSION

BY THE SENATE RULES COMMITTEE BY REQUEST OF THE GOVERNOR

Introduced: 3/15/91

Referred: Finance

Funding Information:	General Fund	\$5,000,000
	Other Funds	<u>-0-</u>
		\$5,000,000

A BILL

FOR AN ACT ENTITLED

1 "An Act making a supplemental appropriation to the Office of the Governor for an Arctic
2 National Wildlife Refuge national education effort; and providing for an effective date."

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

4 * Section 1. The sum of \$5,000,000 is appropriated from the general fund to the
5 Office of the Governor for a national education effort to gain approval for the opening of
6 the Arctic National Wildlife Refuge to oil and gas development.

7 * Sec. 2. The unexpended and unobligated balance of the appropriation made by sec.
8 1 of this Act lapses into the general fund June 30, 1992.

9 * Sec. 3. This Act takes effect immediately under AS 01.10.070(c).



FACSIMILE TRANSMISSION

CORROON & BLACK, INC.

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DESTINATION CITY & COUNTRY: ALASKA

FAX NO: AC (465-2496) 355-2246 DATE: 5-6-91 NO. PAGES 1

(Incl. this page)

COMPANY: HOUSE & SENATE FINANCE COMMITTEES ATTN/DEPT: MEMBERS OF THE AK ST LEGISLATURE

MESSAGE

SUBJECT: COASTAL PLAIN OF THE ARCTIC NATIONAL WILDLIFE REFUGE

To All Members of the Alaska State Legislature:

The time to open up the Coastal Plain of the Arctic National Wildlife

Refuge for oil and gas exploration is now! Please support SB209, a

supplemental budget request for a \$5 million ANWR public relations

and lobbying campaign.

Regards

Jack Good

President/CBO

SENDER: Fran Brunlow

CORROON & BLACK/ANCHORAGE
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STATE OF ALASKA
OFFICE OF THE GOVERNOR
EDUCATIONAL CAMPAIGN STRATEGY FOR ANWR

THE PROGRAM

This highly focused and targeted information and education campaign is to be conducted by the State of Alaska through the Office of the Governor. It is designed to give an Alaska perspective and utilize the most effective communications tools to move the "Audience of One," the U.S. Congress, into passing favorable legislation to open and explore ANWR.

Working collectively and in harmony with other interested organizations, groups and associations, the Office of the Governor will spearhead the collective effort, serve as coordinating unit and deliver the basic themes and messages with a highly visible and active Governor.

The full details of the plan and its development will include not only the methodology to achieve success, but a timeline and checkpoint phases of the effort.

It is imperative that to achieve success in this venture all parties recognize the need to deliver "their portions" of the program and to work within their "strength" areas. Each brings desirable, achievable attributes that can aid in making this program succeed.

Flexibility will also be a key element to this plan. It will be important to recognize this is the plan, but if the targets change, the plan too must change.

Timing is of the utmost urgency. The program needs to commence immediately with proper staffing and outside strategists and contractors hired to commence work.

GOALS

- 1) Obtain the favorable vote of targeted U.S. Representatives and Senators on legislation to open the ANWR Coastal Plain for oil exploration and future development.
- 2) Present the correct perception of Alaska to the rest of the U.S. in terms of our commitment and experience in caring for the Alaska environment and the role Alaska plays in the development of a national energy plan and policy.

THEMES

- 1) Help develop a meaningful national energy policy with Alaska and ANWR as the cornerstone.
- 2) Show that Alaskans and the State of Alaska care about the environment. We live here and proudly point to an enviable, non-harmful record on Alaska's North Slope. We've done it right and can continue to do so, with natural resource production and a high regard for nature and environmental protection.

LOBBYING STRATEGY

Coordinate with advocacy groups to target key U.S. House and Senate committee members.

Hire a Washington lobbying organization and strategist to develop strategy and coordinate efforts to achieve the specific legislative checkpoints. The current contract with the present provider will be re-evaluated.

The thrust will be to focus effort on members of the committees of jurisdiction in Congress. The Governor's Washington, D.C. office will continue to be utilized to oversee these D.C. based efforts.

A coordinated communications/education effort will be made in each Congressman's home district through other program methods such as public relations efforts, including television placement and support from the Alaska people as they contact friends and associates. This phase will be carefully coordinated.

PUBLIC RELATIONS/EDUCATION

Targeted Media

The focus is to take advantage of a highly personable and knowledgeable Governor as well as an outstanding cabinet and other prominent Alaskans, making them available for key media interviews and highly visible opportunities to carry the State's ANWR message forward.

The task of the coordinator, with support from a public relations contractor, is to maximize opportunities in targeted regions of the nation, especially where there is a high degree of concern about national energy issues and Alaska's environment.

STATE OF ALASKA, EDUCATIONAL CAMPAIGN FOR ANWR

The next phase, and more detailed edition of the plan, will include:

- A) Scheduled meetings with key media outlets and editorial boards across the nation to present Alaska's record on the environment and the serious national need for domestic energy supplies. The meetings will be supported with appropriate graphic materials.
- B) Production of factual and objective supportive collateral material;
- C) Distribution of these materials through credible sources;
- D) Op/ed pieces will be written for other publications in selected areas that are still undecided as well as to publishers/editors who support ANWR development;
- E) Ongoing coordination with the Alaska congressional delegation;
- F) Targeted one-on-one meetings with CEOs and leaders of major corporations, organized labor and other opinion leaders.

An important part of the public relations effort will be effective timing of educational television and other video to be timed and keyed with high profile visits. The educational video will be utilized as a news backgrounder.

In addition, specifically targeted national media outlets will be utilized to carry the message designed to reach those in the nation's capital who must make the decisions.

Television Placement

Carry out the theme of Alaska's message:

- A) Any realistic national energy policy must include Alaska, with ANWR a major part.
- B) Alaska supports the preservation of the heart of ANWR in the Brooks Range. The area to be dedicated to energy development is only a small area, the size of N.W. Washington, D.C.
- C) Alaska has a clean, successful track record in natural resource development without harming the environment. This record will continue. The transportation lessons of the Exxon Valdez have been learned and are behind us. The oil production track record of the North Slope is excellent, the best of any oil field worldwide.
- D) Educate the American public in key targeted districts so that their Congressmen become aware of the above.

STATE OF ALASKA, EDUCATIONAL CAMPAIGN FOR ANWR

Production of TV material will be distinctly the state's version, different than that of industry and support groups. In addition to paid placement, all other avenues for broadcast will be explored including public TV, PSAs, the Discovery Channel, news features, etc.

PROJECT COORDINATOR

A person will be hired to handle coordination of the efforts of all interested organizations, groups and individuals. The primary task of this individual will be to spearhead ANWR activity to achieve the desired goals stated earlier. Effective monitoring of all efforts will be instrumental to the success envisioned.

THE ROLE OF THE ALASKA PEOPLE

Materials

Printed materials and perhaps brief videos will be produced that concerned Alaskans can send to contacts across the nation.

Spokesmen

Prominent Alaskans outside the administration including those who represent key segments of Alaska society will be approached to volunteer their time to represent the state's point of view throughout the nation.

Establishment of "Americans for ANWR"

A concerted effort will be made to enlist prominent, credible non-Alaskans who have either visited ANWR personally, or have a thorough understanding of Arctic development and how the environment can and will be cared for.

TIMELINE

Phase I	- Full development of Plan; coordination with advocacy groups; hiring of coordinator	April/May
Phase II	- Lobbying coordination; detailed plan procedures developed	April-October
Phase III	- Public relations education effort including establishment of support for the Alaska people, target media and TV placement	May-November

This timeline breaks the plan implementation into three phases. However, all must work cohesively with a simultaneous multi-level sequence of efforts.

STATE OF ALASKA, EDUCATIONAL CAMPAIGN FOR ANWR

RECOMMENDED BUDGET

Capitol Hill Lobbying firm and effort to target districts and key 100 Congressmen	\$750,000
Media Placement Campaign TV targeted districts	3,000,000
TV Production and duplication	250,000 - 350,000
Print Production Collateral pieces creative	85,000
PR materials for targeted districts, (printing and postage)	175,000
Other PR providers for top-level national media access	150,000
Travel expenses to key districts by governor, cabinet, etc for editorial boards	75,000
Coordinator with industry and all support groups (salary, benefits, travel, support)	130,000
Alaska public enlistment, using volunteer Alaska advocates (travel, materials, postage)	75,000
Contingency for unforeseen opportunities	210,000
Total	<u>5,000,000</u>

SB 209
4/11/91

WALTER J. HICKEL
GOVERNOR



STATE OF ALASKA
OFFICE OF THE GOVERNOR
JUNEAU

M E M O R A N D U M

TO: The Honorable Jalmar Kerttula
Co-Chair, Senate Finance Committee

FROM: Malcolm B. Roberts
Deputy Chief of Staff *Malcolm B Roberts*

DATE: March 13, 1991

RE: Proposed National ANWR Campaign

Although there has been discussion in the Legislature for some years about launching a nationwide ANWR education campaign, those of us in the Hickel Administration who have been assigned to work on ANWR believe that now is the time to dedicate substantial funds to such an effort.

For this reason, as you know, the Governor submitted a \$5 million supplemental request March 6 for that purpose.

In a memorandum to the Senate and House Finance Committees (attached), the Governor detailed the rationale for committing a substantial amount of resources to reach the American people.

To insure that this money is spent wisely and effectively, we have contracted with Bruce Pozzi Public Relations of Anchorage to begin designing the education plan, and we are hoping to enlist a top national strategist out of Washington, D.C. within the next few days.

The assignment of these two individuals will be to prepare a thorough plan which will have at least five components:

- 1) Support for Governor Hickel and other state officials in their efforts with the national media to explain why opening ANWR is in the national interest and why and how it can be done in an environmentally sound manner. Further activities will most likely include briefings of editorial boards across the country, meetings with key Members of Congress and public appearances that will help tell the story to the American people.

March 13, 1991

- 2) A sophisticated lobbying campaign is needed on Capitol Hill to explain the state's position and why opening ANWR is in the national interest. This activity will be coordinated by John Katz, the Director of Alaska's Washington, D.C. office, in conjunction with our congressional delegation.
- 3) Coordination is needed with the Coalition for American Energy Security, the American Petroleum Institute and other national groups that share Alaska's conviction that opening ANWR is important for the national energy scene.
- 4) One-on-one meetings will be arranged with leaders of corporations, organized labor and other influential Americans who do business with Alaska, have their members working here, or benefit in some other direct way from a healthy Alaska economy.
- 5) An education campaign of the American people is needed in targeted areas of the country. Through the help of our consultants, we will identify those areas where ANWR development will either be of particular importance or where there is a serious lack of understanding of the how and why of ANWR. This will not be a scattershot program but will be carefully designed to generate quality constituent mail and local media support. A range of materials will be prepared for use with various media. Past campaigns by our Division of Tourism have been successful in attracting visitors to our state in large numbers. Our task now is to get out the message that Alaska's energy development is in the best interests of all Americans.

It is evident that this battle will not be won by focusing strictly on Capitol Hill. We must reach out to the people of America and help them understand the issue, particularly that this development can be done responsibly without harming the landscape or the wildlife populations on the Arctic Coastal Plain.

WALTER J. HICKEL
GOVERNOR



STATE OF ALASKA
OFFICE OF THE GOVERNOR
JUNEAU

MEMORANDUM

TO: Senate and House Finance Committee DATE: March 11, 1991

FROM: The Honorable *Walter J. Hickel* Governor SUBJECT: A National ANWR
Education Campaign

The time has come for the State of Alaska to take the leadership in educating America about why it is in the national interest to open the Arctic Wildlife Refuge (ANWR) to responsible oil and gas development.

For that reason, I am recommending a \$5 million supplemental to the FY 1991 budget.

The rationale for dedicating a substantial amount of financial resources to this effort at this time is based on the unusual combination of:

- 1) The way the Persian Gulf War has made energy a life or death issue in the minds of Americans.
- 2) The fact that President George Bush has launched a National Energy Strategy last month which makes ANWR a key element in the overall picture.
- 3) The fact that Senator Bennett Johnston has introduced his national energy policy bill recently which also makes ANWR the keystone.
- 4) The fact that the American Petroleum Institute, for the first time, appears committed to dedicate substantial effort and resources to help explain this issue to the American people.

I believe that it is time for Alaska to make its case, and it's important that we do it at arms length from the oil industry and other interests who may share our desire to open ANWR but may have different agendas on issues important to the State, such as environmental requirements and the division of royalties.

Senate and House
Finance Committees

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March 11, 1991

The \$5 million requested will be used to marshall a sophisticated and energetic campaign on Capitol Hill to explain the state's position and will go beyond the belt-way to tell the story directly to the American people.

My staff has begun work developing an educational plan which will explain to the American people why an ANWR development program is needed and why we, as Alaskans, have confidence that it can be done in an environmentally responsible manner.

I am aware that the Legislature for some years has felt the need for such a nationwide approach. I hope you will support this request for funding and lend your shoulders to the task of educating America on Alaska, our resources and our environmental record during this important window of opportunity.

WALTER J. HICKEL
GOVERNOR



STATE OF ALASKA
OFFICE OF THE GOVERNOR
JUNEAU

March 15, 1991

The Honorable Richard I. Eliason
President of the Senate
P.O. Box V
Juneau, AK 99811

Dear President Eliason:

Under the authority of art. III, sec. 18, of the Alaska Constitution, I am transmitting a bill appropriating \$5,000,000 to my office for an education effort to gain approval for the opening of the Arctic National Wildlife Refuge (ANWR) to oil and gas development. The appropriation will allow our state to mount a vigorous campaign to explain our position on this issue to Congress. Even beyond that, this appropriation will enable us to explain directly to the American people why opening ANWR is in the national interest, and how it can be done in an environmentally responsible manner.

The timing of our effort is critical. The president recently announced his national energy strategy, of which the opening of ANWR is a key element, and legislation to open the refuge to development has been introduced in the U.S. Senate.

It is also important that our efforts be independent of any similar efforts of the oil industry or others who, for their own reasons, share our desire to open ANWR but may differ from us on their views with respect to such issues as environmental protection and the state/federal split on royalties. This appropriation will allow that independence, and will allow us to proceed with our effort at a time when both Congress and the American people will be most receptive to the opening of ANWR. I urge your prompt and favorable consideration of this legislation.

Sincerely,

A handwritten signature in cursive script that reads "Walter J. Hickel".

Walter J. Hickel
Governor