

CHARTER COMMISSION

COUNTY OF MAUI

2180 MAIN STREET (ROOM 24)

WAILUKU, MAUI, HAWAII 96793

August 18, 1976

M I N U T E S

SUB-COMMITTEE ON EDUCATIONAL PROGRAMS

The meeting was called to order by Chairman Edwina Bright at 3:00 PM, 8/18/76 at Maui Community College.

Commissioners Present:

1. M. Cameron
2. A. Sparks
3. J. Souki
4. E. Bright, presiding

Absent and excused:

1. S. Moikeha
2. R. Murakami
3. L. Sodetani
4. H. Abe
5. C. Agliam, Lanai
6. S. Petro, Molokai

Guests:

Miss V. Marugg
Robert Jamieson

John Middleton - Maui News
Radio Spots

Chairman Bright called upon Comm. Souki to introduce Mr. Robert Jamieson of R. Jamieson Associates whose business includes photography, design and creative communications. (Mr. Jamieson had been invited to the meeting to present some examples of his work; with the thought in mind that the Commission may be able to use his expertise in promoting an educational program to the public regarding the Charter before presentation of the Charter at the general election in November 1976.) Jamieson said he is not in advertising business; rather, he uses visual communications. (Some examples of his work were circulated). He said that:

1. in order to obtain the objectives of the Charter, he would have to study and do some research
2. he feels the Commission wants him to create a positive approach in ads, etc.
3. in order to get readers to respond, quarter page ads must be "attention getters"
4. suggested 4- 6 different ads - with 16 insertions at staggered frequencies
5. If contracted, Jamieson would ^{work} closely with Commission and would have approval for all publications
6. budget - Approximate \$3200 to \$3500 - wants retainer to start with.
7. publications not to start before Sept 8 - Tabloid Day.

Miss V. Marugg:

1. circulated cartoons and illustrations
2. posters - art work
3. she suggested a poster for each major revision with logos
4. Costs - 10 posters - regardless of size - (finished) \$850.
@ hour, \$8.50 - 80 hours - = \$680.
11 news supplements (ads, illustrations) - \$583.
supplies - \$66.20
Cartoons - 4 hrs per cartoon - \$35. per cartoon

John Middleton:

Middleton represented KMVI radio station and had a series of questions regarding the radio spots the station is contracted to do for the Commission. Discussion centered around coordination of all activities regarding education and promotion of the Charter through the media.

1. Middleton said it is illegal to come out and say "Vote Yes for the Charter".
2. If there is a group against the Charter - they must be granted equal time.
3. Further discussion revealed that on "free time" (time matched free by the station) KMVI may not say "Vote Yes" because of repercussions.
4. On radio time, paid for by the Commission, wording can be pro-Charter.
5. He wanted to know what specific areas Commission wanted stressed.
6. When asked if he objected to another station using his "material", he said it would all depend upon the time involved.
7. It was decided "spots" could not be done in 30 seconds - 60 seconds more realistic.
8. It was agreed that all radio material would be studied by Commission and/or subcommittee before broadcast.
9. Four spots were agreed upon written by Middleton earlier - three rejected.
10. Committee asked Middleton to emphasize - efficiency, accountability, responsiveness.

Re-cap:

1. Committee felt Jamieson's proposal of \$3500 is not unreasonable and that Commission hire him with recommendation not to exceed that amount.
2. It was felt Jamieson should begin Sept 15 - end November 1, 1976 - 1½ month -
3. It was felt Jamieson ads should be seen by Commission before it is decided whether Marugg's cartoons should be added to such ads.
4. It was also felt cartoons by Marugg could be used.
5. Committee agreed that Chairman Bright and staff person shall coordinate all media and publicity activities.
6. Committee said that Marugg may possibly do 10 proposals and 10 cartoons.

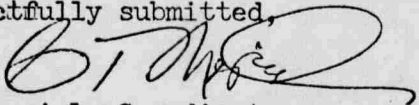
7*

Committee decided to meet again on Tuesday, Aug 24, 1976 - 7:00 PM Cameron Center and that the following people be invited to attend.

Maui News - Bob Jones, Peter Ragasa; Honokawai Taxpayers Ass'n - Stegmuller and Apo; Bob Jamieson; Viki Marugg.

7* Chairman read letter (with check for \$1500 enclosed) from Honokawai Ass'n. It was unanimously decided to return check and speak to Mrs. Stegmuller regarding law that such moneys contributed to this Commission would have to go through council. It was suggested Ass'n may be able to do this promotion in some other way.

Respectfully submitted,



C.T. Marciel, Coordinator

August 18, 1976

COMMITTEE MEETING

Chairman Edwina Bright, presiding

1. Call to Order
2. Minutes of Aug 5, 1976, circulated
3. Guests (for presentations)
 1. Mr. Robert Jamieson
 2. Hokua Maruy (Ref to Mrs. Cameron, I don't know name)
 3. Mr. John Middleton - re: Radio Spots
4. Other:

Check from Honokawai

MEMO:

1. KNUI - no longer contributing \$600. - because of our political overtones.
2. KNUI wants Commission to write scripts for radio spots for them
3. BOB JONES - MAUI NEWS, suggests his ads reflect some of the ideas and wordings as shown in flip-charts
4. Did you want to mention TOM/YAGI - ILWU
5. Do you want to mention return of Kekumano at this point?
- 6/ Meeting w/Mrs. Stegmuller, Lahaina, Thursday -
7. Second column - "Executive Branch" appeared in Maui News 8/16/76
8. Do you want to sign contract ~~w/~~ KNUI?