

Publicity

1/029

MULTNOMAH COUNTY CHARTER REVIEW COMMITTEE

401 Wilcox Building, 506 S.W. 6th Avenue
Portland, Oregon 97204 · 227-1631



John R. Faust, Jr., Chairman
Robert A. Burkholder
Del Greenfield
Jean Haliski

Terry Hannon
Kenneth Innis
Norman Lindstedt
Robert L. Mitchell

Larry Mylnechuk
Jay K. Owen
Kay Pankratz
Vern B. Pearson

Anne F. Picco
Robert D. Scholz
William D. Williams
James W. Winters

Julie Keller Gottlieb,
Administrative Secretary

June 12, 1978

To: Jack Faust

From: Julie

Re: BROCHURE

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DISTRIBUTION

| | |
|---|--------------------------|
| League of Women Voters (Portland) .(by.mail)..... | ✓ 348 delivered 6/22/78 |
| East. Mult. Co. League (Aug. Meeting distrib.)..... | 50 mailed " |
| City Club(meeting distrib.)..... | 300 delivered 6/23/78 |
| Portland Chamber (will not mail, no Forums until Fall) | none |
| West North Quadrant...(mail)..... | 20 mailed 6/22/78 |
| East " " | 25 " " |
| * S. E. " " (not until July)..... | 25 " " |
| N. E. " " | 25 " " |
| Kiwanis.....(distrib. at meetings)..... | 300 - delivered 6/23/78 |
| Lions (unable to reach) | ? |
| Rotary (approval needed, will call back)..... | ? |
| Elks (unable to reach)..... | 500 ? |
| Ray Phillips (unable to reach, but will keep trying).. | |
| Granges (Ken Innis will distrib.)..... | 300 delivered 6/22/78 |
| Gresham Chamber (will distrib. at meetings and will get to Gresham Rotary & Kiwanis).... | none |
| Citizens for Good Government (inactive)..... | 600 delivered 6/22/78 |
| Democratic Central Committee..... | 1,000? delivered 6/22/78 |
| Republican Central Committee.(approval.needed)..... | |

From these figures I would estimate we could probably distribute about 3,000 brochures during June and July.

You might also want to consider the following:

Bulk Mail - Rates - \$30 for a permit plus \$40 per year fee and 8.4¢ per piece of mail. In order to break even we would have to send out at least 1,200 brochures.

Memo
Jack Faust
6/12/78

Community Press Insert - The Press quoted me a figure of \$23 per 1,000 inserts, net rate. As an example, they estimate if we wanted to do Alameda (inclusive of their City NE and City E areas, circ. 40,000) it would cost us \$1,000.

I will go ahead and order 3,000 Brochures from City County Duplicating. If the Committee is interested in the Bulk Mail or CP insert, we can always order more.

jkg

*Luana Shipp who assured us at the May 31 meeting she could get the Brochure out to 1,000 people in SE, now is unable to do anything for us until July. Such is life!

City County Duplicating
Service —

Mike Huff -
248-3344

per
Margaret Wright

have Faust
call Clark-

~~1-22-77~~ also he exped
1-20-77 should have
1-13-77 copy of proposal
10:00
Monday

Bulk mail

1648
50
95
300
1093

Organizations

Amount

League of Women Voters - 228-1675

Virginia Monroe -

East Mult. County - 348 on last mailing
Elise Swan - 665-4295 - 1845 NW 13th
Gresham 97030

City Club - 228-7231

Portland Chamber of Commerce - 228-9411

make application to Forum Committee - George Alexander -
would be a "supportive" get out the right vote kind of thing -

Quadrants

- West/North - Gerry Newhall - 20 June 12 meeting on her mailing list -
- East - Kathy Pallari? 248-3241 - 25
- South East - Peggy Ekron - 248-5095 - 500
- John Miller - 248-3914 - after the 19th

Neighborhood Assn's

Luanna Shipp -

Senior Centers - PACT - Neightr -
Gresham - w/c back

Kiwanis - 520 SW Yamill - 226-3345

Time element -
w/arr'd at meeting

Lions Club of Portland - 775-1117

Rotary Club of Portland SW Broadway + SW Oak - 228-9611 w/c back

ELKS

Ray Phillips (East County group)

Ken Innis (granges)

Call Hotels
For
Schedules -

Richard Botteri - (Citizens for Good Govt) - 227-6723
Caryl Waters -

Wood Village

Gresham Chamber - 665-1131 - Monday Forums - 300
distrib to Forum - can get it to Rotary + Kiwanis

Democratic Central Committees

226-7106

- Campaigners — Sen. Jan Wiers - 30 people -

~~Caryl Waters~~

Moshe
Kenske

end of June

Claire Sagie
or Steve Cooper -

Republican Central Committee

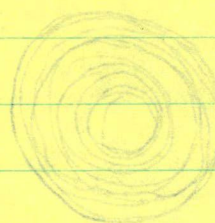
228-6651

519 SW Park
92205

Trumpeters -

Marion O'Scanlon

Send copy
of brochure



Bulk Rates

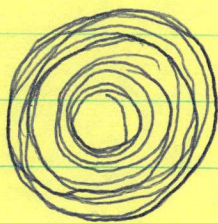
- printed matter
- 200 identical pieces at a time or more at main post office Rm.
- permit - \$30.00 for permit plus 40.00 per year.
- 8.4¢ per piece - break even -
- 1200 pieces per year to break even -

8.4 x

Community Press

Circulation 186,000 -

100,000 } 23.00 per thousand - net rate
150,000 }



100 x 80 x 125000 / 40,000 alameda -
city NE & City E

\$1,000 to do

40

$$\begin{array}{r} 1200 \\ 8.4 \\ \hline 4800 \\ 9600 \\ \hline 10080.0 \end{array}$$

$$\begin{array}{r} 1200 \\ 08.4 \\ \hline 4800 \\ 9600 \\ \hline 10080.0 \end{array}$$

$$\begin{array}{r} 1200 \\ 08.4 \\ \hline 9600 \end{array}$$

seTyp

BOB GORLEY

1214 S.W. Washington Street
Portland, Oregon 97205
Phone 222-4753 or 222-7464

Community Press 620-4121
#1 Separation of present county chairman from the board of commissioners.

#2 Commission vacancies would be filled by election rather than appointment.

40,000 - 628⁰⁰

2500

Web 22# 62⁰⁰

Place
Stamp
Here

Multnomah County Charter Review Commission
401 Wilcox Building, 506 SW 6th Avenue
Portland, Oregon 97204

MULTNOMAH COUNTY CHARTER
REVIEW COMMITTEE TIMETABLE

| | |
|--|---|
| June 5-26 | Public Hearings* |
| July | Review of public testimony to finalize amendments |
| Late July Early August July 31 | Final public hearing |
| August 23 | Proposal submitted to Multnomah County Commissioners |
| November 8 | Proposed charter amendments go before voters in General Election |

* PUBLIC HEARING SCHEDULE

Monday, June 5, 7:30 p.m.:
Roosevelt High Cafeteria

Monday, June 12, 7:30 p.m.:
Cleveland High Cafeteria

Monday, June 19, 7:30 p.m.:
Lincoln High Cafeteria

Monday, June 26, 7:30 p.m.:
Vista Room
Mt. Hood Community College

Monday, July 31, 7:30 p.m.:
Grant High School Cafeteria

SOMETHING IS HAPPENING.

SOMETHING THAT WILL AFFECT
YOUR LIFE.....

FOLD OPEN TO
MICROFILM

FROM

THIS SUMMER YOU CAN
HELP MAKE HISTORY.....

The Multnomah County Charter Review Committee, a group of citizens like you, is working to find out how YOU want your county government to be run. So far, these are some of the proposals they've come up with:

- New election procedures: three of our commissioners will be elected from East County, West County and Central districts; the rest at large, as they are now.
- Separation of present county chairman from the board of commissioners
- All commission posts would become non-partisan
- New revenue bonding authority for the Board of Commissioners
- Commission vacancies filled by election rather than appointment
- Changes in the language of the County Charter
- Updating of anti-discrimination policies for all county employees

AND THERE'S MORE....
MAYBE SOME OF YOUR IDEAS
COULD MEAN BETTER GOVERNMENT
FOR ALL OF US.....

GOOD GOVERNMENT IS
EVERYBODY'S BUSINESS...

But these proposed measures are NOT yet final. We want to hear what YOU think: about the way we choose commissioners, the powers our elected officials have... in fact, about ANYTHING pertaining to the Multnomah County Charter.

HERE'S WHAT'S HAPPENING.....

After a series of hearings in June and July, we'll take a proposal to the Multnomah County Commission on August 23. The final proposed measures will go before voters on the November 8 General Election Ballot.

HOW CAN I HAVE A SAY IN THE WAY
MY GOVERNMENT IS RUN?

Lots of ways:

- Consult the hearing schedule printed in this pamphlet and plan to attend and testify.
- Call the Committee office at 227-1631 to get more information or find out how you can express your opinion on proposed charter amendments.
- Fill out the blank at left, detach and return to the Committee office.

GOOD GOVERNMENT IS YOUR BUSINESS

The world will little note nor long remember an evening of summer re-runs or backyard catch...but YOUR participation could help change Multnomah County government for the better!

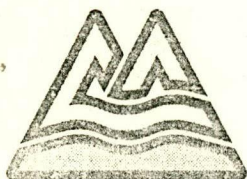
Complete and return to: MCCRC, 401 Wilcox Bldg., 506 SW 6th Ave., Portland, OR 97204

I wish to offer the following comments/opinions on proposed charter amendments:

I would like to suggest the following changes in the Multnomah County Charter:

(If additional space is needed, please attach sheet of paper.)

Please send more information to:



MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 606 COUNTY COURTHOUSE
PORTLAND, OREGON 97204
(503) 248-3308

COUNTY COMMISSIONERS
DON CLARK, Chairman
DAN MOSEE
ALICE CORBETT
DENNIS BUCHANAN
MEL GORDON

TO: MICHAEL HUFF
City-County Duplicating Services

FROM: DONALD E. CLARK *DE*
Chairman, Board of County Commissioners

DATE: June 6, 1978

RE: Request for Use of Services by Multnomah County Charter
Review Commission

Please be advised that I have no objection and would recommend that your duplicating services be made available to the Multnomah County Charter Review Commission. I understand that you will bill them directly for all printing costs incurred.

cc: Jack Faust
Julie Keller Gottlieb



MULTNOMAH COUNTY OREGON

BOARD OF COUNTY COMMISSIONERS
ROOM 605 COUNTY COURTHOUSE/PORTLAND, OREGON 97204



Julie Keller Gottlieb
401 Wilcox Building
506 SW Sixth
Portland, Oregon 97204

June 19, 1978

Dear Julie:

You're current, as of our phone conversation last week, on all confirmed bookings. My media schedule shows confirmed bookings include NEWSMAKERS (KPTV), TALKABOUT (KOAP), NOON NEWS (KOIN) and ~~FEEDBACK~~ (KGW).
OPEN LINE

I made initial contact with KKEY and you were to confirm with Dave Collins regarding an appearance. *OK - wle back? 6/20/78*

AMNW decided that the Charter Review Committee would not fit into their format.

TOWN HALL and SUNDAY SHOW (KATU) are still considering a segment on the committee, as is KOAP-TV, which will not resume original local public service programming until September.

I'll check back with all three in July and August according to their requests and relay information on to you. All three have been provided with information. SUNDAY says they may be interested in doing something just before the last hearing. There will be no additional charge.

Let me know if you have any questions. I've enjoyed working with you all.

Sincerely,

Sandra

Sandra D. Moore

ENCLOSURE

244-1336

MOORE MEDIA MOORE MEDIA

666-3773

Tony Moore
like earlier

MEDIA SCHEDULE: MULTOMAH COUNTY CHARTER REVIEW

3773

666-3773

Tony

for schedule

WEDNESDAY, JUNE 5: 10:30 p.m., 10 O'CLOCK NEWS with Ted Warren, KPTV, 735 SW 20th Place. 15 to 20 minute segment, interview followed by phone-in questions. Be at studio by 10 p.m.

Shirley Howard Show June 12-15-or 19 (Mon/Thur/Mon) Benson Hotel: half hour show. Arrive at 7:45. Show begins at 8 a.m.

IN THE WORKS

Noon News with Wendy Gordon, KOIN

East side/Westside Joan Biggs KGW

Town Hall: possible August taping for September airing.

KKEY: Dave Collins to contact Julie

Studio B: KOAP

AMNW KATU

7926 SW 31st. Ave., Portland, Or. 97219

June 8, 1978

TO:
John R. Faust

RE: Television bookings

Following up on our phone conversation, you're scheduled to appear on the following shows:

KOIN TV NEWS: 11:45 a.m., KOIN TV, 140 SW Columbia.
Ten-minute interview segment. Be at studio by
11:30 a.m. V Contact Wendy Gordon. Monday, June 12.

TALKABOUT WITH SHIRLEY HOWARD: 8 a.m., KOAP.
Half-hour show broadcast live from the London
Grill in the Benson Hotel. Generally one
other guest. Be there by 7:45 a.m.,
Wednesday, June 21.

JULIE: Here's a cc so you know what's going on. Looks like the only possible remaining shows could be AMNW and the KKEY program with Dave Collins. KOAP's FEEDBACK is going into summer season, but they may be interested in a fall program. I'll check back with FEEDBACK and TOWN HALL in August.

If you have any questions, call 244-1336

*Open Line ?
- June 25th*

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Julie Keller Gottlieb,
Administrative Secretary

May 22, 1978

To: Multnomah County Charter Review Committee

From: Julie Keller Gottlieb

Re: Publicity

On Wednesday, May 17, 1978, Del Greenfield and I met with Ms. Sandra Moore, Moore Media, Inc. Ms. Moore was highly recommended to us and both Del and I were pleased with the meeting. Ms. Moore charged for her consultation approximately \$50 per hour and spent about 1½ hours with us.

As a result of that meeting arrangements have been made for a press conference, June 1, 1978, 9:30 am, York Room, Benson Hotel. Ms. Moore will assist the Committee and staff in preparing a briefing packet to be distributed at the conference. Her charges will be \$125 per day and she anticipates about two days of work to prepare the packet.

Attached for your consideration is a rough outline for a publicity program. As always your comments and suggestions are welcome!

##

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PROPOSED PUBLICITY PROGRAM

(June/July 1978)

Estimated Cost

I. PRESS CONFERENCE

| | |
|--|----------|
| Confirmed, June 1, 1978, York Room, Benson Hotel... | \$ 20.00 |
| Press Release - prepared by jkg - printing..... | 40.00 |
| postage | 20.00 |
| Briefing Packet - including: June hearing schedule, press releases for hearings (4), Committee time-table, fact sheet, historical backgrounder, proposed amendments) prepared by Moore Media @ \$125 per day..... | 250.00 |
| printing - done by jkg..... | 50.00 |
| materials - | 50.00 |

ESTIMATED COST.....\$430.00

II. PUBLIC HEARINGS (JUNE, 1978)

| | |
|---|--------|
| Preparation of 4 press releases to be mailed 1 week in advance of each hearing (jkg or Moore Media) printing..... | \$ 160 |
| postage..... | 80 |
| Follow-up calls (to be done by jkg with instructions from Moore Media)..... | 50 |
| Public Service Announcements (arrangements made by Moore Media)..... | 125 |
| Newspaper Advertising (ideas to be developed by Moore Media)..... | 125 |
| Actual advertising | ? |

continued -----

(Public Hearings - continued)

ESTIMATED COST..... \$540 (minimum)

III. PUBLIC EDUCATION PROGRAM (JUNE/JULY 1978)

Scheduling Committee members on radio/TV shows
(arrangements to be made by Moore Media).....\$ 125

Arranging for meetings with media editorial
boards (print and radio/TV) (Moore Media)..... 125

Development of brochure (Ms. Moore thinks
these are very expensive) Unable to
estimate

ESTIMATED COST..... \$250 (minimum)

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5/15/78

Publicity Report

Following are recommendations for:

or briefing

1. Press Conference, May 31 or June 1 to formally present Committee recommendations (requiring 1 press release mailed in advance, and follow-up phone calls)
2. Public Service Time Slots (Radio and TV) to encourage citizen participation at June public hearings and provide for some public education. (This would require telephone work)
3. Establish Charter Review Committee speaker's bureau - This would entail:
 - a.) informing civic and service groups of availability for meetings, luncheons, etc.
 - b.) securing volunteers from the ranks of the Committee
 - c.) setting up schedules

I feel confident
that I could handle
this by myself along
with my other duties

If the Committee feels this is inadequate, the alternative would be to hire a public relations agency to do a "slick" information campaign. I would begin by getting estimates from several of the ~~best~~ firms in town. The Committee has no money budgeted for PR, but there is \$1,000 budgeted for part time secretarial help, and \$3,000 budgeted for research. This has not been used and could perhaps be transferred if the Committee chooses to go with the professional PR suggestion.

Publicity Program

June/July 1978

Estimated Cost

Press Conference : June 1, 1978 - \$20
York Room, Benson Hotel

Press Release - printing - \$35
- postage - \$20

Press Packet
(incl. ^{June} hearing schedule, ^{includes announcing press conferences} Committee ^{time table} ^{historical background} ^{proposed amendments}) \$250
prepared by Sandy Moore

Printing & Materials - ? \$100
for Packet - printing - \$100
- materials -

Public Hearings (June/78) -

(140 person mailing list) ^{one for hearing} ^{included in}
press releases (4) printing - \$100
(1 week in advance) postage = \$100

- follow up calls ^{instructions from Moore}
(to press, neighborhood assns, schools)
- public service announcements - \$50 per hr
(Sandy Moore) - \$125 per day
- newspaper ads - ?

Public Education Program

- scheduling Comm. members on TV/radio shows - \$125
- meetings w. media editorial boards - \$125
- possibility of direct mail

brochures

(Ms. Moore thinks these are very expensive)

248-5095 - SE Quadrant
" = 3241 - Kathy Pallari

\$5.85 per hr - Manpower - 226-6281
\$4.95 per hr. - Kelly Girls - 227-1711

Office of Neighborhood
Assn. 1220 SW 5th
Rm 413 - 248-4519
Mary Peterson ← Thurs. →
North West 223-3331

Mitzi Scott - 231-1088

Donna D -

Del Greenfield -

SW - 248-4392
North - 248-4524

constraints

PR - to develop ideas -

press conference - June 1 or May 31

publicize hearings -
get ^{comm.} members on radio TV -

- Ted Hallock - 224-1711 (Helen)

- John Denny -

- Roger Bachman - Collabertaine Group, - get a quote - 226-4553

- John Fenszak -

- Dick Turner

any time tomorrow at Jack's office 10:00 - Thursday

lay out a program for us - can't afford that -
get the publicity -

how do we handle this -

how do we get free publicity -

can't afford direct mail -

advice on how to get on radio TV -

suburban papers -

what other
avenues are
open to us
besides just
mailing press
releases

Sandra Moore -
Moore Associates -

Sandra Moore - 244-1336

(home)

- Quadrants
- Neighborhood Assns.

- LWRoters

Moore Associates

- 1) Jack - put June 1st on calendar
- 2) Kay - determine how much money we have to spend on PR -
- 3) Prepare summary of recommend,

| | | |
|----------------------|-----------------------------------|--------|
| Shirley Howard | Talkabout | KOAP |
| Ted Warren | 10'O'clock News | KPTV |
| Wendy Gordon | studio guest segment noon news | KOIN 8 |
| Dave Collins | | KKEY |
| Don Butler | NW Illustrated | KOIN |
| Steve Beck | Sunday Show | KATU |
| Charlotte Biggs | Am NW | KATU |
| Joan Biggs | East Side Westside | KGW |
| Gerry Pratt | Town Hall | KATU |
| Ja Ripper | Studio B | KOAP |
| Paul Linman | Open Line | KGW |

kick pre poso.

June 1 - Press

~~June/July~~
June

on Prel

proposed

July

Work sessions

~~August work~~

August 23

Final Charter
Goes to

County Commission

~~Nov~~ General election

Noi

Arves - for press
folder -

Blue Tone -
\$10 for a box of 20?

Press Release - Press Briefing -

- get out by the end of this week
- begin calling the 29th

packet - hearing schedule
& time table -

- Fact sheet on basic amendments
- history

Su

Public Service Time -

Joan Biggs - KGW } 30 second or 15 sec. spot -
Ray Cooper - KATU }

Send out

Neighborhood associations -
Schools -

all Mary Pederson -
* star the impt. neighborhood
associations -

appts - w Editorial Boards -

KGW - Floyd McKay
KATU - Ray Cooper
WW - Ron Buell
Comm. Press - Jim Terrell

Oregonian -

- approximate figure - we could use -

time table } could prepare background
back grounder } material for packet -