

ANTI-GEOTHERMAL MEDIA CAMPAIGN MEMORANDUM

CONFIDENTIAL

I. Introduction

- A. It is very unlikely that geothermal can be stopped through litigation. The courts and the legislature are not going to let us win any critical victories. If we do win a critical victory, the legislature will simply change the law. The only hope for success is to make critical public opinion by making the public aware of the scam. This can only be done through a major statewide media campaign. We have everything we need for a very successful media campaign except the organization and the financial resources. We have the facts, we have good videotape production people, we have good videotape footage already available, we have good speakers, and the opposition carries the burden of large-scale lies and misrepresentations.

II. Strategy Meeting

- A. We need to have a meeting of less than ten key people to organize the media campaign.
- B. This meeting must include someone who is the potential person to be responsible for running the campaign.
- C. The objective of the meeting will be to determine the scope and method of the campaign, price the campaign, and select people to do the campaign. The meeting will require an entire two-day weekend. Consider using Phil Lowenthal's large conference room on Maui for the meeting.
- D. All consultant-type participants should be asked to donate their time.

III. Scope of Campaign

- A. What media and what mix of media located where?
 - 1. Television, radio, newspaper, magazines, trade magazines, press conferences, rock concerts, conferences, speaking at community groups.
- B. Timing
 - 1. What media when, where, and how often.
 - 2. Timing the media campaign to hit the pro-geothermal campaign at key times.
- C. Any national or mainland component to the campaign?
- D. How to generate follow-up articles and special analyses from print media and television.

IV. Market - targeting the message

- A. Taxpayers.
- B. Domestic electric ratepayers.
- C. Commercial, industrial, and military electric ratepayers.
- D. Voters.
- E. Racial and ethnic groups.
- F. Churches and church groups.
- G. Environmental groups.

V. Cost and Fundraising

- A. First priority is to rough out a plan for an adequate campaign and get an estimate of the cost. The strategy meeting must not end before it has produced an estimate of the cost.
- B. Strategy meeting must also address how the budget is to be raised.