

SCOMM

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NORTHRIM ASSOCIATES

April 21, 1977

Honorable Clark Gruening
House of Representatives
State of Alaska
Pouch V
Juneau, AK 99811

Dear Clark:

As your Interim Permanent Fund Committee works to hammer out differences between your approach and that proposed by the Senate side, I would like to urge you to keep in mind the various resources which are available to the Interim Committee during the eight or so months they will have to come up with a plan.

My guess is that it would be neither possible nor productive and certainly not cost-effective to attempt to staff the committees with all of the different kinds of people required to meet the challenge. And I assume that therefore you will actually only hire a few people: a top-notch administrator who can keep all the pieces moving and in order, and two or possibly three others who either know different parts of the state very well and/or have an overview of some/all of the various issues involved.

From that kind of core staff I would then think you would look for other resources to work with on a contractual basis -- individuals or groups who can provide a particular service on a part-time basis throughout the entire planning process or who have expertise in a specific issue area.

If, in fact, this is the approach you determine to be most constructive, I would encourage you to involve these various resource people or firms almost immediately. Their assistance in these early stages would most likely save you time and money in the long run.

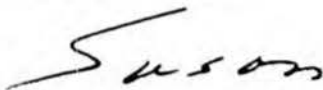
We would like you to consider Northrim Associates as one of these resources. I am enclosing our prospectus to give you an idea of the variety of services we offer. Presumably your committees will seek the involvement of the Alaskan people in your planning process, and I can state quite unequivocally that no other firm in the state has Northrim's experience or capability in this area.

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You will also note in the prospectus that our video production manager, Tom Shackle, has done the kind of work for the Capital Site Selection Committee and the Alaska Public Forum which may well be applicable to your committee's needs.

In the meantime, if you have any questions about how we might be able to help, do let me know. I am sending a similar letter with a prospectus to George Hohman.

Sincerely,

A handwritten signature in cursive script, appearing to read "Susan".

Susan L. Ruddy
President

SLR:cp
Enclosure



NORTH RIM ASSOCIATES

Northrim Associates, Inc., was incorporated in the State of Alaska in January, 1977.

The firm consolidates the experience and abilities of a group of long-time Alaskans who have been working in the related fields of information and communications since 1963.

Our goal is to assist our clients with their information gathering and communicating needs, and to provide the linkages which are necessary to make both activities productive.

Northrim's professional staff and associates bring with them considerable experience in journalism and public relations, survey and interface research, organizational and facilitative techniques required for public participation activities, program monitoring and evaluation, and media production.

CURRENT ACTIVITIES

The State of Alaska, Office of the Governor, contracted with Northrim in January 1977 to involve residents of Southwest Alaska in the Alaska Public Forum. In addition to handling logistics and promotion for sessions of the Forum in four Yukon-Kuskokwim and Bristol Bay communities, Northrim produced bi-lingual (Yup'ik/English) informational tabloids and video tapes which were distributed to all villages in the region in an effort to involve as many people as possible in the Forum process.

Under this same contract Northrim has produced audio-visual documentation of Alaska Public Forum activities statewide.

At the request of the State Division of Lands and Water Management we designed and implemented a training program which allowed agency staff to successfully culminate a two-year series of public hearings and citizen council meetings regarding a proposed Land Management Planning Study for the Delta Junction area.

In conjunction with the Alaska Native Foundation, Northrim is assisting village corporations established under the terms of the Alaska Native Claims Settlement Act of 1971 in the conduct of their short- and long-range planning. Northrim has developed a methodology and designed a survey instrument to determine village stockholder values and goals. The information-gathering process we have developed is uniquely suited to village application. It will serve both as an educational tool for stockholders and as a communications link between stockholders and their corporate boards who are charged with the responsibility of developing plans consistent with stockholder needs and desires.

EXPERIENCE

In recent years, members of the Northrim staff have:

- *managed the Alaska Native Enrollment worldwide promotional effort for the Bureau of Indian Affairs (a unique public service advertising project which successfully informed approximately 12,000 Alaska Natives from Saudi Arabia to Singapore of their last opportunity to share in the benefits of the Alaska Native Claims Settlement Act of 1971);

- *served as public relations counsel to Alaska Methodist University, and conducted a series of public workshops statewide to assist in defining Alaskans' perceptions of their postsecondary education requirements;

- *worked on contract to the Capital Site Selection Committee to ensure that their public meetings were attended by a representative cross-section of residents of each community;

- *assisted in the design, funding, and implementation of the Anchorage community council system;

- *served as Director for the Anchorage Municipality's Behavioral Health programs, and in this capacity was responsible for all programmatic and fiscal matters, as well as planning, monitoring, public information and citizen participation activities;

- *served as Director of the Alaska Native Human Resource Development Program, a postsecondary education project funded by the W. K. Kellogg Foundation, a position which required planning and public involvement;

- *produced broadcast-quality audio-visual programs for the Capital Site Selection Committee, the Anchorage Child Abuse Board, the Alaska Humanities Forum, the Ketchikan Gateway Borough, the Anchorage Municipality, and others;

*conducted research and prepared a written report for the Bureau of Indian Affairs on the problems of urban Alaska Natives;

*conducted citizen surveys for the Anchorage Municipality to determine the major problems of the elderly in Anchorage, and to probe recreational behavior and preferences for planning purposes;

*served as Alaska Field Representative to the U.S. Commission on Civil Rights and, in this capacity, prepared a written overview of civil rights issues in Alaska;

*designed a postsecondary education delivery system for rural Alaska for the Alaska Federation of Natives, Inc., which was adopted and implemented by the University of Alaska.

*worked with a variety of boards and commissions in advisory, consultative, and executive capacities.

CAPABILITIES

Northrim Associates, Inc. is capable of providing the following:

Research Services

*interface research: identifying, collecting, compiling, analyzing and interpreting existing data and information in subject areas required by clients;

*survey research: methodology, sample and instrument design; interviewer training and supervision; pre-testing; field work, coding and data analysis; and presentation of a written narrative with recommendations.

Public Relations and Promotion

*public relations: design and implementation of overall programs intended to establish productive relationships between our clients and the publics they serve;

*promotion: design and implementation of projects for our clients to promote specific programs, activities, or products.

Public Participation

*design: development of plans to assist our clients in gaining the involvement of a specific public, or a variety of publics;

*management: planning and implementing all logistical activities involved in the conduct of a convention, conference, public hearing, public meeting, workshop, or seminar, including arrangements for on-site facilities, travel and lodging arrangements, etc.

*promotion: publicity of the event, notification of specific participants, provision of educational materials when necessary;

*facilitation: assistance to the client in choosing among the various approaches available, in designing the specific format to be used, and in conducting the sessions themselves. Our staff has experience in group problem solving, goals and values clarification, issue identification, prioritizing, etc.;

*follow-up: written and/or audio-visual reports and documentation for the client, and written reports for participants.

Audio-Visual Recording and/or Production

*documentary: consultation with the client regarding the various methods and applications of audio-visual documentation which may be relevant to a particular need, including simple audio and/or visual recording of a proceeding for reporting purposes, the use of this hardware to accomplish certain communications goals between a client and a particular public, etc. On-site or studio recording, editing, and production of final documentary.

*education/training: consultation and planning regarding the most effective means of producing audio-visual materials for education and/or training purposes, including content design, scripting, graphics, narration, etc. Full on-site or studio production capability.

Planning, Monitoring, and Evaluation:

This is perhaps the single most essential service which we provide for our clients. Thorough pre-planning, constant monitoring, and in-depth final evaluation are mandatory if we and our clients are to know if an information and communication program is effective.

*planning: may involve only consultation with the client, or it may require interface and/or survey research;

*monitoring: one or more of a variety of feedback systems should be initiated during the implementation phase so that we may determine with our client whether the original approach needs modification or resources need to be reallocated;

*evaluation: a final evaluative report will be presented to clients to assist them in judging the depth and breadth of information penetration, and the effectiveness of the particular communicative tools used in the project.

In addition to the services enumerated above, Northrim Associates, Inc., through working relationships with other firms, can provide:

- *in-depth social research
- *market research
- *advertising services
- *graphics design
- *organizational development

Northrim Associates:

Susan L. Ruddy

Jack R. Heesch

Thomas W. Shackle

Eric Ekvall

Claudette Palmer