

ALASKA LEGISLATURE SPECIAL COMMITTEE / SUBJECT FILES 86 / 2

672 SCOMM22: ALASKA LANDS FILE 1977-78

27. How far from this home do you have to go to be in a real wilderness experience?

61.3% 25 miles or less
13.3 26 - 50 miles
3.4 51 - 75 miles
8.2 76 - 100 miles
0.2 101 - 125 miles
1.5 126 - 150 miles
2.6 151 - 200 miles
2.6 Over 200 miles
6.9 Don't know

28. Have you visited any of Alaska's national forests since living in Alaska? (And if yes) Which one?

41.1% Yes, have visited Chugach National Forest
11.1 Yes, have visited Tongass National Forest
24.2 Yes, have visited both
23.6 No

29. Have you ever flown into the Alaskan wilderness?

62.3% Yes
37.7 No

30. Have you ever taken a trip down an Alaskan river?

51.4% Yes
48.6 No

31. (If "NO" to either Q. 29 or Q. 31) Have you ever wanted to do such a thing?

36.0% Yes
14.8 No
2.4 Unsure
46.9 Not applicable

32. (If "YES" to Q. 31) Why haven't you?

63.8% Not applicable
21.4 Not enough time and/or money
3.4 Never had opportunity
3.0 Small children
1.9 No equipment
1.3 Inaccessibility
1.5 Just haven't
2.8 Other
0.9 No response

Other comments in numbers; not percents: Usually go outside for vacations (2); Other priorities; Didn't think of it until now; Not enough knowledge (2); Haven't been here long enough (2); Plans didn't work out right; Never got it together; Too cold; Too chicken to go alone; Husband doesn't want to.

33. Are there parks, refuges or other scenic areas of Alaska you would like to visit, but which are generally inaccessible to you because of the cost of getting there?

61.9% Yes
32.8 No
5.4 Unsure

34. How important is the scenic beauty and frontier ruggedness Alaska to you, in terms of living here as opposed to another state?

80.3% Very important
16.3 Somewhat important
2.6 Unimportant
0.9 No opinion

35. Here are two statements about Alaska's role. Tell me which one comes closest to your view, or if you feel these statements can be combined without contradiction.

15.6% Alaska is America's energy breadbasket, and its major purpose is to supply the nation with oil, gas, minerals, timber and other resources, without despoiling its natural environment.

26.3% Alaska is America's last wilderness, and its major purpose is as a habitat for undisturbed nature, the protection of migratory wildlife, recreation, and scenic values, and without despoiling its economy.

46.5% Feels statements can be combined without contradiction

8.4 Other comments
3.2 No opinion/unsure

Other comments in numbers; not percents: We don't have that much oil here and we need to preserve the wildlife more. We need industry for the people already here; Wilderness is more important than minerals; Leave it the way it used to be before pipeline; We should preserve as much as possible-slow down progress; It is America's last frontier-don't wreck it; Alaska should exist as wilderness area-renewable should be developed; I feel if properly done, energy resources can be used while leaving nature to renew itself. It doesn't need to spoil the environment; There can be a compromise of wilderness interests and commercial interests with major interest in wildlife preservation and limited exploration; There will have to be a trade-off between the two standards; Our purpose is not to supply the nation's oil and you can't leave the whole state as wilderness. You have to have a happy medium; (Con't next page).

Question 35, continued -- Other comments.

Alaska is a "state of mind", not a "breadbasket" for the gluttonous American economy, nor a "park" for the affluent society. We need to approach our own lives with frugality and emphasize the rewards of spirit rather than things; Statements could be combined, but I don't think they will. Disagree with first statement -- should not exist for the Lower 48; Keep as close to nature as possible and get what is needed; Alaska is America's largest renewable and non-renewable resource state. The development of all the resources would have a small environmental impact on the state, but it is inevitable that the resources will be drawn from the state and the best that can be hoped for is that the amount of destruction to the property is controlled. Also the wilderness should be left for hunting, fishing and use of renewable resources and recreation; Why do they think we have to have a role in this game? Why can't we be free to develop our resources without any burden of bureaucracy; Alaska is my home and whosoever desires anything should contact us too, along with the state; If Alaskans were allowed to, they could develop their own resources better than the federal government; Feds should leave Alaska along -- some development, some preservation; Some areas of Alaska should remain undisturbed. Also feel the resources should be used; I feel Alaska has already shared its resources without benefit. Any in the future should be determined by Alaskans; Feel we should make judicious use of renewable resources and wise use of our non-renewable resources; If we can't use the resources of Alaska we should give it back to Russia; Neither statement -- Alaska need not be raped to supply the rest of American and need not be locked up for birdwatchers; What was the agreement between Russia and U.S. when Alaska was purchased by U.S. Isn't one going a little far off at times?; Don't agree with either -- you have to have roads to build any sort of state; Statements must be combined -- and there is contradiction. Moderation is advised; They are beating a dead horse by getting progress up here. Save it for later; We should be able to drive to all places in Alaska. We need more roads. We also need the oil. I'm against more parks; Oil rigs and exploration might ramrod into wilds without proper planning -- D-2 bill is not a danger -- U.S. will use resources if necessary; States do not have purposes. People here are obligated to supply energy. Do it without screwing up our state; Should be available for use by people; Both a bunch of malarky; Someplace in the middle -- both statements are too extreme (2); It is not possible to have either one without contradiction (3).

36. Are you:

64.9% Employed
9.2 Unemployed
15.6 Houseperson
7.7 Retired
2.6 Student

37. Into which of the following categories does your total family income for a year here fall:

8.8% Under \$7,500
18.6 \$7,500 - \$15,000
25.1 \$15,000 - \$25,000
39.2 Over \$25,000
8.4 Refused

38. How much of your total family support is made up of subsistence income, such as fishing, hunting (not for sport), and so on?

26.3% Less than 10%
7.9 10% - 50%
2.8 Over 50%
63.0 None

39. Race

10.9% Alaska Native
85.7 Caucasian
3.4 Oriental, Black, others

40. Sex

49.9% Male
50.1 Female

41. Age

34.5% 18 - 29 years
39.6 30 - 45 years
25.9 46 years or older

42. Location

60.6% Southcentral (Anchorage/Palmer/Wasilla/Kenai/Homer
Seward/Kodiak)
18.6 Interior (Fairbanks
17.1 Southeastern (Juneau/Ketchikan/Wrangell/Sitka)
3.6 North and far West

PLEASE NOTE: THE FOLLOWING PAGES WERE TREATED
AS A UNIT IN THE ORIGINAL DOCUMENT.

COMPARISON AND ASSESSMENT
OF
STEERING COUNCIL POSITIONS
VERSUS
H.R. 39 AS REPORTED
OUT OF
SUBCOMMITTEE ON FEBRUARY 7, 1978

RECEIVED

JAN 10 P.M.

**STEERING COUNCIL
FOR ALASKA LANDS**

Minerals

The position of the Steering Council is that in National Parks there be no mining except on existing claims; lands identified as having mineral potential should not be included in parks. Within National Park Preserves, oil and gas leasing and hardrock mineral exploration and development permitted, subject to reasonable regulation promulgated within 180 days from the date the Act takes effect. Lands in a Fifth System open for mining unless specifically closed by the Land Use Commission. Regulations and requirements for mining on these lands should be similar to the BLM Organic Act. Valid existing rights are upheld in all systems and reasonable access should be guaranteed. If a particular access route is more expensive but more environmentally sound, the in-holder should be compensated for any excess costs provided that the original access route was feasible and applied for in good faith.

The Subcommittee adopted a new Title IV which contains the following principles:

1. The Secretary shall continue mineral assessment programs in the State in order to expand the data base with respect to the mineral potential of all public lands.
2. Areas subject to the minerals access process are national preserves and national wildlife refuges and ranges, except for those portions designated wilderness. (Which, of course, in the Subcommittee's bill is the vast majority of the acreage; and may be all of it depending on wilderness study designations.)
3. Mineral exploration, development and extraction may be carried out on public lands within the exterior boundaries of a conservation system unit "subject to the process provided in this title only in accordance with this title." The "process": before recommending exploration, development or extraction within a unit, the Secretary must find that there is, or is projected to be, within the ensuing 15 years a serious national need for additional sources of such mineral; that the national need outweighs the potential adverse effects of the unit; and that the need for such mineral cannot be

met from commercially viable resources elsewhere in the U.S. (using current technology, current conservation or recycling methods), foreign sources, feasible diversion of exports, or the use of known practical alternative materials or processes. Within one year after receiving an application, the Secretary shall make a recommendation. If he approves, he shall transmit the application to Congress, along with an environmental impact statement. The recommendation shall take effect only upon the enactment of a joint resolution of Congress within the first period of 120 calendar days of continuous session. If Congress approves the application, then the exploration, development and extraction of a mineral which is subject to the Mineral Leasing Act of 1920 or the Alaska Coal Leasing Act of 1914 shall be carried out in accordance with the applicable provisions of that Act, plus the National Wildlife Refuge System Administration Act, the Migratory Bird Conservation Act, with the regulations promulgated by the Secretary and other provisions of law applicable to such mineral.

4. The Secretary shall promulgate regulations requiring exploration permits for the exploration for minerals in areas within units opened for exploration under the process provided in the title; permits shall be for five years and may be extended for one additional five year period.
5. Holders of valid existing mineral claims or leases located within the boundaries of a unit may continue to carry out activities related to the exercise of their rights and in accordance with regulations promulgated by the Secretary to insure to the maximum extent possible the activities are compatible with the unit. Except for mining claims on lands subject to the Mining in the Parks Act, all mining claims on public lands within the boundaries of a unit are subject to the provisions of Section 314 of the Federal Land Policy Management Act of 1976.

Comparison

As in Title X, (Transportation and Utility System Corridors), the process for reviewing applications has been shortened. According to the Committee Print of October 28, 1977, once an application had received final approval, the Secretary would promulgate regulations to provide for the exploration, extraction and development of the mineral. Now under the new title, once the application has received final approval, the exploration, extraction and development is to be carried out in accordance with the applicable provisions of numerous Acts and with regulations promulgated by the Secretary. Other differences between the Committee Print of October 28, 1977 and the bill reported out include: mining claims no longer have to be recorded with the Secretary and the reference to transfer of Federal lands has been deleted.

The Subcommittee's bill coincides with the Council's position as to honoring valid existing claims (although in-holding access is not equal to the Council's stance). The only other areas where the Subcommittee and the Steering Council agree regarding mineral exploration, extraction and development are in National Forests and National Parks.

The remainder of the Seiberling minerals provision is totally contradictory in both concept and impact to that of the Steering Council. In short, the Council tolerates the possibility of reasonable oil, gas and hardrock exploration and extraction (subject to environmental safeguards) in d-2 lands outside parks, whereas Seiberling's bill effectively eliminates the opportunity for exploration or extraction in all d-2 lands.

Access, Transportation and Utility System Corridors

The Steering Council proposed that existing law control access into National Forests; access into other conservation system units could be obtained by making a request to Land Use Commission, or by this Commission making a recommendation to either or both the Interior or Transportation Secretaries. If the application for an access permit is denied by the Commission, the applicant can appeal to the Secretary and if the Secretary fails to veto the application within 120 days then the permit shall be issued. The party requesting the access permit has a right of appeal to the Secretary if the Commission rejects the application.

The Steering Council further recommends that the access provision use the same criteria found in the Federal Aid to Highways Act for transportation system decisions. Furthermore, the Council recommends that existing procedures for permits for electrical transmission lines not be changed. However, other utility access will be obtained through the permit system discussed in the above paragraph.

According to the Subcommittee's reported bill, the provisions of law generally applicable to conservation system units (including wilderness preservation) regarding easements, rights-of-way, use permits, leases and licenses shall apply to units in Alaska. Applications for rights-of-way on public lands within a conservation system unit for which the Secretary has no authority under provisions of the law generally applicable to such system shall be considered by the Secretary and processed in the following manner:

1. He shall weigh the local, regional, State and national interest involved, determine whether there is a feasible and prudent alternative and whether it can be constructed in a manner compatible with the conservation system unit;
2. within one year of receipt, the Secretary shall submit a recommendation to Congress along with an environmental impact statement, a report from the Council on Environmental Quality and the conditions and stipulations under which the use of a right-of-way will be permitted, if Congress approves, and the extent and duration of the right-of-way.

Any recommendation to Congress shall take effect only on enactment of a joint resolution within the first period of 120 calendar days of continuous session. If Congress approves the right-of-way for a transportation system or utility transmission system, no permit shall be granted unless the permittee pays to the U.S. an amount equal to the fair market value of the right-of-way subject to such permit.

COMPARISON

This new title is not as restrictive as the title which appeared in the Committee Print of October 28, 1977. In the latter it took two years plus approvals by the Secretary, the President and Congress before a permit could be granted. Another major difference between the new title and the title which appeared in the Committee Print of October 28, 1977 is that reference to transfer of Federal lands has been deleted.

The new title does not involve the Secretary of Transportation in the application process as the Steering Council proposes nor does it involve a Land Use Commission. (Seiberling's Subcommittee has rejected the Council's Land Use Commission concept. The Subcommittee's transportation and utility corridor access provision, although slightly better than the October 28th print, still is worlds apart from the Steering Council's position.

Fishing, Aquaculture, and Wilderness

No difference between the bill that the Subcommittee reported out and the Committee Print of October 28, 1977.
(See comparison memo)

Wildlife Management

There is no difference in the bill the Subcommittee reported out and the Committee Print of October 28, 1977 with respect to lands and management within the National Park System. The Subcommittee bill does clarify that taking of fish and wildlife in all other conservation system units be subject to applicable Federal and State law. The Council's position is that taking of fish and wildlife on all lands subject to the Act be regulated by the State.

Yukon-Porcupine National Forest

No difference between the bill the Subcommittee reported out and the Committee Print of October 28, 1977.
(See comparison memo)

Fifth Systems and Land Use Commission

The bill reported by the Subcommittee did not vary from the Committee Print of October 28, 1977 except that reference to the Chairman of the Subsistence Council being a member of the Alaska Advisory Coordinating Council is deleted because there is no longer a Subsistence Council.

Access: In-Holdings

The Subcommittee Print adopted the Steering Council's position. Title XII, Section 1202(c) basically states where State, privately or native owned lands, valid mining claims or other valid occupancy is effectively surrounded by public lands within one or more conservation system units, the Secretary shall give the occupier such rights as may be necessary to assure adequate access. (This has been called the Cowper-Colletta amendment by Representative Seiberling and represents the Council's most substantial individual contribution to improving H.R. 39, to date.)

State and Native Selections

The Steering Council proposal extends the State's time limit on land selections to January 3, 1994. Subject to valid existing rights and to conveyances made pursuant to Sections 21(a) and (b) of ANCSA, the Council proposes all tentative approvals of State land selections be satisfied and confirmed. Further, the Council would conform and treat as valid State selections all State applications for selection of Federal lands which were or are not on the date of application vacant, unappropriated, unreserved Federal lands.

The bill reported out of the Subcommittee conforms with some of the recommendations of the Steering Council. The bill grants to the State, subject to Native selection rights and valid existing rights, most lands which have been selected by the State and selections which have been tentatively approved. The Subcommittee did not feel the State needed an extension on land selections and provides a process whereby the State will receive land selections expeditiously. The reported bill still does not give the State its full Statehood entitlement. Alaska d(2) areas conflict - there appear to be about 6-10 million of high priority State selections in conflict - these lands will go into d(2) Federal areas and not go to Alaska.

Before the Subcommittee began mark-up on this title, Congressman Seiberling stated that if there was anything in the title which was not acceptable to the State or natives, then it would not be included. It can be assumed that this will be the case when this title is brought before the full Committee.

ANCSA Amendments

The Steering Council proposed deleting Section 22(e) of ANCSA which states that if a village corporation selects lands within a National Wildlife Refuge, then the Secretary shall add other public lands in the State to that refuge to replace those which the village corporation has selected.

In the recent Subcommittee Print, there is no reference to deleting this provision. On February 2, Mr. Udall proposed an amendment, which was adopted on February 3, to the substituted Title VIII, Section 805 which states:

"Any other provision of the law to the contrary notwithstanding, all lands withdrawn pursuant to Section 17(d)(1) of the Alaska Native Claims Settlement Act which are not included within the boundaries of conservation system unit and which are not selected by or conveyed to native corporations shall be added to the units within which such lands are located and shall be administered accordingly." [At this time d-1 withdrawals total approximately 103 million acres.]

The intent behind the Udall amendment is to prevent "checker boarding". According to the House Interior Committee staff, any present State d-1 land selections would be honored. From the Udall amendment it appears that the Subcommittee has acted the opposite of what the Council proposes, in that the Subcommittee provides for additional lands to be added to conservation system units; the amendment appears to strengthen Section 22(e) of ANCSA.

Subsistence

The Council's position is that the State be authorized, except where provided by Federal law on this section, to manage and regulate the taking of fish and game on Federal lands. In carrying out this responsibility, the Council proposes that within 18 months of enactment of the Act, the State establish a program to permit subsistence uses of fish and wildlife resources within designated subsistence management zones. The program shall include a definition of subsistence use, conditions under which subsistence uses may be permitted, factors for determining who is qualified for subsistence uses within zones, creation of regional and local advisors to assist the State in carrying out its responsibilities under the section, and giving subsistence uses preference over any other competing consumptive uses within zones. The Council advocates that the Secretary who has authority over a conservation system unit designate subsistence management zones within 18 months after enactment of the Act.

After consultation with the State, the appropriate Secretary may close zones or portions thereof for reasons of public safety, protection and management of the lands and habitat which support living resources, administration, or public use enjoyment of the area. If the Secretary determines that the State has failed to comply with the requirements of the section, he must give the State a reasonable period, but not less than 120 days, to correct the purported deficiency. If the State refuses to do so, then the Secretary must initiate a hearing in order to ascertain the propriety of the State's actions. If the State refuses the regulatory responsibility, then the appropriate Secretary shall carry out the functions assigned to the State.

The Council further proposes that snowmobiles, motorboats and other means of transportation traditionally used for subsistence purposes be permitted.

The Subcommittee adopted a new subsistence title which states that during an interim period of 18 months beginning on the date of enactment of the Act, the State is authorized to regulate the taking of fish and wildlife for subsistence uses on public lands. At the end of the interim period, the State will be given authority, if it so desires, to regulate

the taking of fish and game for subsistence purposes on public lands. Within 18 months after the date of enactment of the Act, the State shall submit to the Secretary a program which shall include the following: A management plan which has as its central elements the maintenance of the continued viability of the populations of fish and wildlife species and a system capable of monitoring subsistence and other consumptive uses of such species; the establishment of not less than 5 or more than 12 fish and game management regions; a State law or regulation which gives priority for subsistence uses over other consumptive uses; and a system of local and regional fish and game councils within each management region. If the Secretary finds that the State does not comply with the requirements of the section, he shall notify the State and give the State an opportunity to modify its program. The new title provides that the State, in consultation with the Secretary, natives and other interested and affected parties or determine the number and boundaries of management zones. If the State fails to accept the regulatory responsibility then the Secretary of Interior shall carry out the functions assigned to the State.

Snowmobiles, motorboats, and other means of surface transportation traditionally used shall be permitted.

To assist the State in developing and implementing the program the Federal Government shall reimburse the State up to 50% of the costs of the program.

COMPARISON

This new subsistence title is more reasonable than the one which appeared in the Committee print of October 28, 1977. The new title gives the State the authority to regulate the taking of fish and game and set up local and regional fish and game councils.

The differences between the Subcommittee and the Steering Council are minor. The Council proposes that if the State refuses regulatory responsibility then the appropriate Secretary assumes the responsibilities while the Subcommittee would give the responsibilities to the Secretary of Interior. Additionally, the Council proposes the appropriate Secretary designate subsistence management zones while the Subcommittee gives the State, after consultation, this responsibility.

There is a noteworthy problem with the Subcommittee's subsistence structure. The Subcommittee may delegate too much authority to local and regional councils as opposed to state. The bill stipulates that regional councils be assigned adequate and necessary staff to carry out their responsibilities, but if a regional council's recommendation is rejected by the State agency, the regional council has direct access to the Secretary of Interior who can overturn if the State is not in compliance with the State program or the requirements, purposes or policies of the Act.

PLEASE NOTE: THE PRECEDING PAGES WERE TREATED
AS A UNIT IN THE ORIGINAL DOCUMENT.

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United States Senate

COMMITTEE ON APPROPRIATIONS

WASHINGTON, D.C. 20510

January 23, 1978

Ms. Sharon Long
 Steering Committee for Alaska Lands
 1016 West 6th Avenue, Suite B
 Anchorage, Alaska 99501

Dear Sharon:

This letter will confirm my support for a State Legislative appropriation to bring Members of the Senate to Alaska this year to allow them to see some of the proposed d-2 lands. I originally suggested this last year and still think it is an idea which should be acted upon.

It is important that as many Senators and Congressmen as possible come to Alaska prior to voting on d-2 legislation. The Committee with jurisdiction over d-2 lands has the budget to authorize trips for the Members, but other Members of Congress have no way to come to Alaska. Any money spent by the State Legislature to bring Members of Congress to Alaska would be repaid in the understanding of these Members of Alaska's unique problems.

Please let me know if I can be of any further support in any efforts the Steering Committee makes to obtain Legislative funding for such a proposal.

With best wishes,

Cordially,



TED STEVENS
 United States Senator

TITLE I. - ALASKA LANDS SYSTEM

Section 101:

New Federal Units: Subject to valid existing rights, the following areas are hereby established as units of the Alaska Lands System --- [list of specific additions and managers]

ADDITIONAL FEDERAL LANDS

Section 102:

In addition to federal lands designated by Congress in Section 101, all other unreserved federal lands in Alaska after the date of enactment of this Act shall become part of the Alaska Lands System.

STATE LANDS

Section 103:

(a) The State of Alaska shall designate an appropriate amount of state land which is of like character and adjacent to federal lands placed in the Alaska Lands System into said system. Such lands shall be classified and managed in accordance with Titles II & III of this Act and the applicable laws of the State of Alaska.

(b) The State of Alaska must designate an equal percentage of its lands into the Alaska Land System as that designated by this Act of federal lands. The percentage figure will be based upon the number of acres of federal lands in the State of Alaska in relation to the total acreage of Alaska as compared to the percentage of state lands within the state in

relation to the total acreage. The location boundaries of such lands shall be determined by mutual agreement of the Secretary and the State of Alaska. Prior to such agreement, the Secretary shall consult as necessary with other federal officials, including, but not limited to the Secretaries of Agriculture, Defense, Transportation, State and Energy. As soon as practical after the date of designation pursuant to Subsection (a) of this Title, a map and legal description of the areas established by this title shall be published by the Secretary in the Federal Register and filed with the Committee on Energy and Natural Resources in the Senate and the Committee on Interior and Insular Affairs of the House of Representatives, and such map and legal description shall have the same force and effect as if included in this Act.

PRIVATE LANDS

Section 104:

(a) With the approval of the Commission, and subject to valid existing rights, private landowners may dedicate their lands for periods of not less than ten years as Private Alaska Lands. Upon dedication, such lands shall be classified by the Commission and managed by the landowner in accordance with such classification and other provisions of this Act.

(b) With the concurrence of the State of Alaska, private owned lands designated as "Private Alaska Lands" under this title shall be exempt from State and local real property taxation and assessment so long as such lands are not developed

or leased to third parties. For purposes of this subsection, development shall mean any disturbance of the land which results in the production of revenue. The Commission shall promulgate regulations to supplement the meaning of development for purposes of this section.

(c) Private Alaska Lands shall be open to all uses, except that the Commission may close areas to a particular use if it finds that such use is incompatible with a land use plan developed by the Commission pursuant to section 201(0), or upon a finding that exigent circumstances exist: Provided, however, That lands dedicated pursuant to this title may, upon notification to the Commission, be removed from the designation of Private Alaska Lands, and effective upon such removal, the provisions of this title shall no longer be applicable to such land so removed: Provided further, That if such lands are removed from the designation of Private Alaska Lands prior to the expiration of each ten-year period, such landowner shall be liable for accrued local and State property taxes and assessments which would have been owing on such lands but for their designation as Private Alaska Lands, together with interest thereon in an amount to be determined at the rate charged by the appropriate taxing agency for delinquent property taxes.

ADMINISTRATION

Section 105:

(a) The Commission shall classify the lands, waters and interests therein referred to in Sections 101, 102, 103 and

104, in accordance with the requirements specified in this Section 201 of this Act. As provided in Section 301, the area will be open to mining and mineral leasing prior to the land classification being made. Hunting, fishing and other wildland recreational activities, trapping, information gathering activities, conducted or sponsored by federal agencies or the State Department of Fish and Game, and snow machine use shall be permitted unless specifically prohibited by the Commission or by then existing regulations of the appropriate managing agency: Provided further, and nothing herein shall be construed to abrogate or otherwise adversely affect valid existing rights of access. In making planning and classification decisions, the Commission shall provide the high level of environmental protection necessary to maintain the natural values and characteristics of the affected land. The Commission shall permit such uses as it finds to be in the national interest or to be consistent with the level environmental protection specified in the preceeding sentence.

(b) The agencies listed in Section _____ (federal lands classified into the Fifth System will have a lead agency, either the Parks Service, Forest Service, or Fish and Wildlife Service) shall manage the units placed under their jurisdiction, and shall regulate uses within such units, in accordance with classifications made by the Commission. Except to the extent that they would be inconsistent with the Commission classifi-

cation or the provision of this Act, land use and management decisions made by an agency referred to in Section ____, shall be in accordance with the laws and regulations which generally govern the function of such agency.

TITLE II - ALASKA LAND COMMISSION

Section 201:

(a) There is hereby established the Alaska Land Commission (hereinafter referred to as the "Commission"), which shall be composed of eight members as follows:

(1) Four members appointed by the President with the advice and consent of the Senate, of whom one will be designated by the President, at the time of appointment, as Co-Chairman; and

(2) Four members appointed pursuant to the law of the State of Alaska, one of whom shall be designated, at the time of appointment, as Co-chairman.

(b) (1) The Federal Co-Chairman shall be compensated at a rate to be determined by the President not to exceed the rate provided for GS-18 of the General Schedule under Section 5332 of Title V, United States Code.

(2) The other Federal members of the Commission shall be compensated at a rate to be determined by the President not to exceed the rate provided for GS-16 of the General Schedule under Section 5332 of Title V, United States Code.

(3) The State Co-Chairman and the State members of the Commission shall be compensated in accordance with applicable State law.

(c) Members shall serve at the pleasure of the appointing authority. A vacancy in the membership of the Commission shall not affect its powers but shall be filled in the same manner as the original appointment [was made].

(d) With respect to all Federal lands subject to the jurisdiction of the Commission, the Secretary may veto a decision of the Commission. With respect to all State lands subject to the jurisdiction of the Commission, the Governor of the State of Alaska may veto a decision of the Commission.

(f) All Commission meetings shall be public and shall be duly noticed at least fifteen days prior to the date when the meeting is to take place.

(g) The Commission, or on its authorization, any subcommittee or member thereof, may hold such hearings, take such testimony, receive such evidence, and print such reports as are deemed necessary to carry out the functions specified in this title.

(h) The Co-Chairmen, acting jointly shall have the authority, in accordance with regulations prescribed by the Commission, to create and abolish employments and positions, including temporary and intermittent employments; to fix and

provide for the qualification, appointment, removal, compensation, pension, and retirement rights of Commission employees; and to procure needed office space, supplies, and equipment.

(i) The principal office of the Commission shall be located in the State of Alaska.

(j) Within any one fiscal year, the Federal government shall pay only 50 percent of the costs and other expenses incurred by the Commission in carrying out its duties under this Act.

(k) The Commission is authorized to use, with their consent, the services, equipment, personnel, and facilities of Federal and other agencies with or without reimbursements. Each department and agency of the Federal government is authorized to cooperate fully in making its services, equipment, personnel, and facilities available to the Commission.

(l) The Commission is authorized to accept donations, gifts, and other contributions and to utilize such donations, gifts, and contributions in carrying out its functions under this Act.

(m) The Commission shall keep and maintain complete accounts and records of its activities and transactions, and such accounts and records shall be available for public inspection.

(n) The Commission shall submit annually to the President and Congress of the United States and to the Governor

and Legislature of the State of Alaska, a report concerning its activities to implement the provisions of this Act during the year. In addition to other subjects included, the Commission shall make recommendations for any additional administrative or legislative action necessary to accomplish the purposes of this Act.

(o) It shall be the function of the Commission:

(1) To review resource inventories prepared by the managing agencies of Alaska's scenic areas, referred to in Section _____ and by the U.S. Geological Survey and the Bureau of Mines; to develop comprehensive land use plans with respect to such lands; and to make land classifications based on the plans;

(2) Make recommendations of ways to improve coordination and consultation between officials of the United States and the State of Alaska in wildlife managements, transportation planning, wilderness review, guaranteed access; and other governmental activities which require regional or statewide coordination;

(3) To make recommendation to the appropriate state and federal officials on ways to insure that the orderly development of Alaska is compatible with state and national economic, social, and environmental objectives;

(4) To make recommendations to the appropriate state and federal officials with respect to changes in laws, policies, and programs relating to public lands and resources which the Commission deems necessary;

(5) To make recommendations to the appropriate state and federal officials with respect to the inventory, planning, classification, management, and use of Federal and State lands, respectively, and to provide such assistance to Native corporations upon their request;

(6) To make recommendations to appropriate State and Federal officials with respect to needed modifications in existing withdrawals of Federal and State public lands; and

(7) To make recommendations to appropriate State and Federal officials with respect to the programs and budgets of Federal and State Agencies responsible for the administration of public lands in Alaska.

(p) Notwithstanding any provision of law, Federal participation in the Joint Federal-State Land Use Planning Commission for Alaska, established in Section 17(a) of the Settlement Act, shall cease upon the expiration of the 90-day period

following the date of enactment of this Act. Immediately upon the expiration of such period, all unexpended funds appropriated to the Joint Commission shall be returned, as appropriate, to the United States and the State of Alaska, and, all Federal property of said Commission at the discretion of the Commission, established in this section, shall either be transferred to said new Commission or disposed of pursuant to applicable law.

TITLE III

MANAGEMENT AND ADMINISTRATION

Section 301 - Wildlife Management:

The taking of fish and game on all lands subject to this Act shall be regulated by the State of Alaska in accordance with applicable State law, including, but not limited to, the regulation of seasons, bag limits, means and methods, the administrative structure for wildlife management and regulations, the determination of resource depletion, and the definition of subsistence use and local residency. Where there is a conflict caused by depletion, the taking of fish and game for subsistence purposes shall be given preference over the taking of fish and game for other purposes. Such preference shall be granted to the local residents of the area affected by a conflict between consumptive uses. Where a further preference is necessary among subsistence users, such preference shall be granted on the basis of economic need. Nothing in this section shall be construed to require that hunting or fishing be permitted where depletion of the resource would dictate a complete prohibition of such activities.

*Note - Second option is language adopted by Council and prepared by state has second choice. See appendix One.

MINERAL DEVELOPMENT

Section 302:

(a) The location, lease, sale, or other disposition of minerals and mineral materials found in National Parks are prohibited subject to valid existing rights.

(b) The location, lease, sale, or other disposition of minerals and mineral materials on National Park Preserves is permitted in accordance with existing laws.

(c) In regard to those areas included in the National Wildlife Refuges Systems, mining and mineral leasing shall be administered by the Secretary in accordance with the laws which generally apply to such system.

(d) Jointly managed areas created pursuant to this Act in Title I will be open for mining and mineral leasing unless specifically closed by the Commission pursuant to a land classification as set forth in §201(0)(1) of this Act.

(1) Previous to the land classification plan being made pursuant to §201(0)(1) mining and mineral leasing shall be subject to the requirements set forth in 43 U.S.C. 1701 Et. Seq.

(2) The Mineral Leasing Act of 1920 (30 U.S.C. 181 et. seq.) and the Act of July 31, 1947 (30 U.S.C. 101 et. seq.) shall apply with respect to said lands classified pursuant to Title I of this

Act. The exploration and development of minerals currently subject to location under General Mining Laws (30 U.S.C. 21 et. seq.) shall be governed by the system provided for in Title ____ (Note H.R. 5931)

(e) In holdings:

(1) The Secretary is hereby directed to administer and attempt to see that the Clean Air Act (42 §1857 et. seq.) and Water Pollution Control Act (33 U.S.C. §466 et. seq.) and other Environmental Acts are administered in a manner that would not frustrate the development of valid existing claims within areas included within the systems described in § ____.

(2) In any case where state-owned or privately owned land (including native land) or a valid mining claim or other valid occupancy is surrounded by public lands within one or more conservation systems units, the state or private owner or occupier shall be given such easements or other rights as may be necessary to assure adequate access to such surrounded land or occupancy by such state or private owner or occupier and his successors in interest, under reasonable regulations to protect the values of the unit or units.

(3) If the development of a valid existing claim is prevented by the denial of access or other restrictions imposed by the federal government in its management of areas surrounding the claim, the amount due the holder of the claim should be calculated on the basis of net profit to be realized on the mineral deposit defined at the time the forced sale occurs.

Section 303:

ACCESS FOR TRANSPORTATION AND UTILITY PURPOSES

(a) Existing law shall govern the establishment of corridors and the issuance of rights-of-way and easements for transportation and utility purposes across the units of the system referred to in Title ____ of this Act. (National Forest).

(b) The establishment of corridors and the issuance of rights-of-way and easements for transportation and utility purposes across the units of the systems referred to in Titles _____, _____, _____, and _____ of this will be governed by the following process:

(1) The Commission may at its own initiative or pursuant to a request may recommend the establishment of a corridor, issuance of a right-of-way or easement across a system described in §303(b) to the Secretary of Interior and the Secretary of Transportation when he is involved pursuant to existing law.

(2) If the Commission considers a proposal pursuant to a request a decision on said request will be given by the Commission within 120 days from its receipt.

(3) If an access request is denied by the Commission, the right of appeal directly to the Secretary is preserved.

(4) If either the Secretary of Interior or the Secretary of Transportation (when applicable) fails to veto a proposal of the Commission within 120 days of its receipt, the proposal will be deemed accepted and the Commission will issue the necessary permits.

(c) Notwithstanding existing law, the factors to be taken into consideration by the Commission and both the Secretaries of Interior and Transportation when making access decisions as outlined in §401(b) are as follows:

- (1) State wide and regional transportation plans.
- (2) A need for access.
- (3) Alternative routes and modes of access.
- (4) Feasibility of including different transportation and/or utility functions of the same corridor.
- (5) Short and long term social, economic, environmental impact.

(6) Measures that should be instituted to negate any adverse impact.

(d) This section does not effect existing law regarding electric transmission lines for access across systems identified in § _____ (Parks, Refuges, and Rivers).

(e) Within three years of the date of enactment of this act, the Departments currently involved in planning and environmental assessment regarding access across federal lands, shall submit to the Congress, recommendations as to how each department will be responsible for their area of expertise in arriving at joint decisions on transportation matters. The recommendations of each Department in their area of expertise shall be conclusive.

(f) The Governor of Alaska shall have the same power of the respective secretaries outlined in Section 303(b)(4) on land described in §103 (State lands in joint ownership).

(g) Nothing in this section shall be construed to abrogate or otherwise adversely affect valid existing rights of access.

March 1, 1978

ROWAN GROUP INC.

Hon. Steve Cowper, Chairman
d(2) Steering Council
for Alaska Lands
1016 W. 6th Av., Suite B
Anchorage, Alaska

Dear Steve,

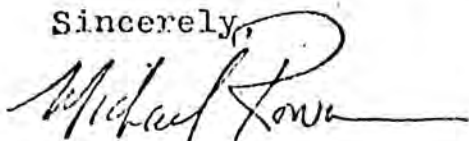
This is to outline a proposed agreement between the Steering Council and this firm which provides for my professional services to the Council during the year 1978.

I propose that I be retained by the Council to provide communications counsel, media strategy in Washington D.C., and general planning and program concepts to the Council; that these services be performed upon the request of the Council or its management staff; that all work be subject to the review of the Council; and that the agreement be terminated upon notice by either party for any reason either party believes appropriate.

In consideration for this work, the Council will remit to Rowan Group Inc. not more than \$12,000 in 1978 for the professional time of Michael Rowan of this firm, such time to be detailed precisely with monthly invoices indicating the nature, location and date of work performed. In addition, the Council will reimburse Rowan Group Inc. for travel and expenses incurred by Michael Rowan in pursuit of his work commissioned by the Council. These expenses shall be indicated with vouchers attached to the invoices.

If this agreement is acceptable to you please sign below and send me a copy for my files.

Sincerely,



Michael Rowan
1007 Melaleuca
Mill Valley, California 94941

AGREED:



Rep. Steve Cowper, Chairman

Date: 4/13/78

AGREEMENT

IN THIS AGREEMENT, dated April 13, 1978, between the (d)(2) Steering Council for Alaska Lands and H.A. "Red" Boucher & Associates, an industrial and governmental liaison, research and public relations firm, H.A. Boucher agrees to promote the state's interest in (d)(2) legislation during an intensive in-person tour through Western and other key states, specific times and places to be flexible, contingent upon Congressional events surrounding (d)(2) legislation and approval of schedule by the (d)(2) Steering Council.

THE TOUR WILL BE a bi-partisen state effort, under leadership of the (d)(2) Steering Council, during which H.A. Boucher, in a five-month period commencing April 15th, 1978, will contact influential newspaper editors, publishers and television talk show hosts and others in the media and in civic and community organizations who can be most advantageous to the state's position on the (d)(2) legislation; he will also, upon request, make arrangements for those Alaska state legislators who wish to espouse the state's position on television talk shows in various key localities.

H.A. Boucher agrees to report to the executive director of the (d)(2) Steering Council monthly with a written report on his efforts.

FOR THESE EFFORTS, H.A. Boucher will arrange for an assistant to gather, research and delineate and chart pertinent (d)(2) information and maps to be presented to publishers, editors and TV personalities, such information subject to approval by the (d)(2) Steering Council and available for other Steering Council public relations efforts if desired.

FOR THESE SERVICES, the (d)(2) Steering Council agrees to pay H.A. Boucher an amount not to exceed SIXTY THOUSAND DOLLARS (\$60,000.00) for the five-month period:

\$6,000.00	Per month consulting fees and administrative services for the full time service of H.A. Boucher.
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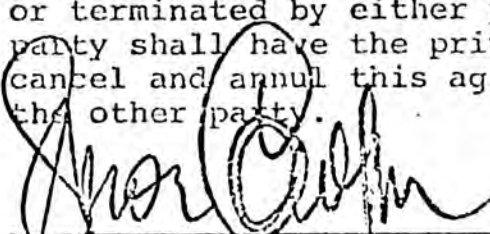
\$6,000.00	An amount not to exceed \$6,000.00 per month for transportation, lodging, related travel expenses, communications, (including telephone, telegraph and reproduction costs) and an 8% contingency for unseen costs & expenses.
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The Steering Council will advance to H.A Boucher the sum of \$24,000.00 which will reflect the monthly payments of the first two months work, starting the date Agreement is signed.

The reimbursement for these expenses will be on actual expenses documented to the (d)(2) Steering Council and any funds not expended will be returned to the (d)(2) Steering Council.

$\$12,000.00 \times 5 \text{ months} = \$60,000.00$

THIS AGREEMENT shall continue in force and govern all transactions between the parties hereto until cancelled or terminated by either party, but it is agreed that either party shall have the privilege, with or without cause, to cancel and annul this agreement at any time upon notice to the other party.


STEVE COWPER, Chairman
(d)(2) Steering Council
For Alaska Lands


H.A. BOUCHER
H.A. Boucher & Associates

Date: 4-13-78

Date: 4-10-78

RETAINER AGREEMENT

This agreement, dated this 3rd day of January, 1978, by and between the party of the first part, BIRCH, HORTON, BITTNER & MONROE, a professional corporation, hereinafter referred to as "Attorneys" and the party of the second part, THE STEERING COUNCIL FOR ALASKA LANDS, hereinafter referred to as "Council:"

W I T N E S S E T H:

The Attorneys hereby agree to represent the State of Alaska, through the Steering Council, in all matters to which they are assigned, both in Alaska and Washington, D. C., on matters relating to pending legislation affecting public lands in Alaska, with particular emphasis on land to be withdrawn under Section 17(d)(2) of the Alaska Native Land Claims Settlement Act.

The Council agrees to compensate Attorneys in the total amount of One Hundred Fifty Thousand (\$150,000.00) Dollars for services rendered, inclusive of all costs except Xeroxing and reproduction. It is contemplated that payments will be made on the basis of Seventy-Five (\$75.00) Dollars per hour for shareholders' time and Seventy (\$70.00) Dollars per hour for associates' time. It is further contemplated payments will average Twelve Thousand Five Hundred (\$12,500.00) Dollars per month but will exceed that sum during the early months of 1978. In any event, total compensation to the Attorneys shall not exceed One Hundred Fifty Thousand (\$150,000.00) Dollars for calendar year 1978. Additionally, Attorneys shall submit separate invoices for Xeroxing and reproduction of document costs, along with any supporting data required by the Council. These Xeroxing and reproduction costs shall be directly reimbursed to Attorneys exclusive of the retainer agreement contained herein.

Attorneys shall submit monthly invoices to the Executive Director of the Council or its Chairman for approval. Said invoices shall be paid within fifteen (15) days of submission and approval.

This contract is intended to replace, clarify, and supercede any previous contract entered into between the Council and Attorneys for services to be rendered during calendar year 1978.

BIRCH, HORTON, BITTNER & MONROE
A Professional Corporation

By: W. Bruce Monroe
W. Bruce Monroe

THE STEERING COUNCIL OF ALASKA LANDS

By: Stephen C. Cowper
Stephen C. Cowper, Chairman

RETAINER AGREEMENT

This agreement, dated this 15th day of December, 1977, by and between the party of the first part, MOSS, FRINK & FRANKLIN, hereinafter referred to as "Attorneys", and the party of the second part, THE STEERING COUNCIL FOR ALASKA LANDS, hereinafter referred to as "Council":

W I T N E S S E T H:

The Attorneys hereby agree to represent the Council in all matters to which they are assigned, in Washington, D.C., on matters relating to pending legislation affecting public lands in Alaska pursuant to the Alaska Native Land Claims Settlement Act, with particular emphasis on land to be withdrawn under §17(d)(2) of said Act.

The Council agrees to compensate Attorneys up to the total amount of FIFTY THOUSAND DOLLARS (\$50,000.00) for services rendered, inclusive of all costs. It is contemplated that payments will be made on the basis of SEVEN THOUSAND ONE HUNDRED FIFTY DOLLARS (\$7,150.00) per month, but will exceed that sum during the early months of 1978. In any event, total compensation to the Attorneys shall not exceed FIFTY THOUSAND DOLLARS (\$50,000.00) for services rendered, pursuant to this agreement.

Attorneys shall submit monthly invoices to the law firm of BIRCH, HORTON, BITTNER & MONROE, with the understanding that said invoices shall be forwarded to the Executive Director of the Council.

The duration of this agreement shall be for a period of seven (7) months.

If it is necessary to extend this agreement, both parties agree that the agreement shall be extended under the same terms and conditions for a period of three (3) months at a rate of compensation of SEVEN THOUSAND ONE HUNDRED DOLLARS (\$7,100.00) per month.

MOSS, FRINK & FRANKLIN

By:

Gary Frink

STEERING COUNCIL FOR ALASKA LANDS

By:

Stephen C. Cowper, Chairman

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
JAMES HOFFMAN
C. C. HAWLEY
DAVE CLINE



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

MEMORANDUM

TO: LEGISLATIVE AFFAIRS
ATT: PAT COSTELLO
FROM: SHARON LONG
RE: MEDIA GROUP EXPENSES BEYOND \$74,500.00 CONTRACT
DATE: MARCH 29, 1978

On December 10th, at an informal meeting of the (d)(2) Steering Council for Alaska Lands in the Anchorage office at 1016 West 6th Avenue, Suite B, Anchorage, Alaska, the Council reviewed a nearly final print of the (d)(2) film and discussed activities to be executed in Washington, D.C. during the period of January 30, 1978, through February 3, 1978.

A quorum was present: Steve Cowper, Chuck Hawley, Mike Colletta, Dave Cline, Bob LeResche, Joe Hayes. Chancy Croft was present for a short time and departed.

The January 30th through February 3rd activities were presented as an intensive media communication and congressional visits program that would cost approximately \$37,000.00. This was to include time purchase for radio, space purchase for newspaper, consultant, and advertising and marketing agency fees, production costs, etc.

Media Group representatives were present and discussed with the Council the scope of the January 30th through February 3rd activities and their ability to aid in the co-ordination and execution of the project in conjunction with the Council's Washington D.C. and Alaska offices.

Chairman Cowper stated his authority to approve the activity and ask if there were any objections. Hearing none he directed the effort to be carried out within the stated cost estimates.

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
JAMES HOFFMAN
C. C. HAWLEY
DAVE CLINE



1018 WEST 6TH AVENUE, SUITE B
ANCHORAGE, ALASKA 99501
(907) 277-2415/18
[POUCH V, JUNEAU, ALASKA 99811]

December 16, 1977

Mr. Eli F. Bleich
Media Group
111 Vallejo Street
San Francisco, California 94111

Re: Contract Amendment

Dear Eli:

Pursuant to discussions with yourself and vice-chairman Orsini, this council is entering into an agreement to amend the Media Group contract as signed by chairman Cowper September 27, 1977.

Items III and IV as described in the program budget, and three of the twelve radio spots described in item VI, will be delivered January 15, 1977. Upon receipt of these materials the state Legislative Affairs Agency will be notified of delivery and initiate issuance of final payment check in the amount of \$24,500.

Items V and VII, and the remainder of the radio spots in item VI will be approved, produced, and delivered upon direction of the council or no later than June 30, 1978.

In the event of default on the part of Media Group, Media Group will refund the council for the undelivered materials in the amounts listed in the program budget on page 16 of "Memorandum and Proposal re: the Information Program on (d)(2) Alaska Lands."

Please sign and return a copy of this letter as agreement to the contract amendment.

Sincerely,

Sharon J. Long
Sharon J. Long
Executive Director

SJL:ss

cc: Steve Cowper
Joseph L. Orsini

ACKNOWLEDGED AND AGREED:

MEDIA GROUP

By *G. B. Bui*

Date: 12/20/77

MEMORANDUM AND PROPOSAL

To: D-2 STEERING COUNCIL FOR ALASKA LANDS
1016 W. 6th Avenue
Suite B
Anchorage, Alaska 99501

From: MEDIA GROUP
111 Vallejo Street
San Francisco, California 94111

Re: INFORMATION PROGRAM ON D-2
ALASKA LANDS

INTRODUCTION

This proposal comes after a series of discussions with the Committee, its staff, its Washington D.C. attorneys, and other Alaskans vitally interested in the D-2 issue. The proposal outlines a program for information directed by the committee and responsive to its needs. It involves both the process of survey research and media production, integrated so that the problems identified in the surveys are met squarely by the media to be produced.

The program is designed to maximize the effect of the information coming from the Committee with the government leaders who will be making the final decisions on the classification of Alaska's D-2 lands.

PHASES TO THE PROGRAM

We see two phases to the program. Phase I is the development of strategy, collection of research data, design of media materials, production of the media, and presentation of a plan for their use.

Phase II is the actual application of the materials, the placement of media, the delivery of information, and related activities.

These two phases overlap in time, and in many cases occur simultaneously. This proposal, however, involves only Phase I. It commences immediately upon agreement and is completed in all parts by January 1, 1978. Earlier completion is anticipated; the notion being to complete phase one as soon as possible.

Should this proposal be accepted, Media Group will immediately prepare another proposal

for Phase II. Many activities in Phase II can be performed by staff of the Committee; others must be contracted out (e.g., strategic placement in Washington D.C. media). Much of Phase II will be determined by the strategy evolving out of the first 30 days of work under Phase I, so little can be said of it now except that it exists, and it must be planned out carefully and soon.

OUR APPROACH TO THE PROBLEM

The D-2 issue is extraordinarily complex, involving attitudes deeply imbedded in Alaskans (as they view themselves, the lower 48, and Washington D.C.) and all Americans (as they view the country's last frontier). Out of all this, however, we believe there is an Alaskan consensus on the issue, and that the Committee is the place where that consensus must be found.

Through survey research (and other means for intelligence), we expect to be able to define the best arguments, and find the missing information pieces, which the nation's leadership needs to hear before making a final decision. We will then be in a position to produce materials maximizing the Committee's effect, and increasing the likelihood

of the acceptance of its consensus. Nothing is done without a reason or a purpose.

This company includes professionals skilled in both research and media strategy and production because of this approach to communications' problems. Our proposal for the information program based upon this thinking now follows.

PROGRAM ELEMENTS

I. U.S. Senate and U.S. House Survey Research

Approximately twenty United States Senators and forty United States Representatives, selected on the basis of appropriate, relevant Committee assignment, would be interviewed. The individual interviewed would be the Member or the individual in the Congressional office assigned the responsibility to prepare a position and make decisions for the Member on the D-2 issue.

The questionnaire and data-processing of this information will be prepared and conducted by Rowan Group Inc. (Michael Rowan); Rowan Group Inc. recently completed a study of one hundred Senate and House Members on the Administration energy

proposals, the report published in Washington D.C. on August 11. (Mr. Rowan is also a director of Media Group.)

Assuming approval of this agreement, that questionnaire is under preparation now. (We will provide it to the Committee no matter what is decided about this proposal.)

We have a working understanding with the Washington D.C. law firm headed by Ron Birch, that they would select the Senators and Congressmen for the sample, and conduct the interviewing with their staff assigned to the task. We have total confidence in that firm in designing and completing this work. (Our budget does not include payment of legal staff for this interviewing; a separate arrangement with the law firm can be arranged, or additional funds provided to us for this purpose.)

II. Alaska Public Opinion Research

We propose an extensive public opinion research survey be conducted to collect representative data from the Alaska public on all issues raised by D-2 lands classification. This survey will communicate with impact and precision exactly how Alaskans think and feel about the values, policies, and

issues related to D-2. Because of the Congressional hearings process in Alaska, there is some question about Alaskan intentions in this area, which the published survey can put to rest.

This survey would be conducted in conjunction with the Office of the Governor (Department of Planning, Development, etc.) and the Committee; and by Rowan Group Inc. of Anchorage, as part of the Citizen Feedback System surveys established by the Governor's office. Both the Committee and the Governor's office would have input to the questionnaire and access to the findings; the two entities would divide the cost of the survey equally.

Rowan Group Inc. will design the questionnaire to the satisfaction of the Governor's office and the Committee, independently; conduct 500 personal interviews statewide, code and electronically data-process the finds, and deliver a report to both entities. At a mutually agreeable time, the report in toto will be published in Alaska and Washington D.C.

In view of the fact that such a report could become a controversial issue in Washington D.C., Rowan Group Inc. will conduct the survey as a

collaborative effort with Dr. W. Jack Peterson, who heads the Sociology Department at the University of Alaska (Anchorage), and who has worked in tandem with Rowan Group Inc. on many government (state and federal) studies in the past.

(The questionnaire for this survey is under preparation now and should be circulated to the Committee in one week's time.)

III. Film Production

Media Group will design, produce, and deliver a short film of approximately ten minutes in duration, stating the Committee's position on the D-2 issue. This film piece will involve a presentation of the context of D-2 decisions, from the Alaskan point of view. It will also raise issues in a factual, no-nonsense way, and deliver information with impact to viewers.

This film is being produced with one essential purpose in mind -- to affect an audience of decision-makers in Washington D.C. It is a tool used to lay out the Alaska position by Committee members, the Congressional delegation, or others in agreement with the direction and content of the presentation.

It can also be used for the same purpose with state legislators and local government leaders around the nation.

This film will also show people who have never been to Alaska the land that is being classified, its magnitude, grandeur, and mystery. Information about economic development, potential uses, resources, conflicting values for classification, conflicts in claim, human presence, potential human access or use, and so on, will all be covered. We will work directly with the Committee to determine the content of this film.

We are hopeful that Lowell Thomas Sr. will narrate this film for us (and the Committee) as a pro bono gift; in the event that is not possible, we will seek an individual with equal credibility for speaking the Alaskan case (as those in D.C. view it).

IV. Film Clips for "Live" TV Presentation

While the film will be available for TV presentation nationally, the most likely use of film material is as background for a "live" interview of an Alaskan personality in a television talk show, (e.g., the TODAY show). We will prepare a 60" and a 90" version for such a show (film

pieces in talk shows rarely go beyond ninety seconds). Along with it, we will have a suggested script for the personality, speaking off camera as the silent clip is viewed.

This material can be of great assistance in getting to the point immediately, especially if the show is in local media (e.g., Detroit) and where there is more time to develop the subject. We believe that the Alaska land issue is interesting enough to attract the attention of such shows if a plan is developed to do so (we will propose how in Phase II), and quality materials are at hand for the interview. For such shows, everything must be packaged professionally and be spirited, bright, to the point, and fast.

V. Television "News" and TV Commercials

We envision the production of two or three television news releases or commercials (if time must be purchased) aimed at local publics, which inform them that Alaskans appreciate the support of their Congressman or Senator. These would be delivered to Congressional District media outlets in cases where it was decided the Member could use home support to maintain his position.

These spots would feature "typical Alaskans" (e.g., a homesteader, an Alaskan Native, etc.) talking straight to the people of the lower 48. They should be quite effective, since the Alaskans we select will fit the American dream of what a real frontier Alaskan is all about.

Members of Congress can be shown these spots and asked if they would like them played in their districts.

We recommend against playing any media in any Congressional District which attacks the local Congressman or attempts to force him to the Committee position. These we feel would be counterproductive, and weak (ineffective), perhaps producing a boomerang effect. Neutral or contrary Congressmen must be met face-on in Washington D.C., with Alaska's strongest arguments.

VI. Radio "Editorials"

We propose the production of from six to twelve sixty-second radio "editorials" for airing in carefully selected Washington D.C. stations.

Radio is a hidden medium in D.C. and previous campaigns there influence our recommendation here:

D.C. leaders are "news hounds" and spend from 30 to 60 minutes in the morning, and the same at night (although in a more diffuse pattern) in their cars listening to radio, mostly news. A time-buy intended to reach only this elite group can be devised. Editorials can be written (and narrated by Lowell Thomas Sr. again, hopefully) going to each of the significant points determined by the Senate/House research.

This information would have a very low profile (only a small percentage of the D.C. audience would hear it, but a large percentage of the government leaders would), yet it would have a powerful effect.

The power of information is often underrated in D.C. Elected leaders often vote with little information; the addition of one key argument sometimes sways a vote. There is too much paperwork in Washington D.C., and it is difficult to reach powerful people only with a letter or brochure.

Thus we have devised this radio editorial campaign. Previous experience with this method has been highly successful, and Rowan Group Inc. has survey research which proves it. It is also a method rarely if ever employed in an information

campaign in D.C., making it even more valuable.

We recommend it highly to the Committee.

VII. Print Materials

We anticipate using several pieces of print to help communicate the Committee's story. In each case, we will provide the strategy, design, copy, graphics and layout for the print piece. (Since each of these pieces must be approved by the Committee as a part of the developing strategy, it is impossible to say at this point whether each piece will be used, or in what quantity; the printing costs are left for Phase II as a result.)

The basic pieces we anticipate using are:

a. Two or three newspaper advertisements in Washington D.C., complementing the radio editorial campaign, and run in the Washington Post and Star.

b. One advertisement meant for newspapers in Congressional Districts where we wish to support the local Congressman's understanding of the D-2 issue. This can be used in conjunction with, or in replacement of, the television spots for the same purpose. Some Congressional Districts cover 3 or 4 unevenly spaced television media districts (e.g., the "Quad" cities in Iowa/Illinois); or are

buried beneath gigantic media systems (dozens of Congressional Districts are under the New York City media umbrella). We see the newspaper ad having more application in these areas than the TV spot, which would have a prohibitive cost.

c. A four-page brochure summarizing the major findings of the Alaskan Citizen Feedback System survey, and distributed to the entire Congress and key Administration officials, about 1,000 people.

Here again, we would bring this to the layout stage for a decision by the Committee. Phase II would cover its printing and distribution.

d. A direct mail campaign to the entire Congress and key Administration officials, informing them of the Committee's findings, positions, testimony, and so on.

We can propose copy for this series of letters which would be mailed from Alaska. It is important that the Members and Administration executives know of the Committee's existence if other material directed toward them is to be effective. The direct mail is intended to announce the Committee's existence, and identify it before the Washington D.C. leadership.

VIII. Miscellaneous Materials

a. Still Photography. For illustration in all media, some still photography will be useful.

b. Targeting of support Congressmen. This is a process which we propose be done by the law firm of Ron Birch.

c. Identification of 1,000 important people in D.C. who may affect the outcome of the D-2 issue (including, of course, all Members of Congress), for direct mail purposes. This we propose be done in conjunction with the law firm of Ron Birch. This is our direct mail list.

PROGRAM BUDGET

I.	U.S. Senate/House survey. Questionnaire, data-processing, report, plus all related expenses, exclusive of interviewing	\$ 1,500
II.	Alaska Citizen Feedback System survey, including all design, interviewing, sample, electronic data processing, preparation of report, and incidental expenses; total budget \$15,000 shared 50% with Office of Governor, thus	7,500
15 Jan	III. Film production. Approximately ten minute film. Sound and color. For use at meetings and on television. Three copies. 1 16 min 2 8min	27,000
15 Jan	IV. Film clips. One 60" and one 90" silent film clip for talk shows nationally. video tape	2,500
	V. TV spot package, two or three spots either 30" or 60", as described.	17,000
	VI. Radio spot package, from six to twelve radio spots, mostly 60" for airing in D.C. (3)	6,000
	VII. Print materials. For all newspaper ads, brochures, or mail: copy fee to writers \$2,500 graphics & layout 3,500	6,000
	VIII. Still photography	1,500
	IX. Expenses a. Travel, hotel, etc. \$3,000 b. Overhead Media Group 2,500	5,500
	PROGRAM BUDGET TOTAL	\$74,500

Budget figures for all electronic media

(III. Film; IV. Film Clips; V. TV Spot Package; and VI. Radio Spot Package) have been planned as a coordinated budget; removing an item from the package affects the cost of the remaining three.

Should the Committee do so, the production costs of remaining items must be recalculated. All other budget figures are "line items" unrelated to other expenditures, with the exception of IX. Expenses, a fixed cost.

PAYMENT SCHEDULE

Assuming the approval of all or most of this ten-item budget, we propose a payment schedule as follows:

- (1) A payment of \$25,000 upon agreement. This will cover items I and II (immediate research), and start-up costs on all production materials.
- (2) A payment of \$25,000 immediately after principal filming is completed. We estimate this by November 1.
- (3) A payment of the remainder (\$24,500) upon the completion of all work and delivery

of all product to the Committee. We estimate this for sometime in December, and by January 1, 1978 at the latest.

SUMMARY

Media Group will provide top professionals and skilled artists and specialists for each activity assigned by this proposal. Research will be conducted by Rowan Group Inc. and communications strategy and counsel will be forthcoming from Michael Rowan, who is associated with Media Group as well. All electronic media production will be directed by Eli Bleich. Print media will be designed by Phyllice Bradner of Anchorage, and still photography by Baron Wolman of San Francisco. All these key individuals have extensive experience in Alaska communications campaigns, and collectively, one or the other has been involved in most of the remaining states for similar purposes. Mr. Rowan has designed and implemented a series of information campaigns in Washington D.C., and it is based upon that experience that this proposal comes forth.

Summaries of the background and experience of the principals can be supplied at the request of

mediagroup

111 VALLEJO STREET / SAN FRANCISCO, CALIFORNIA 94111 / (415) 789-3034

We look forward to engaging in this work and moving as rapidly as possible to get the job done, to the satisfaction of the Committee and the people of Alaska.

AGREEMENT

This is the agreement between Media Group and the D-2 Steering Council For Alaska Lands, 1016 W. 6th Avenue, Suite B, Anchorage, Alaska 99501.

That all work as outlined in the attached memorandum (dated 16 September 1977) from Media Group to the Committee will be performed commencing immediately, and completed as rapidly as possible but no later than January 1, 1978. In payment for these services, the Committee will pay Media Group according to the following schedule:

\$25,000 upon agreement

\$25,000 by November 1

\$24,500 upon delivery of materials

Changes in work can be made by the Committee during the life of this agreement, and the Committee can cancel this agreement at will, reimbursing Media Group for work performed up to that point in a reasonable manner.

Media Group will work closely with the Committee and its

(2)

staff, gaining approvals prior to the production of materials, and satisfying the proposal objectives as outlined in the memorandum (attached).

AGREED THIS DAY

9/16/77
(date)9/27/77
(date)


BETWEEN

Eli F. Bleich
Eli F. Bleich

for MEDIA GROUP

for D-2 STEERING COUNCIL
FOR ALASKA LANDS

STEERING COUNCIL FOR ALASKA LANDS (d)(2)
Rep. Steve Cowper, Chairman
31-92-1-783

100 - PERSONAL SERVICES

<u>STAFF</u>	<u>SALARY</u>	<u>ENCUMBRANCES</u>	<u>TOTAL</u>
Sharon Long	\$ 27,667.25	\$ 3,676.22 ^(3/16-4/15/79)	\$ 31,343.47
Sharon Stoops	10,992.80		10,992.80
Becky Tischer	4,267.30	1,489.83 ^(3/16-4/15/79)	5,757.13
Alephe Morris	474.74		474.74
Dennis Ryan	<u>1,315.92</u>	<u> </u>	<u>1,315.92</u>
TOTAL	\$ 44,718.01	\$ 5,166.05	\$ 49,884.06

STEERING COUNCIL FOR ALASKA LANDS (d)(2)
Rep. Steve Cowper, Chairman
31-92-1-783

TRAVEL

	<u>TRAVEL</u>	<u>PER DIEM</u>	<u>ENCUMBRANCES</u>
Rep. Steve Cowper	\$ 3,816.06	\$ 1,852.48	\$
Senator Joe Orsini	1,504.83	931.80	
Senator Mike Colletta	1,543.38	535.00	
Senator Chancy Croft	616.10	70.00	
Rep. Joe L. Hayes	595.86	415.00	
Rep. Al Osterback	2,155.28	670.00	
Chuck Hawley	1,506.97	1,299.75	
D. Cline	1,562.33	529.00	50.00 (Outstanding field warrant)
W. Parker	2,209.20	852.25	
J. Hoffman	283.47	150.00	
Sharon Long	2,746.06	2,604.70	209.67
Sharon Stoops	489.50	443.47	
Jack Chenoweth	1,796.12	1,012.05	
Diann Nelson	1,103.23	532.30	
George Utermohle	316.56	45.20	
J. Kowalsky	97.26	35.00	
Becky Tischer	1,265.62	621.10	163.02
Dick Bishop	615.92	363.40	
John Shively	670.26	175.00	
Carl Jack	311.84		311.84
Troy Air Charter	1,447.20		
TOTAL	\$26,653.05	+ \$13,137.50	+ \$ 734.53 = \$40,525.08

STEERING COUNCIL FOR ALASKA LANDS (d) (2)
Rep. Steve Cowper, Chairman
31-92-1-783

CONTRACTUAL

	<u>EXPENDITURES</u>	<u>ENCUMBRANCES</u>	
Suburban Land (Rent)	\$ 7,344.00	\$ 892.50	
Alaska Advocate	25.00		
Fairbanks Daily News-Miner	31.00		
Yukon Office Supply (Furniture rental)	1,672.69		
LAA - Supplies (initial set up)	957.71		
Congressional Quarterly	215.00		
Sharon Long - Registration Fee	100.00		
Sharon Long - OMB Dinner	311.90		
Municipality of Anchorage - Long distance tolls	1,747.19		
Municipality of Anchorage - Service	918.81		
Anchorage Information Office - Postage	85.00		
Media Group	98,026.00	7,690.60 <i>Sharon Long</i>	
Professional Business Service	539.50		
1- Birch, Horton, Bittner & Monroe	37,849.65	67,938.10 <i>Jan + Feb Service</i>	
2- Moss, Frink & Franklin	35,334.55	14,665.45	
Michie Company	306.42		
Southeastern Empire	69.00		
Chuck Imig	100.00		
Color Art Printing	195.35		
Senator Orsini	40.00		
3- Rowan Group	4,231.55	1,600.00 <i>Sharon Long</i>	
Press Release - Parker	50.00		
R & R Deposition	645.25		
Anchorage Messenger Service	70.00		
Exspeedite Services, Inc.	410.00		
LAA - Typewriter rental	270.00		
TOTAL	\$191,545.57	\$ 92,786.65	= \$284,332.22

1 150,000.00

2 Same

3 12,000.00

4 H.A. Bouchard 60,000.00

STEERING COUNCIL FOR ALASKA LANDS (d)(2)
Rep. Steve Cowper, Chairman
31-92-1-783

COMMODITIES

	<u>EXPENDITURES</u>		<u>ENCUMBRANCES</u>	
Stoops/Tischer (Petty Cash)	\$ 487.73		\$	
Yukon Office Supply	719.63			
Alaska Stationers	91.53			
Color Art Printing	273.25			
Barrett Office Supply	107.32		(53.66)	
LAA - Supplies	93.84			
Polar Reproduction & Supply	102.50			
Anchorage Information Office (Opinion)	17.50			
Printers Workshop	21.50			
TOTAL	\$ 1,914.80	+	\$ (53.66)	= \$1,861.14

(d)(2)

3/22/78

MEMORANDUM

To: STEVE COWPER
Chairman
Finance Committee

From: SHARON LONG
Administrative Assistant
(d)(2) Steering Council Budget

Date: February 22, 1978

Re: (d)(2) STEERING COUNCIL BUDGET

\$ 85,722.00 STAFF AND OPERATIONS

- Rent and furnishings for offices at
1016 West 6th Avenue, Suite B
Anchorage, Alaska 99501
- Plus salaries for staff

\$ 12,000.00 PLANNING AND COUNCILING

- Media advice, national and regional

\$102,500.00 TRAVEL/SPEAKERS BUREAU

- Includes \$70,000.00 for "Speakers Bureau"
which would cover Alaska representatives
personally contacting every other State
Legislature. And, Council members and
staff travel for \$32,500.00

\$ 40,000.00 COMMUNICATIONS INTERNAL

- Telephone, telegraph, telex

\$150,000.00 LEGAL REPRESENTATION

- Includes firms with Washington offices with
entree to both minority and majority.

+50,000.

\$ 11,500.00

MATERIALS REPRODUCTION

- Copying of slides, maps, film segments, xeroxing of briefing books, legal opinions, memoranda, and legislation.

\$ 13,000.00

PRINTING

- Brochures and other mail out materials.

\$ 4,000.00

GRAPHICS DESIGN

- Brochure and report work

\$ 6,000.00

RADIO PRODUCTION

- For productions of radio pieces for use in Congressional communications and key congressional districts in the lower 48.

\$140,000.00

TV and for FILM PRODUCTION & BROADCAST TIME PURCHASE

- TV: Studio production time for information programs.
- FILM PRODUCTION: Possible expansion of existing film piece or production of new piece depending on conditions in Congress and the U.S.
- BROADCAST TIME PURCHASE: Radio or TV time purchase to air materials.

\$ 50,000.00

SPACE PURCHASE

- For purchase of newspaper space in key regions.

\$ 10,000.00

DIRECT MAIL

- Information dissemination to Congress, other legislatures, Alaska public.

\$ 25,000.00

SURVEY RESEARCH

- For survey of Congressional attitudes and buying a couple questions in an existing Gallup or Harris type poll.

\$ 13,000.00

SPECIAL CONSULTANTS

- Hire of individuals on short term basis with special knowledge or areas of influence in a specific issue area.

\$ 12,500.00

EVALUATIONS AND REPORTS

- Reports concerning regionalized knowledge and evaluations such as in "Coalition of Western States" type programs.

\$ 12,000.00

MISCELLANEOUS EXPENSES

- Such as Projector or video tape machine rentals, messenger service, publication subscriptions, transcriptions, paper, pencils, paper clips, push pins, typewriter ribbons, 3 ring binders, scotch tape, rubber bands, map pins, dictionary, phone message pads, etc.

\$ 70,000.00

USA NEWS MEDIA CAMPAIGN

- An individual with nation wide entree to major editors and newspaper to conduct a 5 month nationwide newspaper visiting program.

\$ 75,000.00

USA NEWS FEED OPERATION

- To set up and execute a system of feeding (d) (2) related News into the various states and regions. This would require relating "our" news to the pertinent issues of a specific state or region.

\$831,222.00

TOTAL

+ 15. Seminar/Work Session
on Group Mgmt.

Red Banker
50,000

PLEASE NOTE: THE FOLLOWING PAGES WERE TREATED
AS A UNIT IN THE ORIGINAL DOCUMENT.

(d)(2)

3/22/78

NATIONAL D-2 INFLUENCE PROGRAM

	<u>Alternative I</u> (Radio plus nat'l newspapers)	<u>Alternative II</u> (Local plus nat'l newspapers)	<u>Alternative III</u> (Combination of I and II)
Planning & Budgeting	3,500	3,500	3,500
Benchmark Survey	15,000	15,000	15,000
Plan Implementation	750,000	727,000	1,353,100
Follow-up Survey	<u>15,000</u>	<u>15,000</u>	<u>15,000</u>
Subtotal	773,500	761,100	1,386,600
CSHB 652 am Reduction	<u>(81,000)</u>	<u>(81,000)</u>	<u>(81,000)</u>
TOTAL	692,500	680,100	1,305,600



murray, kraft & rockey, inc.
advertising & public relations

3925 Reka Drive, Anchorage, Alaska 99504, (907) 279-3516

**AN OUTLINE FOR
THE STATE OF ALASKA
FOR A
NATIONAL d-2 INFLUENCE PROGRAM**

**Prepared for
Senator Joseph L. Orsini**

**by
Murray, Kraft & Rockey, Inc.
3925 Reka Drive
Anchorage, Alaska 99504**

February 27, 1978

I INTRODUCTION

At the request of Senator Joe Orsini, Murray, Kraft & Rockey, Inc. has prepared the following prospectus, detailing estimated reach and frequency which might be achieved by the State of Alaska, should it desire to go to the American public with messages urging reasonable assignment of d-2 lands.

Obviously, close coordination with our congressional delegation would be required, since rather than "shot-gunning" advertising, our messages should be concentrated in those congressional districts wherein influence is required. However, for purposes of this outline, the agency has selected the 128 leading United States markets, and for purposes of budgeting have assigned market values to the total, based on two different media proposals, and the combination of both.

In order to produce a detailed plan, to include budget allocation by market and medium, with frequency and penetration figures, and specific costs, Murray, Kraft & Rockey, Inc. would require approximately two weeks' time and a preliminary budget of \$3,500.

II THE SITUATION

Sometime this summer or fall, the Congress of the United States will consider one or more bills providing for assignment and disposition of the d-2 lands of the Alaska Native Claims Settlement Act. Within Alaska, it is generally conceded that a bill such as the Udall bill could work extreme hardship on Alaskans and our economy. On the other hand, recent events would seem to indicate that the environmental groups opposing a limited d-2 settlement have begun to lose some of their momentum. Obviously, in an election year politicians are inclined to vote "on the right side" on matters which either effect their constituency, or about which their constituents have strong feelings. To this point, most Americans (with the exception of Alaskans) have very little knowledge of, or interest in, the d-2 assignments. Therefore, their elected officials may cast their vote in Congress with relative impunity. As has been shown by the Panama Canal controversy, however, an involved constituency can drastically effect political outcomes. It would be our hope that the attached program could help Alaskans to achieve their goal of an equitable d-2 land settlement.

III OBJECTIVES

- A. To reach a substantial portion of the constituents of those United States Senators and Representatives most subject to influence, with sufficient explanatory information, and enough frequency, to win them to Alaska's position.

- B. To measure results, both before and after, in order to provide proof positive to these members of Congress that a vote favorable to Alaska's position will not harm them politically with their constituents, and in fact may be of positive benefit.

IV STRATEGY

- A. Selection of Target. Immediate meetings with our Congressional Delegates and their staffs, and other resource persons in our nation's capitol, in order to ascertain which congressional districts should be reached. In general, we would tend to concentrate major effort on those votes most subject to influence. Secondary emphasis would be placed on those already supporting Alaska's cause, since these officials also require our assistance with their constituents. Final targets would be those adamant adversaries who are facing strong opposition in their bids for reelection.
- B. Survey. As soon as target markets are selected, we would arrange for a survey which essentially would seek to determine what people now know about the d-2 lands issue, how important they consider it to be, and how they feel about it. This would be a bench-mark survey, and would precede the media program.
- C. Creation of Program. Working with resource people from the State of Alaska, the agency would seek to create communications material which would educate,

inform and influence the general public. In all instances, materials would give every appearance of factuality and all information would be footnoted where necessary. Should radio be utilized, we would seek to find responsible, nationally-known spokesmen to help promote Alaska's views.

- D. Media Placement. The agency would contract with a nationally reputable media buying service, in order to ensure that materials are delivered to the media in a timely fashion, yet not so far in advance as to alert the opposition. Incidentally, it would be our contention that the Fairness Doctrine may not be invoked against radio stations carrying our messages should this media be selected. This is because of the "local controversy" aspect of past rulings. However, please bear in mind that each station must bear the responsibility for making determination as to whether provisions of the Fairness Doctrine should be afforded, if requested by the opposition. Naturally, fairness provisions apply only to broadcast--not print media.

- A. The following list of 128 markets constitutes a total population of 117,745,000 American citizens.

Alabama - Birmingham Metro, Mobile, Montgomery,
Huntsville

Arizona - Phoenix Metro, Tucson

Arkansas - Little Rock, Fort Smith, Texarkana

California - Los Angeles, Oakland, San Francisco,
San Diego

Colorado - Denver-Boulder, Colorado Springs, Pueblo

Connecticut - Hartford, Stamford-Norwalk

Delaware - New Castle, Wilmington

Florida - Dade County Metro, Orlando, Tampa,
Tallahassee

Georgia - Atlanta Metro, Augusta, Columbus,
Savannah

Hawaii - Honolulu

Idaho - Boise City, Pocatello-Idaho Falls

Illinois - Chicago, Arlington, Madison, Rock Island

Indiana - South Bend, Evansville, Indianapolis

Iowa - Davenport, Des Moines, Cedar Rapids

Kentucky - Louisville, Ashland, Lexington

Louisiana - New Orleans, Baton Rouge, Jefferson,
Shreveport

Maine - Portland, Augusta

Massachusetts - Boston, Springfield, New Bedford

Michigan - Lansing, Detroit, Grand Rapids, Flint

Minnesota - Minneapolis-St. Paul, Duluth

Mississippi - Jackson, Biloxi, Columbus, Greenville

Nebraska - Omaha, Grand Island, North Platte, Lincoln

Nevada - Las Vegas, Reno

New Hampshire - Manchester, Portsmouth-Exeter

New Jersey - Newark, Trenton, Camden, Patterson

New Mexico - Albuquerque Metro, Las Cruces

New York - New York, Buffalo, Albany

North Carolina - Raleigh-Durham, Charlotte,
Greensboro

North Dakota - Fargo-Moorhead, Grand Forks, Minot

Ohio - Cleveland, Columbus, Cincinnati

Oklahoma - Oklahoma City, Tulsa

Oregon - Portland, Salem

Rhode Island - Warwick, Pawtucket

South Carolina - Spartanburg, Greenville, Charleston

Tennessee - Memphis, Nashville, Knoxville, Chattanooga

Texas - Dallas, Fort Worth, Houston, El Paso,
San Antonio

Utah - Ogden, Salt Lake

Virginia - Newport News-Norfolk-Portsmouth, Richmond

Washington - Seattle-Tacoma, Olympia, Spokane

Washington, D. C.

West Virginia - Charleston, Huntington, Wheeling

Wyoming - Cheyenne, Casper

1. Plan No. 1 - Basic Radio, Supported by
National Newspapers.

The agency would purchase an average of three adult stations per market, with a frequency of four spots per day per station for a period of three weeks. The number of stations per city would vary from one (in the smaller communities) to six (in Los Angeles and New York). This type of selection should deliver an estimated penetration of 60% of the total population, with a frequency per listener of 4.5 times. This amounts to total impressions of 317,915,000 generated in a 21-day period. In addition, radio would be supported by National newspaper schedules.

National Newspapers

<u>Publication</u>	<u>Circulation</u>
New York Times	1,479,862
Washington Post	762,825
Wall Street Journal	1,484,667
Christian Science Monitor	<u>170,087</u>
Total Circulation	3,897,441*

*for total readership of 7,210,266, at an average pass-along factor of approximately 1.85%.

Summary. In one three-week period, Americans

receive 323,623,288 impressions urging their support of a reasonable d-2 legislation, under Plan No. 1.

2. Plan No. 2 - Local Newspaper Program.

Newspaper advertising generally tends to reach community thought leaders. We do not wish to appear to be the "blue-eyed Arabs" some of the eastern establishment is calling us. Therefore we feel that advertising should be less than full-page size, contain fairly detailed information, and although all advertising would follow a specific format, we would recommend that each succeeding ad would cover different aspects of the d-2 controversy. Frequency would be one ad per week, in the 128 foregoing markets. Ads would be approximately three-quarters of a page in size, and would appear in 217 newspapers, both morning and evening. Along with the New York Times and the Washington Post, we would once again recommend inclusion of the Wall Street Journal and the Christian Science Monitor--two of the nation's leading national newspapers.

Total combined circulation of all 217 newspapers is approximately 29,203,000. Applying the 1.85 pass-along factor, each ad would have theoretical exposure to 54,025,550 readers.

Multiplying this factor by three--the number of insertions--we would be exposed to a potential 162,076,650 readers. However, the nature of the subject and the ad would dictate against high readership. Therefore, if we assume that one-fourth of all readers actually see the ad, we would have a "noted" factor of 40,519,163. If, of this number, one-fourth read all or most of the ad--a fair average based on national readership surveys--we will have reached with our message a total of 10,129,791 Americans.

VI BUDGET

Plan I - Radio plus national newspapers. \$750,000.

Plan II - Local newspaper advertising program. \$727,600.

Obviously, the most effective program would combine these two, although not necessarily simultaneously.

Rather, we would recommend a six-week program, initiated by radio, and culminating with the newspaper advertising.

The total price for carrying out both newspaper and radio in 128 of the leading population centers of the United States would be \$1,353,100.

In addition, we estimate the two national surveys at approximately \$15,000 each, or a total of \$30,000. It is imperative, in our opinion, that the surveys be taken, because we believe that this actual data will provide the basic vehicle for using our advertising effort to influence legislation.

VII CONCLUSION

The foregoing programs are estimated only, but in the agency's experience, should be reasonably accurate, and are inclusive enough to include such factors as creativity, production, and direct expense incurred in formulating and carrying out the program. As an item of general philosophy, we would urge that advertising messages concentrate on people--both the people of Alaska, and the people of the United States who will benefit from Alaskan resources which might otherwise be lost if an unduly restrictive d-2 act is passed. Again, because of the drastic fact of d-2 legislation on Alaskans in all walks of life, we would urge that primary consideration be given to working with Alaskan professional firms and suppliers. Finally, it is our contention that the media themselves will respond more favorably to advertising which is generated in, and from, Alaska--perhaps even to the extent of supplying favorable editorial support.