

FINAL REPORT
Abridged Version

POP '94

a nonpartisan community effort to elevate the 1994 political campaign



**Communities that care about the future
will insist upon meaningful political campaigns today**

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POP '94 REPORT

I. Background

The Price of Paradise books and radio show are based on three guiding principles:

- Communities must take an honest look at the problems they face if they hope to do anything about them.
- Communities that engage in lively, informed dialogue will deal with their challenges more effectively.
- Communities have a moral obligation to protect the interests of future generations.

Chuck Freedman and Jerry Burris commented during a Price of Paradise radio show in late 1993 that citizens were feeling more alienated, apathetic and cynical than ever before and that this posed a real threat to the future of Hawaii. Their provocative comments led to a variety of casual conversations with others who seemed to be expressing similar concerns.

I met on January 10, 1994 with Herb Cornuelle, Dick & Mildred Kosaki, Doc Stryker, Chuck Freedman, George Chaplin, Bud Smyser and Marshall Goodsill to share thoughts about Chuck and Jerry's observations. This brainstorming session did not produce anything specific but each person agreed that people in Hawaii increasingly were feeling powerless, alienated, disenfranchised, cynical, angry or apathetic. There was no consensus as to how this could be turned around.

I suggested that we get a large number of community leaders to sign a letter-to-the-editor expressing these concerns. I envisioned a relatively short letter with a full page of names. Nobody thought this was a bad idea, but almost everyone felt such a letter would be of little value if it weren't followed up with some kind of constructive action that would give people hope. That was a key word that day . . . "hope."

At about the same time as the above-described meeting, another group met with me to talk specifically about a POP Volume III. This group included Peter Adler, Dolores Foley, Bruce Voss, Sue Yim, Joanne Punu, Anne Lee, David McClain, Dick Pratt, Bob Rees, Carol Mon Lee, and Bill Wood. Some thought a Volume III and/or a "voter's guide" would be a good idea, but no one wanted, or had the time, to head up either project. Plus, the group wanted to do something more "uplifting." Specifically, they wanted to do more than just identify and analyze something that was not working properly . . . they wanted to "solve" a problem,

or at least demonstrate that a group of concerned individuals can tackle a perceived deficiency and actually make a difference for the better. Like the first group, they all expressed concern about the sense of powerlessness and growing cynicism in the community.

I spent many hours during February and March meeting with these and other individuals to discuss the possibilities. No two ideas were identical, but many of them involved attempts to get people more involved in actually doing something to make our community better. Expressions like "citizen responsibility," "civic culture," "participatory democracy" and "community empowerment" were often heard.

Many possibilities were considered. Eventually a core group formed and by consensus decided to do what it could to get political candidates to address the issues more clearly and specifically than they had in previous campaigns. (See pages 50-56) It was generally believed that this could be done in a way that would empower citizens and encourage them individually to assume more responsibility for the long-term viability and credibility of our system of government.

The Hawaii Community Foundation agreed to serve as our fiscal sponsor (i.e., oversee the receipt and expenditure of funds). Being associated with them gave us instant credibility and essential fiscal management. Also, it provided ready access to Jane Smith and Janis Reischmann whose advice and counsel were invaluable.

II. Our Name

We initially thought about labeling our activities "The Price of Paradise 1994 Focus on Issues," but that seemed a bit pretentious and much too long. So we considered other possibilities such as "1994 Focus on the Issues," "Community Power '94," "Voice of Paradise" and "Communities That Care." But among ourselves we kiddingly had been referring to our activities as "POP" because we were in the habit of calling the books "POP I" and "POP II," and the radio show "POP Radio."

Eventually, we came to see the name "POP '94" as unpretentious, easy to say and remember, focused on the now (i.e., a time-limited activity rather than a new organization), and rooted in The Price of Paradise (POP) books and radio show. Later, several people suggested that POP could stand for "Power Of People" or be short for populism. Most of us liked the link this name provided to the other POP activities.

We had used "Price of Paradise" in naming the books and radio show because of an old quote that's been attributed to many, including Thomas Jefferson: "The price of liberty is eternal vigilance." To us, the price of paradise is eternal vigilance, and that's at the heart of not just the books and radio show, but POP '94 as well. The name POP probably will be used for one or more future activities, but only for those that are headed up by volunteers from the community and based on the POP guiding principles.

III. The Mission

A so-called core group formed and met many times to discuss specific possibilities. (Appendix B) Eventually, we agreed upon a general game plan based on a simple statement:

- Communities that care about the future will insist upon meaningful political campaigns today.

The mission of POP '94 was "to elevate the 1994 political campaign." We planned to accomplish it by increasing citizen involvement in the identification and prioritization of community concerns; getting candidates to focus more on the issues raised by this process; and attracting media attention to the candidates' positions on these issues. Here's how we described what we expected of candidates as published in a full-page spread in The Advertiser:

We respectfully insist that candidates describe the tough choices they are prepared to make once elected. We also want them to articulate their priorities and provide yardsticks by which we can eventually hold them accountable.

If we as a community do not insist on this, we are likely to get little more than slick ads, catchy slogans and empty rhetoric -- "politics as usual."

By working together, we can make this a campaign of issues, informed choices and real action. Equally important, our effort will illustrate the power of a community that cares. Don't say it can't be done.

Help us do it.

IV. The Plan

Some in the core group were primarily interested in changing the actions of candidates and the media during the campaign. For example, they wanted the candidates to more directly address the issues that were of greatest importance to the community, and the media to focus its coverage on the candidates' positions on the issues rather than focus on personalities, endorsements, mud slinging, etc. This group was relatively unconcerned about the process by which these changes would come about. Their goal, of course, was at the heart of our stated mission.

But others felt strongly that POP '94 was worth doing only if it reawakened and energized the community at large. This faction's ultimate goal was increased community activism in all sorts of areas (i.e., beyond just political or election reform). Elevating the campaign was just a means to an end for them.

A. A process that would empower the community. The two groups generally got along quite well, but spirited debates made clear that a choice of sorts had to be made. Different people say different things about which choice was made. I believe we charted a course that emphasized the goal of the second group. One way of describing this choice is to say we decided to focus at least as much on how we did things ("process") as on what we did ("product"). Another way is to say we chose to empower the community by elevating the campaign.

Especially with community "empowerment" as the ultimate goal, it seemed important that POP '94 be a new idea developed and implemented by unpaid, fire-in-their-bellyings, concerned citizens rather than a pre-packaged program administered by a paid staff. (Appendix C) Along these lines, we felt it was absolutely essential that we get as many people as possible to feel as much ownership as possible . . . and that they feel the excitement and challenge of creating something out of whole cloth. (Appendix BB) Consequently, we held lots of meetings and encouraged everyone to speak up. As Chuck Freedman liked to put it, we were about to go where no one had gone before . . . there was no map. "Everything" was to be done by consensus and "anything" was worth considering.

Those who were mostly concerned about "product" grew quite impatient during the brainstorming and consensus-building phases. Because we were all volunteers, mostly with demanding jobs and numerous other commitments, we never had the same group at two meetings. Concerns and ideas varied dramatically. Something would be thrashed out over the course of a long meeting only to be resurrected at the next meeting by people who had missed the last one. It was "messy" and anything-but-fun. But to me, it was an essential process and worked well. A few product-oriented

volunteers, however, never really appreciated the value of this approach. One of them commented in his evaluation of POP,

"I was surprised (and occasionally stunned) by the amount of time it took to get anything done in POP '94. The next time anyone tries this, there should be far fewer meetings."

Eventually, however, we did reach consensus on a variety of matters. When consensus couldn't be reached, I made the decision but was careful to explain why. By then, everyone understood that POP '94 was blessed with an abundance of bright and fiercely independent people who would never agree on everything. Almost all of them accepted that in order to get anything done, someone had to eventually make a call.

B. Four stages of the plan. The basic plan that emerged involved four stages:

- Generate community-wide involvement and support.
- Challenge citizens to identify and prioritize the issues that needed to be addressed by the candidates.
- Present these questions to the candidates in ways likely to generate reasonably clear and specific answers.
- Encourage media coverage of all the above.

C. Background to implementation of the plan. We spent a great deal of time discussing the similarities and differences between POP '94 and other groups, organizations and efforts (e.g., the media, LIVE ALOHA, League of Women Voters, Common Cause, Hawaii Community Services Council, etc.) A few believed POP '94 was necessitated by failings of the media (these tended to be product-oriented people), but most felt that POP '94 was needed because of a lack of spirit or hope or something in the community (these, of course, were the process people).

Just about everyone agreed that POP '94 should be "an effort" rather than "an organization." The inclusion of the "94" in our name was intended to help communicate that.

One of our concerns was the tendency for individual citizens to expect things to be done by organizations. We wanted individual citizens to feel individually responsible and individually capable of making a difference. Of course, there's strength in numbers and that's what POP '94 was all about, but we wanted the actions of POP '94 to reflect directly on the community rather than the media or any specific organization.

For these reasons, I felt strongly that POP '94 should not have a formal hierarchy or paid staff. It was to be nothing but volunteers working by consensus. I realized this approach would insure a certain degree of inefficiency. To me that would be unfortunate but unavoidable. When in doubt, we would bite off less rather than more. Above all, we wanted to do well whatever we did. That was essential if POP '94 was to lay a solid foundation for future community activism.

Eventually, I realized that we simply had to have some staff support if things were to stay glued together. The model I decided upon was that of an executive assistant rather than a secretary. The faculty secretarial pool at the law school (Helen Shikina, in particular) had been providing essential secretarial services and were likely to continue to do so even-though they weren't required to do so. For reasons unrelated to the job itself, I hired three different people (Joanne Grimes, Penny Hirakawa and Spencer Kimura) who more or less "passed the baton" from one to the other. Each was a super-competent self-starter who added great value to POP '94. (Appendix FF)

With hindsight, it's clear that I should have hired a full-time staff person much sooner. I don't think POP '94 necessarily suffered from the absence of staff support during the initial stages, but it placed a terrific burden on a few people who eventually would have burned out (or dropped dead). Similarly, things worked out just fine with three part-time executive assistants, but it would have been more efficient to have had just one full-time person. We had tried to do that but couldn't, primarily because of the late start and the limited amount of time I could devote to the search.

One of our challenges was a disproportionate number of volunteers who wanted only to help brainstorm and provide advice. Relatively few were interested in doing the more mundane "grunt work." In part, this was because I lacked the time (and, perhaps, ability) to plan ahead and to structure things so that volunteers could take on distinct, well-defined tasks. Leaders often paint with a "broad-brush" and efforts like POP '94 require the full-time efforts of a "detail person."

D. Superficially similar projects. Early in our formation, I talked with KHET's Kelli Abe Trifonovitch about something KHET, KITV and the Star-Bulletin at that time were calling "People's Agenda." Eventually, it was labeled "POWER '94." (Appendix C) Its stated concept -- "Let the citizens of Hawaii set the agenda for the 1994 elections" -- sounded a lot like our then-forming vision for POP '94 and my first thought was that perhaps POP '94 wouldn't be needed. But the more she described her plans the more determined I was to continue on with ours.

To process-oriented people like me, POWER '94 was upside-down. That is, it was totally devised and run by a media partnership and was based primarily on polling. To me it was a media-driven project that was sure from day one to focus on the needs and desires of the media. There would be no attempt to give the community any form of ownership or to otherwise promote individual responsibility. To me, polling and "town meetings" would be used to make it look as though the whole thing were being driven by the citizenry but the reality would be very different. Even if the POWER '94 approach had been sure to generate a great product, it would not have addressed my primary concerns.

Similarly, I talked to Larry Meacham at Common Cause Hawaii about something he was promoting called "Hawaii Gubernatorial Citizens Jury." (Appendix D) It was a franchise-like operation developed by the Jefferson Center in Minnesota. Again, to me, it was upside-down. Though not owned and run by the media, it was to be a pre-packaged program supervised by paid experts. The few citizens who were to be involved had no say over the structure and would actually get paid for their time. This program appealed to product-oriented people but never came to be, presumably due to a lack of funding.

I also met with Robbie Alm's LIVE ALOHA group and was very impressed with what they were doing. It was quickly evident that their plans were highly complimentary to ours with no product overlap. We did our best to promote their efforts and they did likewise for us.

We tried to include key people from the League of Women Voters (e.g., Jim Kochi) and Hawaii Community Services Council (e.g., Mae Mendelson) but did not attempt to involve their respective organizations for fear our efforts would be "institutionalized" in the public's mind.

E. POP '94 agrees to "cooperate" with KHON TV-2 and The Advertiser. Our core group was somewhat split between "purists" who wanted POP '94 to avoid any kind of special relationship with any one newspaper or TV station, and "pragmatists" who argued that media coverage would be unpredictable and sporadic unless we established some sort of special relationship. I started out somewhat of a purist but changed after meeting with various members of the media. A meeting with the key people at the Star-Bulletin (John Flanagan, Dave Shapiro and Diane Chang), for example, convinced me that I would pretty much have to "pick my paper." I like them a lot and appreciated their candor.

We then approached Kent Baker at KHON TV-2 and Gerry Keir at The Advertiser and, after several conversations, entered into what might be called a "cooperation agreement." None of the

three groups would control the actions of the other two. We simply agreed to do our best to cooperate in ways that would add synergy to our respective efforts. (Appendix CC)

Anne Harpham had attended several POP meetings as a concerned citizen and so when we established a special relationship with The Advertiser I asked Anne to be our contact. As for KHON TV-2, I had worked closely with Kent Baker in late 1993 when he did a series of reports based on chapters in POP II. We already had a great relationship and his station was #1. So linking with KHON through Kent was a "no-brainer."

We did our best to keep them informed of our plans and they did a great job of covering our activities. I occasionally would ask them questions to determine what sorts of things were important to them, and then I would share that information in POP meetings. To the extent it didn't require "too much" compromise, we tried to do things in ways likely to result in more rather than less coverage. Our purists often worried that we would somehow be co-opted by these relationships. I'm convinced we weren't, but that's a judgment call.

F. Community involvement and support. From early April to late June, we did our best to get people to sign a "Declaration of Support." (Appendix E) The most effective method was to hand it to friends, neighbors, co-workers, etc., and ask that it be signed . . . but most people preferred to mail the form to friends, together with a cover letter or memo explaining why the sender was a supporter and requesting that the form be completed and returned. (Appendix F)

Originally, we set a target of 10,000 supporters. I believe we could have reached that, but it would have required more time and effort than we had to spare. So once we got 1,500 or so, and had run a full page in The Advertiser listing many of those supporters, we directed our resources elsewhere. (Appendix G) The Advertiser was not inclined to give us more free space and we were reluctant to pay for it . . . so getting more people to sign on as "supporters" became less of a pressing concern. It had become obvious by then that we had wide-spread, reasonably diverse support and could legitimately call POP '94 a community effort.

1. Grass roots or tops? Many of the supporters we sought out were community leaders. We kiddingly called this our "grass tops" (as opposed to "grass roots") recruitment. The ultimate goal was to have a true grass roots movement, but our thinking was that it would be easier to recruit large numbers of grass root supporters if they recognized lots of names on our early list of supporters. People are naturally hesitant to put their name on any kind of declaration (especially one having to

do with politics) unless someone they know or know of, whom they admire or whose values they share, has already put his or her name on it. We also wanted to communicate that we were politically diverse, and that could only be done if people could recognize the names of politically diverse people on our list of supporters.

The core group was reasonably diverse in a number of ways (gender; age; political experience and orientation; personality; and, to a lesser extent, ethnicity), but almost all were well-educated, professional people. This led a few people to express concerns that POP '94 was "elitist." To me, POP '94 had the feel of a grass roots effort and did eventually involve volunteers who were not as well-educated or as economically successful as were the core group. Certainly no one was excluded and we tried very hard to achieve diversity.

The following comments are sharply worded but probably capture the feelings of many members of the core group:

"Despite our mighty efforts, POP '94 never was a true 'grass roots, community' group; all of the direction and final decisions were made by a small group that could, in all fairness, be called elitist. Indeed, given the dynamics of an all-volunteer group and the demands of modern media, I think the classical notion of a "grass roots" movement spontaneously arising from the people is so much romanticized horseshit. (Exhibit A: Perot's groupies) Somebody with resources has to lead the charge, or the masses will just continue to murmur.

"But just because we didn't exactly spring from grass roots doesn't mean we didn't spread some high-grade fertilizer on them. Our final product was targeted directly at all those folks who don't have the time or energy to pay attention to the day-to-day political minutia; people who have basic concerns and simply wanted a better sense of where the candidates were headed. By sheer volume, our easy-to-digest POP campaign had an impact on them. We made it tough to be completely ignorant about this election. However, as I understood it, POP was never designed to please those political junkies ('elitists'?) who wanted a witty tete-a-tete with the candidates or who wanted to know precisely how and when the Hawaiian Homelands settlement would be financed. Doing that might have been more intellectually fun, but then we would have lost our target audience . . . the whole object was to generate a mass of information and impressions that increased the average voter's sense of awareness and involvement in the election campaign. On that score, at least, we were successful.

"Stripped of the promotional gloss, we certainly were not the 'voice of the people,' and our message was more cacophony than symphony . . . but it worked." [Bruce Voss]

Several of the folks at both KHON TV-2 and The Advertiser commented afterward that they thought of POP '94 as "town/gown" and one called it "grass tops," but none thought less of it for that reason. Jerry Burris, for example, saw it as inevitable given the conditions that prompted POP '94 (i.e., sense of powerlessness, apathy, cynicism, alienation, etc.). All believed POP '94 was a broad-based community effort that has made future grass roots movements much more likely.

2. Collection of questions. The Declaration of Support page, coupons in The Advertiser, (Appendix H) and announcements on KHON's TV-2 News invited questions to be asked of the candidates. Eventually, we received nearly 4,000 such questions. (Appendix I) This was done to get people thinking more about the issues and what we as a community should be asking candidates to address. Many of us believed a small group of well-informed citizens probably could have quickly developed an excellent list of questions, but that would not have promoted "empowerment" and individual responsibility.

Once these questions had been categorized and summarized, they were used to help focus the discussions at the community issue conferences. (Appendix J) It would be hard to overemphasize the importance of this phase of our activities. In addition to giving ownership to a very large group of people, it made it harder for the candidates not to respond to these questions. It's easier to ignore a journalist's question than one that emerged from a laborious process involving a large number of concerned citizens.

3. Community issue conferences. The tone and structure of the community issue conferences varied a bit from location to location, but all were primarily designed to generate lively, informed dialogue on the issues shaping the future of Hawaii and actual questions that could be asked of the candidates. Specifically, small groups were asked to decide "the five most important questions" about specific topics.

The first and largest conference was held July 9, 1994 at the East-West Center. (Appendix K) It was highly promoted by The Advertiser and KHON. People were asked to sign up in advance, and about 300 did so. A fair number of them failed to show, but an equal number of others who hadn't registered did show up. So about 300 attended (50 or so of whom never registered) and almost all stayed the entire five hours. (Appendix L) It was taped using Olelo equipment and broadcast

five or six times during the following month. (Video #1) The Advertiser and KHON gave it a great deal of coverage (Appendix M and Video #2) and, with just a few exceptions, written evaluations of the conference were very positive. (Appendix N)

We held smaller conferences a month later in Waianae, on Molokai, Maui, Kauai and the Big Island, and at UH-Manoa (this one was for members of the so-called X generation). (Appendix O) The crowds were enthusiastic and appreciative, and the media coverage was excellent. (Appendix P)

Approximately 150 questions were developed at these conferences. (Appendix Q) Copies of these questions were requested by numerous individuals and groups who could not attend. In many cases, they were used at live candidate forums around the state.

Months after the election one of the candidates commented that POP '94 had dramatically changed the ground rules . . . that all of a sudden "everyone" had specific questions and were expecting specific answers. According to this candidate, each of the candidates was regularly asked at a wide variety of forums to address issues that otherwise might not have been addressed, and to do so with more than standard campaign rhetoric. In short, this candidate thought POP '94 had more or less forced the candidates to focus on the peoples' agenda.

G. Citizen panel interviews. The questions developed at the issue conferences were used to generate four questions in each of six areas (public education; government; the economy; social justice; quality of life; sovereignty). (Appendix Q)

After much discussion, we decided to pose these questions only to the gubernatorial candidates who made it to the general ballot. This decision was based almost entirely on limited resources and generated some strong feelings outside, as well as within our ranks. (Appendix R) Many supporters felt strongly that well-financed major-party candidates were most likely to make it to the general ballot and least in need of media coverage. Relatedly, many supporters felt candidates for lesser office were more in need of increased media exposure and close public scrutiny than were the candidates for governor. In the end, we decided not to stretch ourselves so thinly. We wanted to do well whatever we did so that a solid foundation for future citizen involvement would be laid.

1. Format probably could be improved. We formed six citizen panels of four people each. The 24 questions were given to the candidates a week or so prior to the interviews. We made clear to them that we wanted their best answers and that follow-up questions would be asked only as needed to get a reasonably

clear and specific response to each original question. Some people felt strongly that this approach resulted in standard campaign rhetoric while others saw it in more positive terms.

"For some critics, the pre-determined questions, shared with candidates, made for "canned" answers. However, the panels were not a "gotcha" form of journalism. They served their purposes, so long as the expert panelists followed up when a candidate's response was inadequate. We wanted clear positions and we got them." [Chuck Freedman]

In putting together the citizen panels, we tried to get people who were bright, open-minded, fair and naturally inquisitive. We wanted at least a few "experts" who thoroughly understood a specific area of concern, but that wasn't a major consideration. We worked particularly hard to achieve diversity (age, gender, politics and ethnicity). We also tried to make sure each panel had one member who was experienced either at questioning candidates or being on camera, or both. We called these six individuals our "coordinators." They were asked to "direct traffic" and encouraged to defer to the other members of each panel, if possible, so the group would have the feel of a citizen panel. (Appendix S)

With 20/20 hindsight, it seems clear that it would have been better to allocate more time for each panel and stress upon the coordinators their personal responsibility to make sure the candidates really got "grilled" (i.e., asked tough follow-ups). A few observers thought the citizen panel idea was flawed from the beginning . . . that "citizens" are too nice, or too deferential, or too something, to get the job done right. To me, these interviews demonstrated just how adept candidates can be at "slipping a punch." I was left feeling we could have done better, but proud of what we did.

Actually, our original plan had been to demand more from the candidates (see, for example, pp. 51-54), but early meetings with various candidates and campaign officials lead us to believe we would have trouble getting the candidates to participate if we asked for "too much." Frank Fasi threatened not to show up as it was, and only decided a day or two before the interviews to participate. His decision to appear seemed to be related to the fact that he already had been given the questions and names of panel members, and knew we would be emphasizing the "respectful" part of our so-called respectful cross-examinations. Had we not been so open or if we had insisted upon a hard-hitting cross-examination, I'm pretty sure he would not have shown up, and strongly suspect the other "major" candidates would not have either.

If we were to do it again, I think we would try for longer sessions and more of a cross-examination, maybe even conducted, at least in part, by hard-nosed journalists or trial lawyers. The trick, of course, would be to get the candidates there and to go along with it. After all, they can't be held "in contempt of court." The key then is to create a moral mandate . . . to make it crystal clear that "the community" insists that they participate. That, of course, is easier said than done.

Lynne Waters was hired by KHON to oversee these interviews and she did a great job arranging space, equipment, crews, etc. It was a very big (i.e., expensive) deal but, despite its imperfections, was money very well spent. KHON probably provided \$20,000 or more of resources in the production of the tapes which, of course, was peanuts compared to the value of the air-time allocated to the reports.

2. Video reports and replays. Our citizen-panel candidate interviews resulted in a total of over 12 hours of video tape and (except for the interviews with George Peabody, the Libertarian candidate, who later was declared ineligible) unedited versions aired on Olelo twice each week, while edited versions were broadcast each night at six and ten as part of the KHON-TV news report. KIKU translated the KHON reports into Japanese and Tagalog for weekly broadcasts. (Videos #3 & #4) Due to factors beyond anyone's control, we did the taping before the primary but didn't air anything until afterward. (Appendix T)

I thought KHON TV-2 did a great job putting together their reports. I was absolutely amazed at how much prime time POP '94 activities like these were given and how well they were promoted. It is important to note that Kent Baker and his folks at KHON, and Karlton Tomomitsu at KIKU, were pleased with POP '94 and the product of our joint efforts. Unquestionably, they would be receptive to future POP-like efforts.

"The cross-promoting by Channel 2 was an extraordinarily valuable service, which ought to be a precedent for the next occasion. The great disappointment was that Olelo refused to air the full panels with greater frequency. Viewers should have been allowed to "channel surf" into these panel discussions with regularity. Commitments from Olelo should be obtained earlier and cover more prime time and weekend viewing slots." [Chuck Freedman]

3. Advertiser coverage of interviews. The Advertiser ran a full page of edited transcripts each week for six weeks together with set-up pieces by POP supporters and analysis by reporter Peter Rosegg. (Appendix U) Bruce Voss was in charge of POP's end of this. Several people at The Advertiser initially

seemed skeptical of POP '94 and its chances of adding value to their coverage of the campaign. But eventually they became our biggest fans and were quite pleased with the way it all worked out. I thought The Advertiser did a terrific job covering POP '94 activities and the campaign. It was a good relationship.

The primary function of the so-called set-up pieces was to have a person from the community (who was a member of that week's citizen panel) say why citizens should care about that week's issue. We received many positive comments about these, including an enthusiastic thumbs-up from Gerry Keir. Similarly, we heard many good things about the Advertiser coverage of our citizen panel interviews.

H. Unedited written answers published in the newspapers. Another 18 questions were given to the candidates with instructions that their written answers be limited to 200 words per question. Initially, we had asked that they answer all 150 questions and use up to 350 words. But Chuck Freedman convinced us this was totally unreasonable and so we reduced the dimensions of our request. With hindsight, it was clear that Chuck was correct in his assessment.

All but Fasi participated and the unedited responses were published in both The Advertiser and Star-Bulletin. (Appendix V) This was very expensive (\$30,000) and the only newspaper space paid for by POP '94. I'm not sure how many people actually read these, but I sure heard a lot of positive comments about them. I was less than enthusiastic about doing this at first but am now convinced of its importance. Among other things, it was tangible evidence to the people who worked so hard to produce the questions that their efforts had made a difference.

Frank Fasi's stated reason for not participating was that only he would be writing his own answers . . . that Cayetano's and Saiki's answers would be "written by UH Professors" and therefore "not mean anything anyway." He also claimed to have already answered those questions during the citizen panel interviews. It seemed clear to me at the time that he simply didn't want to participate in anything during the late stages of the campaign that he didn't control. I don't mean to say that critically. He had his own game plan and didn't want to deviate from it.

I. The candidate debate. Another 15 or so questions were asked during a two-hour candidate forum that was broadcast live on October 15 by KHON and covered extensively the next morning by The Advertiser. Once again, Fasi refused to participate, this time saying he wanted a real debate ("no holds barred") and claiming The Advertiser would be in control of the POP '94 debate. Everyone I talked to after the election was convinced

that Fasi's decision not to participate had hurt him and that future candidates were more likely to participate for that reason. (Appendix Z)

The questions were asked by members of an audience made up of POP '94 supporters. (Appendix W) Each candidate had a minute or so to respond and all were encouraged to critique each other's response. Jim McCoy and Jerry Burris were on hand to ask follow-up questions, but the format didn't really lend itself very well to that. (Video #5)

Most people thought the format was just fine and that the debate was interesting and helpful, but that maybe the audience or journalists should have had more opportunity to ask tough follow-up questions. Everyone agreed it would have been better if every candidate (i.e., Fasi) had shown up.

Some people thought Keoni Dudley's presence was valuable (if not essential), but many others thought it got in the way of what otherwise might have been better exchanges between Cayetano and Saiki. At several points those two would be on the verge of really debating . . . and then Dudley would jump in. Third party candidates (and maybe fourth and fifth as well) are likely to be a part of future elections.

This issue of inclusion/exclusion would likely be a divisive issue in any future POP-like effort. Do you sponsor candidate forums before the primary and invite every candidate? If so, how do you structure things to make the "product" meaningful? And how do you get the media to cover it? These are important questions that would require lots of conversation and thought as early as possible in the process. Citizens who volunteer for POP-like activities will tend to insist upon maximum inclusion, but the general public and media will tend to support efforts that are more exclusive in nature (e.g., a "debate" between two front-runners rather than a "forum" with 24 primary candidates).

There almost were five candidates for Governor on the 1994 general ballot (one was disqualified on a technicality). It took a major effort, tens of thousands of dollars, and phenomenal cooperation from KHON and The Advertiser to do what we did with respect to those four. It's hard to imagine what we could have done with all 24 primary candidates that would have attracted media coverage and been meaningful to voters. And what about other races? Many of our supporters argued vehemently that we should expand well beyond the governor's race. The ideal would be to include every candidate for every office and to do it in ways that would generate something meaningful to voters and lots of media coverage. Of course, with lots of money we could buy media time and space. Is the community ready to contribute big

bucks to a POP-like effort rather than continue to fund slick ads for major-party candidates? I'm not sure.

The folks at KHON TV-2 and The Advertiser felt strongly that equal chunks of prime time and space, as a practical matter, simply cannot be devoted to "nonviable" candidates (defined as candidates with less than a pre-set percentage of the projected vote). POP '94 insisted upon equal treatment of all post-primary gubernatorial candidates . . . and pretty much got it. In this election that meant Keoni Dudley, who ended up with 1% of the vote, got roughly the same exposure as did the major party candidates. I'm not sure the media would do that again especially if there were two or more "nonviable" candidates.

POP '94 helped pay for a special printing of POP II which was distributed to Hawaii high schools for classroom use. Also distributed were 12-minute video tapes about POP '94. Volunteers made numerous presentations to students about civic responsibility in general and POP '94 in particular. (Appendix X)

J. Mayoral Interviews & Debate

The "winner takes all" nature of the Honolulu Mayoral election, coupled with the presence of many viable candidates, made that race particularly volatile. Primarily for that reason, we decided to extend our activities to it. Because that race didn't have a primary to slim down the field, we offered to interview all 12 candidates. Ten took us up on our offer and all of these interviews aired in their entirety on Olelo. Clips were used, and the unedited Olelo broadcasts were promoted, by KHON.

We wanted to hold a "debate" but knew it would attract little or no media coverage unless we narrowed the field to the front-runners. But after much discussion, our troops decided as a matter of policy not to draw lines and exclude candidates . . . so we did not sponsor or arrange a mayoral debate. What we did do was provide the audience for The Advertiser's and KHON's mayoral candidates' debate. We allowed them to say the audience consisted of POP '94 supporters but not suggest that POP '94 was a sponsor. This "compromise" was acceptable to the purists as well as the pragmatists in our ranks. The debate itself was generally considered a great success in that viewers seemed to think it helped them decide how to cast their ballots.

V. Thoughtful Criticism and Responses

Bob Rees wrote an unflattering account of POP '94 for Honolulu Weekly, and I responded. (Appendix DD) In a nutshell, Bob noted my use of the expression "respectful cross-examination" and correctly pointed out that our questioning was not that

tough. He also wrote that POP '94 had been "co-opted by the establishment" and had "abandoned some of its principles to the dictates of the mass media." Something Bruce Voss wrote in his evaluation of POP '94 struck me as an appropriate response to Bob's observation that we didn't provide "a witty Clarence Darrow at last exposing the absurdity of a political establishment engaged in double talk."

" . . . the point of our activities was NOT to show how smart we were or how stupid the candidates were. Rather, the whole object was to generate a mass of information and impressions that increased the average voter's sense of awareness and involvement in the election campaign."

Granted, we didn't "cross-examine" the candidates the way lawyers cross-examine witnesses in the courtroom. But surely that's not what people expected. None of the candidates with anything to lose would have submitted to anything remotely resembling a "cross-examination." It was hard enough getting them to submit to "questioning."

As described elsewhere in this report, I believe POP '94 increased the likelihood that future candidates would submit to "tougher" questioning by concerned citizens . . . or by professionals (e.g., journalists and litigators) using questions generated at community issue conferences. I also believe POP '94 has increased the media's willingness to cover efforts by nonpartisan citizen groups to make candidates address "the peoples agenda" in meaningful ways. And finally, I believe POP '94 has dramatically increased the likelihood that frustrated, alienated, angry, cynical etc., individuals, despite being worlds apart politically, will believe that they can work together to make something at least a little better. In summary, POP '94 may not have gotten us from "here to there" . . . but we are now on our way.

The "purist vs. pragmatist" element of Bob's critique is one we wrestled with periodically and one likely to dog any future POP-like effort.

I also received a particularly thoughtful letter that was less than complimentary, responded to it, and later met with its author to discuss POP '94 in more detail. Like a few others I talked to, he was disappointed that POP' 94 didn't take positions on the issues. To me, the taking of positions would have split our troops apart; the whole idea of POP '94 was to bring people together. Plus, a group taking positions on the issues would have become little more than another political party. I think we have enough of them already. As I indicted in my response to this fellow, I think he was lamenting the absence of a strong second political party in Hawaii more than he was critiquing POP

'94. I also received a particularly negative evaluation from a POP '94 supporter. I sent him a copy of the above-described critical letter and response, and then met with him. (Appendix EE)

VI. The Media

"The good news is . . . they don't control us. The bad news . . . is that we don't control them."

Initially, the plan was to avoid any kind of link with a specific newspaper or TV station. POP '94 was going to be so newsworthy the entire media surely would rush to cover it.

Let's just say, meetings with journalists and media experts caused us to rethink that plan. After much discussion, we determined a need to establish some sort of link with one of the Oahu dailies and one TV station if we were to get the level of coverage we felt was needed.

We were only willing to establish a media tie-in if it were clearly understood by all that our activities would be controlled by us. That is, any media "partner" could have no say in what we did or how we did it.

It took a series of meetings to convince the folks at KHON and The Advertiser that our activities would add value to their coverage of the campaign, and that they would be better off not controlling our events, but eventually we agreed to an arrangement that worked out very well. (Appendix CC)

A separate but related concern was that the public might perceive POP '94 as an extension of KHON and The Advertiser. And, in fact, some people indicated such a belief. Fortunately, they seem to have been a distinct minority.

"One of the first questions, if not the first question, for the next POP group is whether to emulate the "partnership" we developed with KHON and the Advertiser OR to try to create a series of news events that will be well-covered by all media. To me, this is a no-brainer. Anyone who has ever tried to get media coverage for a particular dog-and-pony show should be in awe of the amount of media space and time we got. It was unbelievable. Of course, KHON and the Advertiser did it because they felt it was in their own best self-interest, but that should not obscure the fact that for eight weeks this state was blanketed with a steady stream of issue-oriented information about the candidates." [Bruce Voss]

POP's media "gurus," Bruce Voss and Chuck Freedman, both believe our media tie-in worked out well.

"I thought the Advertiser did a sensational job with its weekly spreads; anybody who took the time to read those packages came away knowing about all they needed to know to make an informed choice in the election booth. Granted, there was not a lot of insightful analysis, but there was enough to let a voter make up his own mind. My feeling, from talking to people in the community, was that a lot of people read parts of it. Notwithstanding Keir's comments, I was not especially enthralled with our little set-up pieces; they all ended up sounding like you or I wrote them. If something similar is tried next time, I think a little more of the personality and/or passion of the writer should show through, even if such comments are not universally agreed upon by the POP group." [Bruce Voss]

"Throughout the management of POP '94, there were those who said it had become too commercial . . . too closely aligned with commercial news media (Channel 2 and the Advertiser). This is a reasonable discussion point. To get something, you have to give something away. What POP '94 got was an extraordinary "reach" into everyone's home. It exposed the entire population to complicated issues, rather than campaign dribble and sound bites. In turn it gave away, at a minimum, the appearance of total independence. These are interesting trade-offs to evaluate next time." [Chuck Freedman]

VII. Fund Raising and Spending

It would have been nice to know ahead of time the amount of funds that eventually would be available to us. There were a few scary periods when I was making commitments based on fund-raising hopes and prayers. If the money had not come in as it did, I personally would have had to cover any deficiency.

The folks at Hawaii Community Foundation kept a close eye on our finances. They and I firmly believe these funds were spent wisely and effectively. Every expenditure was backed by supporting documentation submitted to Hawaii Community Foundation. I will happily provide copies of all such documentation to anyone with a reason to review them. (Appendix Y)

Summary of Receipts & Disbursements

Sources		Expenditures	
Gerbode Foundation	\$20,000	Copies & postage	\$18,000
Castle Foundation	20,000	Newspaper space	30,000
Atherton Foundation	15,000	Staff	15,000
Frear Eleem. Trust	5,000	Conferences	7,000
Wilcox Trust	5,000	Video production	18,000
McInerny Foundation	5,000	Books to students	4,000
300 Individuals	30,000	Meetings & follow-up	8,000

As noted in the materials at Appendix Y, approximately \$7,000 of our funds have not yet been expended but have been earmarked for use in Dolores Foley's POP Accountability Project (Appendix II) and to fund a community planning conference. I admire the energy and thought going into the Accountability Project, but am not directly involved myself. Any funds not required for these activities will go to the Hawaii Community Foundation as unrestricted funds.

VIII. Bottom-line Assessment

The blind men who touched different parts of the elephant each formed a unique mental picture. My thoughts follow but the reader is encouraged to consider them in the context of others' comments. (Appendix BB) Hopefully, a clear picture will emerge.

I believe POP '94 was a catalyst for positive change.

- The candidates spent more time talking about issues and did so more clearly and specifically than ever before.
- Media coverage of the 1994 governor's race was different from and better than that in any prior election. KHON and The Advertiser devoted unprecedented amounts of prime time and prime space,

and did it in ways that focused especially hard on the issues. Gerry Keir at The Advertiser and Kent Baker at KHON both are especially proud of their coverage of the 1994 campaign . . . and both give POP '94 a great deal of credit for it.

- More citizens than ever before took an active but nonpartisan role in promoting a meaningful campaign. POP '94 supporters felt they had a noticeable impact on the way the candidates conducted their campaigns and a dramatic one on the way media covered those campaigns. With this increased sense of power came an increased sense of responsibility and willingness to get more involved in community action.

It is exciting that so many people would support POP '94. 1,579 signed on as supporters; approximately 500 attended one or more issues conferences on five islands; nearly 400 volunteered to help implement POP '94; over 300 contributed money; 100 or so put in big chunks of time; another 200 or so contributed at least a few hours helping out. POP '94 brought together an amazingly diverse group (politically speaking) that ranged from arch conservative to flaming liberal . . . from political novice to retired career politician . . . from apathetic nonvoter to political junkie . . . from incurably optimistic to bitterly cynical

It also is very exciting that political leaders have reacted so positively to POP '94, as evidenced, for example, by an Honorary Resolution passed unanimously in the House of Representatives on March 14, 1995. (Appendix A) I'm sure motives for doing this varied, but the reality is that public shows of support such as this resolution should make it more difficult for candidates in future campaigns to avoid POP-like attempts to "grill" them.

"POP '94 is probably the most positive thing to come out of Hawaii's struggles in several years." [Governor Ben Cayetano]

I believe that as a result of POP '94 many more citizens are much more likely to feel some degree of personal responsibility for the future of our community . . . and more able than ever before to make a difference. Almost every volunteer I talked to about POP '94 felt invigorated by it and many said it whetted their appetite for more community activism. As Mildred Kosaki often reminded us, sooner or later a community gets what it deserves.

I believe POP '94 was a great first step. There is a long way yet to go, but at least the journey has begun. My hope is

that POP-like efforts will be made in areas other than just election reform. One specific suggestion is that an organization (e.g., the Hawaii Community Foundation, University of Hawaii, or Hawaii Community Services Council) resurrect POP periodically "to elevate political campaigns." Volunteers would set policy and "mobilize" the community (i.e., recruit other volunteers and raise money) every two or four years. The sponsoring organization would provide advice and staff support. Any number of people could be asked to head it up. Chuck Freedman, Cori Lau, Coralie Matayoshi, Dolores Foley, Robbie Alm, Kent Keith, Carol Mon Lee, Joanne Punu, Peter Adler and Mildred Kosaki immediately come to mind -- there are many others who also are more than capable.

Sooner or later, communities get the quality of government they deserve. Surely our community can figure out a way to encourage and support regular POP-like efforts!

"POP '94 illustrated the power of a community that deeply cares about its future." [House of Representatives Resolution]

April 21, 1995

Date



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GOOD QUESTIONS ABOUT POP '94

What was the role of the Hawaii Community Foundation?

"Hawaii Community Foundation served as fiscal sponsor for the POP '94 project through an agreement with several of the project advisors, Randall Roth, Joanne Punu, and Herb Cornuelle. The Foundation's role was to oversee the receipt and expenditure of funds contributed to support the project. Within a set of proposed project activities and expenses, the project advisors made recommendations for the expenditure of monies. The Foundation's duty was to ensure that recommendations for fund distributions were consistent with the project purposes before approving them.

"The Foundation agreed to assume the role of fiscal sponsor because of the consistency between the project goals and the Foundation mission. The Foundation mission of 'building community' is furthered through efforts which provide an opportunity for civic engagement, participation and responsibility. This was clearly an aim and accomplishment of POP '94." [Janis Reischmann]

"The Hawaii Community Foundation provided invaluable advice and direction. Also, being associated with it gave POP '94 immediate credibility. The Foundation waived over \$1,000 in fees but its other, less tangible, contributions were dramatically greater." [Randy Roth]

What is the Hawaii Community Foundation?

"Hawaii Community Foundation is a statewide, publicly supported grant making foundation with permanent assets of more than \$185,000,000. In 1994 the Foundation made grants of more than \$9,000,000 to support activities which improve conditions and promote opportunities for Hawaii's people. Also, in 1994, donors contributed more than \$18,000,000 to the Foundation to establish permanent grant making programs in areas such as college scholarships, to promote recreational and social service activities for children and the elderly on Lanai, and for medical research." [Janis Reischmann]

Did POP '94 do a good job of following up on the candidates' responses?

"POP successfully formulated the hard questions, asked them of the candidates and got answers. What POP did not do, is follow up. As currently structured, it couldn't. Follow-up . . . analysis of candidates' responses over time . . . assessing the consistency of a candidate's responses/positions . . . comparing one candidate's views with another candidate's . . . is ultimately the

job of the news media. You cannot expect the citizen to perform this function like a journalist. Therefore, the single greatest challenge for the 'next POP' is for the journalists to determine how to take the information which is generated through the process and use it to do their jobs better. POP '94 filled a valuable need. It did not and cannot replace a good journalist." [Chuck Freedman]

"The POP Accountability Group plans to produce simple, nonjudgmental reports that will compare elected officials' campaign promises and statements to their actions. Anyone interested in helping make it happen can call me at 956-2780." [Dolores Foley] (Appendix II)

What are some of the things people liked about POP '94?

"Took a tough, complicated civic challenge and did it! Brought people who normally don't run, swim, or fly together into each other's orbits. Invented new public formats and forums. Generated some very smart questions that nobody had ever thought of. Created energy . . . momentum . . . optimism" [Peter Adler]

"The involvement of people. The feeling that there was a common goal uniting all who worked on POP '94. The willingness of people to devote time and energy to the project.

"It is mind-boggling to think that POP '94 accomplished all that it did: the citizens' conference; a number of candidates' forums; cable coverage; etc. A concrete plan was carried out and there was real structure to the actions taken." [Cori Lau]

"My overall view is that POP '94 was soundly conceived and faithfully executed, achieving the goal of having major candidates respond to basic questions (a synthesis of thousands submitted by the citizenry) with the general public being given full opportunity to witness, to judge, to vote accordingly. Could more have been done with more contributions, more staff, more volunteers? Undoubtedly, but with what was available, POP-sters performed admirably. In so doing, they offered an antidote to cynicism." [George Chaplin]

"What I liked best about POP '94 was the bringing together of a relatively divergent group of people that share mutual concerns for Hawaii. I also appreciated the seriousness with which most of the candidates responded to our concerns and the attention provided by the local media. That was empowering." [Chad Blair]

"POP '94 empowered candidates by making it clear that voters expect all candidates to openly and honestly address the key issues, and be accountable for their actions and convictions." [House of Representatives Resolution]

"The best thing about POP '94 was its purpose. I can think of few things as important to this state as an informed public. POP '94 helped to educate the public and increase candidates' accountability to the public." [Heather Hawthorne]

"I was inspired by the many issue conference participants who remarked that they felt reinvigorated and that this was 'democracy in action.'

"I also like how it brought so many diverse individuals together. Very different viewpoints and ideologies were represented." [Dolores Foley]

"I think POP '94 and the two POP books did a lot to raise community awareness. I believe it will have favorable fallout in terms of better consideration of public issues by we citizens and our officials. But I also believe the exercise is a bit like talking to a parade and has to be kept up and continued to retain its effectiveness in the months and years ahead. The level of discussion has been raised. It should be kept high." [Bud Smyser]

"It mobilized a significant group of people who otherwise might not have been in the political process." [Dean Neubauer]

"By far, the community participation forums were your most effective activities. These gave the public a place to convene and express their opinions. You gave the public a voice." [Aimoku McClellan]

What are some things about POP '94 that concern people?

"Couldn't take on the primary the way we would have liked. A worry that we may have pandered to the media a little too much (even though they control the venues). Occasional concerns about Randy, Chuck, myself, and others taking on the burden of too much decision making and having it be too much of a 'Randy Roth Productions' (which I know he desperately tried to avoid). Nagging worry that grass tops is not a good substitute for grass roots." [Peter Adler]

"I don't know whether we really held the candidates' feet to the fire enough. It was great to call attention to the fact that the public needs and wants substantive plans and ideas from politicians. However, sometimes it felt

that POP '94 was trying too hard not to be partisan, not to take a position. It would have been great to have an analysis or commentary after a forum, where people could point out the deficiencies in a candidate's answer to a question, or the impossibility of implementing whatever plan was proposed by the candidate." [Cori Lau]

"Lack of involvement on the part of the Hawaii's youth." [Dick & Mildred Kosaki]

"I think it's only right in a democracy to allow all candidates to participate. Who knows -- win or lose -- they may have good ideas. We should be grateful that they are willing to run for office." [Phillip Iha]

"We could have sought a better cross-section of the community: more young people, fewer old people, fewer haoles, more people from rural Honolulu and the neighbor islands, more business types." [Herb Cornuelle]

"Though POP '94 brought together a variety of people, it did seem somewhat overrepresented in certain areas: well-educated, financially comfortable haole and Asians. I'm not sure what can be done to change that, however." [Chad Blair]

"The questioning of the candidates in general was too polite, too differential and without continuity. Citizens are just too damned nice. More journalists were needed who would be able to truly 'hold the candidates' feet to the fire.' Also, because the questioning panels changed from subject to subject, there was no one to catch the candidates in inconsistencies or contradictions." [Peter Rosegg]

"The unedited responses printed in the newspaper were largely a waste of space and -- for anyone who tried to read them -- of time. Their slight redeeming feature, like the edited Sunday selections -- were that it became possible to separate from the herd the one or two little doggies (issues) that one was most interested in and see a comparison of most of the candidates' points of view. On balance that might have made them worth the time, trouble and cost." [Peter Rosegg]

"Too much work fell on too few people. If it weren't for Randy, POP could not have happened. Also, the Gubernatorial Forum was disappointing. In retrospect it seemed so much was driven by the needs of the media. It came out too orchestrated. We focused too much on how it would be perceived -- including people because they represented some group not because they would

ask tough questions. I think we could have tried for more depth rather than breadth." [Dolores Foley]

"The live candidate debates were good, but the questions were not pointed enough and were not followed up very well. The candidates needed to squirm a bit more than they did." [Aimoku McClellan]

What are some of the things you would do differently "next time"?

"Might try to form a partnership and alliance of organizations rather than just POP, KHON, and the Advertiser. Definitely go for the primary issues because that's the only place where new candidates have a chance to break in. Use some different formats at the candidate forums; after awhile they get monotonous and lose their charm." [Peter Adler]

"Perhaps to keep the momentum moving appeal more to the grass roots rather than grass tops early on. By starting at the top, the movement became composed of too many bigwigs accustomed to brainstorming and tossing out ideas, and a limited amount of 'little wigs' to carry out the ideas and grunt work." [Cori Lau]

"Hopefully, with more time, the concentration might be on the legislative races in 1996 as well as the Honolulu Mayor's race. This would be an expanded undertaking, so the effort needs to get underway early. The involvement of the media will be necessary, and PBS should be included." [Dick & Mildred Kosaki]

"I felt the questions could have been better, but were quite good given the participative effort we used. Much as it pains me to say so, I think we should have used litigators to handle the questions, and conduct the cross-examination." [Herb Cornuelle]

"The Community Issues Conference, at least the one I attended at the East-West Center was probably unavoidable in the sense of encouraging participation and gaining visibility, but in terms of developing questions I was disappointed in how little new or unexpected emerged from those sessions. A panel of POP '94 authors, plus a few editors and journalists, could have done as well or better." [Peter Rosegg]

"Create videos to employ with community groups in specific issue areas and begin earlier to identify potential candidates and encourage them to identify with POP issues." [Dean Neubauer]

"Both the Republican and Democratic parties are going through major grass roots changes. POP '94 should take advantage of this and attract the young and silent majority voters to its activities. This is the group that are cynical about their ability to cause change and are disenchanted with the status quo. POP '94 could give them the voice they need to express their points of view." [Aimoku McClellan]

Why did the campaign get so "nasty" toward the end?

"As we all feared, our efforts were somewhat overshadowed by the onslaught of nastiness in the closing days of the campaign. Obviously, the morphing controversy was the product of Fasi and Saiki's desperation, but the reason it got so much attention was simply that the media had run out of intelligent things to say about the campaign. The next group or groups who attempt a POP-like effort need to form a strategy to keep the momentum going through Election Day, to keep the media's feet to the furor. I think we peaked around October 1." [Bruce Voss]

"One way or another, the 1994 campaign was inevitably doomed to a certain level of nastiness and mudslinging. The high stakes, the number of candidates and the personalities involved -- in particular, Frank Fasi -- made that so. There was no avoiding it, and I think it can be argued that it could have been worse. There was never any real possibility that POP '94 was going to significantly reduce the non-issue advertising or eliminate the name-calling, inaccuracies or unfairness. What POP '94 did was to guarantee that there would be at least some significant attention to issues in addition to -- or on top of -- the campaigning 'as usual.' That's an accomplishment." [Peter Rosegg]

Was POP '94 really a grass roots movement?

"I want to point out a sort of philosophical distinction I don't think our many critics appreciated or understood. Despite our mighty efforts, POP '94 was never true 'grass roots, community' group; all of the direction and final decisions were made by a small group that could, in all fairness, be called elitist. Indeed, given the dynamics of an all-volunteer group and the demands of modern media, I think the classical notion of a 'grass roots' movement spontaneously arising from the people is so much romanticized horseshit. (Exhibit A: Perot's groupies) Somebody with resources has to lead the charge, or the masses will just continue to murmur.

"But just because we didn't exactly spring from grass roots doesn't mean we didn't spread some high-grade fertilizer on them. Our final product

■

was targeted directly at all those folks who don't have the time or energy to pay attention to the day-to-day political minutia; people who have basic concerns and simply wanted a better sense of where the candidates were headed. By sheer volume, our easy-to-digest POP campaign had an impact on them. We made it tough to be completely ignorant about this election. However, as I understood it, POP was never designed to please those political junkies ('elitists'?) who wanted a witty tete-a-tete with the candidates or who wanted to know precisely how and when the Hawaiian Homelands settlement would be financed. Doing that might have been more intellectually fun, but then we would have lost our target audience. No, we didn't 'pin down' the candidates on the issues as much as we originally hoped, but the point of our programs/panels/forums was NOT to show how smart we were or how stupid the candidates were. Rather, the whole object was to generate a mass of information and impressions that increased the average voter's sense of awareness and involvement in the election campaign. On that score, at least, we were successful.

"Stripped of the promotional gloss, we certainly were not the 'voice of the people,' and our message was more cacophony than symphony . . . but it worked." [Bruce Voss]

What's next for POP '94?

"POP '94 was an effort to elevate the 1994 political campaign. That campaign is now history . . . and so is POP '94. I hope there will be a POP '96 or POP '98, but I do not intend to promote or actively participate in it.

"Too many people thought of POP '94 as Randy Roth's baby. My continued involvement would likely be counterproductive. On-going community activism requires fresh faces and ideas.

"If anyone would like to promote another POP-like effort, I suggest that they first find an organization (such as the University of Hawaii, Hawaii Community Foundation, or Hawaii Community Services Council) willing to provide staff support. Recruit a "core group" that is as enthusiastic and diverse as possible. Ask them to reach consensus on basic matters such as underlying principles and mission. Then go for it. Hopefully, the journey will be aided at least marginally by the experiences recounted in this report. Aloha." [Randy Roth]



The House of Representatives State of Hawaii

hereby presents this certificate to

POP'94

WHEREAS, our state constitution speaks to every citizen by declaring that all political power of this State is inherent in the people and the responsibility thereof rests with the people; and

WHEREAS, every community has the right to control their destiny; and

WHEREAS, the exercise of this right is best accomplished through the highest level of public participation in the democratic process; and

WHEREAS, to control their destiny, communities must first honestly look at their strengths and shortfalls in order to meet their challenges; and

WHEREAS, communities that engage in lively, informed dialogue will deal more effectively with their challenges; and

WHEREAS, communities have a moral obligation to protect the interests of future generations; and

WHEREAS, hundreds of Hawaii's concerned citizens were moved by these principles to devote thousands of volunteer hours to POP'94, a non-partisan community effort to elevate the 1994 political campaign through community forums, town meetings, and candidate debates; and

WHEREAS, POP'94 empowered citizens and restored their belief that citizens are the real stakeholders in the political process; and

WHEREAS, POP'94 empowered candidates by making it clear that voters expect all candidates to openly and honestly address the key issues, and be accountable for their actions and convictions; and

WHEREAS, POP'94 illustrated the power of a community that deeply cares about its future, once again making the people of Hawaii the true leaders of Hawaii; now, therefore,

BE IT RESOLVED by the House of Representatives of the Eighteenth Legislature of the State of Hawaii, Regular Session of 1995, that this body commends and congratulates all of the concerned citizens who helped elevate the 1994 political campaign, and expresses its appreciation for the triumph of the spirit called POP'94.

The 18th Legislature

Speaker of the House

Chief Clerk

Sponsoring Representative

**Representative Tom Okamura
Honorary Resolution Comments
Honoring and Commending the Volunteers of POP '94
March 14, 1995**

Mr. Speaker, it is an honor to lend my voice to the commendation we direct today to this dedicated, thoughtful, and action-oriented group of citizens who have generated an exciting, powerful and promising new wave in Hawaii politics.

In an era when trust and confidence in government, was near an all-time low, these individuals refused to let apathy and frustration dictate the course of the 1994 elections. Recognizing that the true power of the democratic process lies with the people, these individuals, under the inspirational guidance of UH Professor Dr. Randy Roth, conceived, nurtured, and gave life to POP '94 -- a non-partisan, grassroots endeavor which empowered the community and elevated the quality of the 1994 elections by focusing on issues and clearly defining the people's agenda.

Their goal, Mr. Speaker, was simple: clarify the questions that must be answered if citizens were to cast informed votes, then ask those questions and insist that the candidates publicly respond in a direct and meaningful way.

Mr. Speaker, the POP '94 concept spread like wildfire! For the first time in a lifetime, many citizens were afforded the opportunity to define for themselves the important elections issues which affected them directly. People began talking to each other, meetings were held, polls were taken, articles were written, reports were aired, a conference was held, and ultimately, prime-time discussion with the candidates themselves.

Mr. Speaker, it was a process so simple and honest that it could not fail. The resultant dialogue between candidate and voter rekindled election interest and sparked renewed hope among the electorate and candidates alike. But most importantly, Mr. Speaker, POP '94 brought public participation back to the center of the election process, and helped to restore a measure of public faith and confidence in our system of governance.

This rekindled public spirit, Mr. Speaker, was further bolstered by the fundamental reforms adopted by this House. Mr. Speaker, the combination of enhanced public participation and open, inclusive proceedings, has provided, and will continue to assure, better legislators, better legislation, and a better quality of life for us all.

Mr. Speaker, the POP '94 process involved literally thousands of people, all of whom deserve recognition and credit. Since not everyone could make it here today, let us congratulate and extend our appreciation to those members of the founding core and inspirational heart of POP '94 who are with us today.

Mr. Speaker, because of these people, politics in Hawaii will never be the same again!

APPENDIX B

POP '94 Core Group

Peter Adler (responsible for issue conferences at East-West Center)
Robbie & Cindy Alm
Momi Cazimero
Jill Center
George Chaplin
Herb Cornuelle (responsible for fund-raising)
**Dolores Foley (responsible for Neighbor Island & Waianae issue conferences
and post-election accountability project)**
Chuck Freedman (responsible for candidate forums)
Marshall Goodsill
Anne Harpham
Stanley Hong
Gerry Kato
Cori Lau (responsible for East-West Center logistics)
Jim Leahey
Anne Lee
Dick & Mildred Kosaki
Liz Martin
Coralie & Ron Matayoshi
J.N. Musto
Francis & Caroline Oda
Min Soo Oh
Joanne Punu
Randy & Susie Roth
Bud Smyser
Doc Stryker & Sharon Weiner
Richard Turner
Bruce Voss (responsible for newspaper coverage)
Eric Yamamoto
Sue Yim

What I call the "core group" consisted primarily of those folks who were involved in one way or another during the early stages and on an on-going basis. Many others played key roles with respect to specific activities.

PROFESSOR RANDALL W. ROTH
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PHONE (808) 956-7386
FAX (808) 956-6402

January 24, 1994

MEMORANDUM

To: George Chaplin
Herb Cornuelle
Chuck Freedman
Marshall Goodsill
Dick and Mildred Kosaki
Bud Smyser
Doc Stryker

From: Randy Roth

I met with Robbie Alm's group last week and was immediately struck by the similarity between their concerns and ours. They were delighted to hear that theirs was not the only group of concerned citizens trying to figure out ways to make things better.

The enclosed draft reflects most of the comments I have received thus far. My plan is to discuss it during our next meeting, and my hope is to get a final version of it published soon thereafter. My thinking is that it probably would help at least some people be better "consumers" during the political campaign. At worst, it will do no harm.

Assuming for a moment that we decide to publish some version of the letter and pledge, what would we do for an encore? For example, should we write a letter emphasizing a specific issue (e.g., public schools)? Perhaps we should sponsor a community conference on long-range general concerns (e.g., "Hawaii 2020") or an experts' roundtable on some crisis-stage issue (e.g., public schools) or a candidates' forum with a structure designed to get them to tell us about the hard choices they're prepared to make or . . . I have a few ideas, but I'm most interested in hearing yours.

Our next meeting is set for 11:45 a.m. on Friday, February 4, in Conference Room 20C of the Goodsill Anderson Quinn & Stifel law offices (20th floor of Alii Place, 1099 Alakea Street; reasonably priced parking available in the building. The entrance for parking is off Alakea). Lunch will be provided.

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February 14, 1994

MEMORANDUM

To: Core Group
From: Randy Roth *RL*
Subject: VOICE OF PARADISE

1. Our next meeting is Saturday, February 19, from 1:00 to 3:00 p.m. in the faculty lounge of the law school. Please call to RSVP.

2. The following words were suggested at our last meeting as important elements of our identity/image:

diverse	grassroots	caring
sincere	positive	nonpartisan
fair	constructive	

3. Here are some of the comments that were made about our mission:

"make people feel as though the community can make a difference"

"make people feel as though the community has a responsibility to make a difference"

"encourage citizens to get better informed and more involved"

"promote the notion that communities get the quality of government they deserve"

"shed light on the issues"

"elevate the campaign"

"put the candidates' feet to the fire"

"be a catalyst for change but not an advocate for a specific platform"

"promote a return to hope"

"be relentlessly optimistic and positive"

"help voters keep their 'eye on the ball'"

"must be careful that our mission not be misinterpreted as anti-democratic party"

4. A media committee (Chuck Freedman, Bruce Voss, Jill Center and John Griffin) will meet Monday at 5:00 p.m. at my home (1040 Noio Street).

5. A community-meetings committee (Peter Adler, Dolores Foley, Sue Yim, Ann Harpham and Jill Center) will be meeting Wednesday at 4:30 in the law school faculty lounge.

6. A candidates forum committee (Joanne Punu, Eric Yamamoto, Bruce Voss and Dan Boylan) will meet Thursday at 4:30 p.m. in the law school faculty lounge.

7. An issues committee (Mildred Kosaki, Joanne Punu and Susan Yim) will meet Friday at 10:00 a.m. at the law school in the Dean's Conference Room.

8. A membership committee (Robbie Alm, Caroline Oda, Herb and Jean Cornuelle) will meet Friday at 6:30 p.m. at the Pacific Club.

9. Don't forget to mail or fax your ideas regarding our "long list" of names. Please try to get it to me by Friday. Remember, our long list is the only list of names that will be publicly linked to VOP (i.e., our short lists are just for internal purposes).



I, as a High School
senior, must take
~~acceptation~~ ~~except~~
~~accepting~~ ~~acceptation~~



Media Committee Notes 2/14/94
(Freedman, Voss, Center & Roth)

1. Roth should talk to Kent Baker about what we're doing. Determine his level of interest and what his needs might be. We probably would want 4 or 5 hours of prime time (one-on-ones with each candidate and a 3-way debate, and maybe 1 hour with Lt. Gov. candidates). Would they want and be able to sell advertising? Probably would be done in late September or in October. If Channel 2 isn't interested, go to Channel 4, then 9.
2. Voss says the media will probably prefer to cover our activities rather than try to do what we plan to do. We decided to invite journalists as individuals to sign on but to avoid any sort of partnership with either paper.
3. The pitch to the media: "If we get politics as usual, we get coverage as usual. Unless the community demands that the candidates approach the campaign differently, they won't. We can mobilize the community from within." The media will never have a "grassroots moral mandate" to demand anything of the politicians. Also, the media has various constraints that we don't have.
4. Problem in past campaigns is that the candidates "controlled" the debates. The key is for us to set the rules and firmly apply them.
5. Freedman, Voss and Center feel strongly that we should use the Price of Paradise name. Money can't buy the name recognition and instant credibility it gives us. It stands for change (a reputation for "shaking the cage") and that's what this is all about.
6. The key to successful town meetings is to have POP-like analysis that will elevate and frame the discussion. We want to quote specific ideas from the town meetings later in the candidate forums. Terribly important to develop questions that force tough, meaningful choices. This part can be developed in the press. TV coverage will "bounce" off the print foundation.
7. We have much to offer the media: POP name, organizational ability, army of volunteers (i.e., we aren't trying to sell anything or profit financially), grassroots image, etc.
8. A goal is to get as many as possible from the community to feel a part of what we're doing.
9. Roth should talk to Keir and Flanagan now about what we're doing. Invite them to lend support but make clear that we are independent of them and will not enter into an exclusive relationship with either paper.
10. Bottom-line: "Is the juice you get worth the squeeze you give?" (Freedman 2/14/94)

Town Meeting Committee Notes (2/16/94)
(Harpham, Center, Adler, Foley & Roth)

1. Dolores suggested having the same topic covered at the same time at multiple locations throughout the state. Peter suggested this might work best if the various sites are "linked" by some sort of TV hook-up. Everyone seemed to think 3 hours was the optimal length for each town meeting.
2. Peter suggested that each town meeting have three separate parts:
 - (1) An initial presentation by one person or a small group of people. The basic idea would be to explain the overall project and how the town meetings fit in; tell the audience how that town meeting will be conducted; lay out some basic facts about the topic; and, summarize at least some of the underlying issues and known positions.
 - (2) The town meeting part. The idea here is to get people talking . . . and listening. The size of the gathering will determine the exact structure. For example, if the crowd is very large, we would break into smaller groups each of which would be lead by a facilitator. They might be asked to report back the three best questions that need to be answered by the candidates.
 - (3) Closure in the form of a "summarizer" who reports to the entire group what each small group developed and maybe comments on the common themes, etc. The goals here would be to "distill" all the raw ideas and to give participants some sense of closure by explaining how the group's work will be used to "hold the candidates' feet to the fire."
3. We must be sensitive to the fact that the issues are complex and don't "distill" very well. Distillation is likely to result in some degree of distortion. We must be vigilant that we not focus so hard on our desire to make the issues understandable, or to reduce them all to a handful of "tough choices," that we distort them to an unacceptable degree.
4. The make-up of the participants is terribly important. We need diversity of all kinds (i.e., age, politics, education, financial circumstances, etc.). The town meetings will be open to all and we will encourage "everyone" to attend, but we must work extra hard to insure that diverse perspectives and interests are represented. So, for example, we might want to approach certain groups and encourage them to participate. The basic plan must be to work hard to get a diverse core and hope lots of others come.
5. The town meetings should be held either on Saturday mornings or weekday nights.

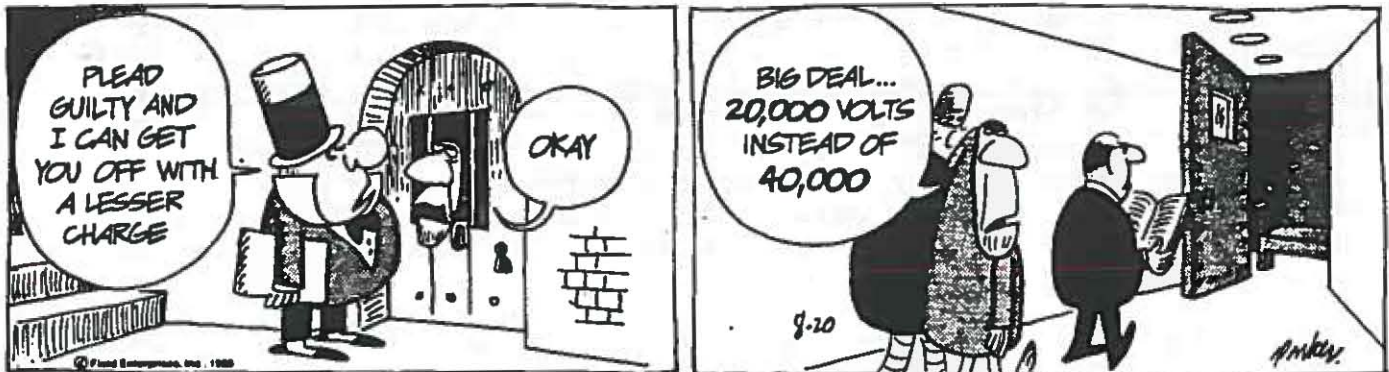
6. Perhaps the town meetings should be limited to just three or four top issues. We must be careful not to spread our resources too thin.
7. Eric Yamamoto was mentioned as someone who would be very effective as the "framer" and "summarizer," but only if he is not actively involved in any of the political races.
8. It is important that the town meetings be statewide rather than just on Oahu.
9. If we do our jobs well, the press probably will give our town meetings and subsequent reports a great deal of coverage thereby setting the stage for our use of these reports in the candidate forums.
10. The town meetings will let the community speak its piece via its many voices. The more voices, the better. We don't expect agreement or consensus. We do expect to gain a moral mandate to demand on behalf of the community that we not have politics as usual. It's called outside-in thinking . . . I think.
11. It is essential that we not project an elitist image. We must achieve the perception in addition to the reality of a diverse, grassroots movement that has momentum. As Jill puts it, we want folks to see and feel a train that's picking up speed, and they'll want to be on board.
12. We need the media and they need us. It's win-win if we approach it right.
13. There definitely will be other candidate forums and town meetings conducted by others (e.g., the newspapers, LWV, Public TV, etc.). That's great. What we are doing will be unique and is needed badly regardless of what others do or don't do.
14. The term "grassroots" may not fit us. To some, it suggests political organizing to promote a candidate or an issue. We need to resolve this.
15. Perhaps we should recruit Jane Smith to help us think about what community means and to help establish our identity as a community movement.
16. Bottom line: "The community is as ready for this as it's ever going to be. If this can't be done this year, it can't be done . . . period." (Ann Harpham 2/16/94)

Candidate Forum Committee Notes (2/17/94)
(Boylan, Punu, Yamamoto, Voss & Roth)

1. The Price of Paradise name probably should be used but care must be taken to anticipate possible negative reactions. Eric commented that people who actually have read the POP books have a positive reaction but that some people who have not actually read them think they are an attempt by recent in-migrants to tell locals what's wrong with Hawaii. Bruce suggested that the POP approach may be perceived by some as that of pushy haoles. These images should fade quickly if we achieve the goal of diversity when we recruit our charter members.
2. Dan emphasized the importance of getting lots and lots of media coverage of the candidates. The more they are on TV and radio, the better the community will understand what they are all about. While he would not go so far as to say the details are unimportant, Dan reiterated the importance of "quantity, quantity, quantity."
3. Joanne emphasized her belief that to be successful a format will have to include a tough interviewer/moderator/facilitator who refuses to let a candidate "take over." This person must tenaciously insist upon holding the candidate's "feet to the fire."
4. Bruce suggested that 30 minutes of tough "grilling" would be optimal. Probably need to stick with one topic because it's only with the third or fourth follow-up question that our person will penetrate the candidates' canned responses.
5. It is terribly important to get an interviewer/moderator/facilitator who will (1) project the right image, (2) be extremely knowledgeable on the issues (3) not be overimpressed by the candidates and (4) absolutely insist upon straight answers.
6. One-on-one interviews might be ideal for really honing in on each candidate's thinking, but the dynamics of a face-to-face "debate" are important.
7. The following names were mentioned as people who perhaps would be effective as our interviewer/moderator/facilitator: Mark Matsunaga ("only journalist I've seen who didn't wilt in a head-to-head exchange with Fasi"); Leslie Wilcox ("she's extremely bright and does especially well on things that really interest her"); Eric Yamamoto ("he's so nice you hardly notice that you've been skewered"); and Ann Botticelli ("she projects the right image and definitely is up to the job"). Dan Boylan, of course, is a pro at this and Bruce Voss' background lends itself beautifully to it as well.

8. Perhaps the identity of our person should depend on the topic (e.g., Rod McPhee or John Dolly when the topic is public schools).
9. The consensus seemed to be that we include the mayoral campaign and at least some of the legislative races. We don't want to spread ourselves too thin, but once we have achieved the right image and momentum, we might as well use it as much as possible.
10. As a group we did not narrow things too much but don't feel it has to be narrowed just yet. More brainstorming and discussion is in order.

THE WIZARD OF ID



Topics Meeting (2/18/94)
(Kosaki, Punu, Roth and Yim)

1. We agreed that the topics be addressed in the form of questions, as in the "Price of Paradise" books. In other words, if the topic is ethics, the question: "How do we restore public confidence in government?" seemed a more approachable, thoughtful way to invite discussion of solutions on a number of subtopics that are ethics-related.
2. We isolated six topics that the group might focus on in individual town meetings and candidate forums:

*** Children:** "What kind of life do we want for our children?" This addresses the quality of life in Hawaii for future generations. We'd put education here. Suggested subtopics: education (the role of unions, principals, the parent, early childhood education, SCBM), drugs, violence, foster care, child care, after school care, safety in schools, the institutional response to these problems (the government's response).

*** Ethics:** "How do we restore public confidence in government?" Suggested subtopics include campaign financing, the appointment process (judicial, Board of Regents, executive branch), openness in government, the role of the media, and the addressing of the question "What is the meaning of being a public servant?"

*** Race relations:** "Can we get along?" Suggested subtopics include areas of growing tension which threaten the ability of the different ethnic groups in Hawaii to live together relatively harmoniously. It includes youth gangs, the discord between new immigrant and older immigrant groups (e.g., Koreans, Filipinos, Southeast Asians), hostility or suspicion of the Mainland transplant, sovereignty, what sovereignty means for non-Hawaiians, relations between lower income groups vying for a smaller piece of the economic pie because of plantation closings and tourism downturn.

*** Hawaii economic future:** "What will be the structure of our economy?" We should be sure to invite advocates of different positions to this discussion. Suggested subtopics: Old structure vs. new structure, how do we diversify?, a plan for agriculture, what's good for the economy and good for the people. Participants could look at possible roles for Hawaii and comment about Hawaii as: Ocean State, Wellness State, Sport State, Information State.

*** Cost of Living:** "Can we afford to think about our children's future?" Suggested subtopics: housing, medical costs, car insurance, taxes, food prices.

*** Role of government:** "What is the role of government?" Suggested subtopics: roots in a paternalistic past, is government expected to solve all our problems?, government bailouts.

Membership Committee Notes (2/18/94)
(Cindy & Robbie Alm, Francis & Caroline Oda, Susie & Randy Roth)

1. The Alms and Odas seemed to prefer VOICE OF PARADISE to PRICE OF PARADISE. If POP is used, perhaps the rest of "the quote" should be included. [The price of paradise is eternal vigilance.].
2. The first list of names to be published should be made-up exclusively of ones that are readily recognized, even if that makes it less diverse than would be ideal. We will add names each time and maybe even use one or more lists that include only people from a particular "category" (e.g.: people under 30 years of age; Democrats; social workers or teachers; Native Hawaiians; union members). This might be an especially effective way to deal with a perception that we are an older group or are non-democrats or whatever. Eventually, we may have thousands or even tens of thousands of people on a master list. So initially we focus on "quality" (as measured primarily by name recognition) and later on quantity. Of course, diversity must be a part of every recipe.
3. It may be best to have an interviewer/moderator/facilitator who is seen as an "amateur" rather than a "pro." For example, it may be more in line with our grassroots identity. Also, the "pros" may subconsciously hold back at times if to do otherwise might jeopardize their access to the candidates in future years.
4. Names mentioned for interviewer/moderator/facilitator: Paula Akana, Melody McKenzie, Tina Shelton, Dan Cooke, and Linda Coble.
5. Francis Oda and Stanley Hong will co-chair a group that will be trying to restore Aloha Spirit working from the top of various organizations down.

Meeting Notes (3/5/94)

1. Present and smiling: Herb Cornuelle, Chuck Freedman, Anne Lee, Eric Yamamoto, Bruce Voss, Gerry Kato, Doc Stryker, and Stanley Hong.
2. Anne argued in favor of not giving anyone an exclusive on anything. Basically, she was in favor of doing PSAs and asking all stations, newspapers, etc. to run them. Chuck argued the practical necessity of "cutting a deal" and emphasized the importance of having the Advertiser and Channel 2 on our side. Later, after the meeting, he made it clear that his goal is more narrow than mine and that must be considered.
3. The entire group seemed pretty negative on the subject of polling.
4. Gerry Kato encouraged us to use OLELO (he's on its board).
5. "Plan A" is to go for prime time one-on-one interviews with each of the three major candidates. "Plan B" is the "nightline" approach listed at TV #2, attached.
6. Herb offered this way of describing to the community what we're after: "You have a right to have your questions answered. We will validate your questions and we will get them answered." The key message: at long last you're going to get answers to your questions.
7. Doc suggested and the group seemed to support, the idea of a "scorecard" (i.e., an easy list of key questions with the candidates' positions). He emphasized the importance of getting Sharon involved to help work out details like a media schedule.
8. Consensus was to delete PRINT #2 (the candidate "watchdog" idea).
9. Consensus was to not address the mayoral race.
10. Cartoons may not be feasible but a cartoon "logo" may provide identification and soften the image (i.e., make us seem less serious, less pretentious, less boring).
11. It is important that I be sensitive to the needs of the media. What do they want and/or need?
12. We need to stay light on our feet and make adjustments as we go along.

13. Chuck suggested that we get a commitment from Channel 2 regarding the specific reporter and editor that we'll be working with.
14. Next step is for me to meet separately with Herb and then Bruce. That should prepare me to meet and deal with the media.

Key Points

1. Our power base: diverse and extensive "membership" and our independence from existing organizations (such as Ch. 2, the Advertiser and Common Cause).
2. The name "Price of Paradise" is especially important if we "cut a deal" with Ch. 2 and The Advertiser. POP clearly was not created by the media and therefore will help greatly to keep this year's activities from looking as if we are being "used" by the media.
3. Message to S-B: We need both papers. What can we do that will fit your needs? (We'll also be in HNL Weekly, Midweek, etc. so it won't look like S-B and Adv. are in bed together; besides, its POP!)

THE PRICE OF PARADISE

FOCUS ON ISSUES

Notes (2/27/94)

1. Proposed working group:

Peter Adler	Bruce Voss
Mildred Kosaki	Liz Martin
Sue Yim	Herb Cornuelle
Joanne Punu	Eric Yamamoto

2. Peter is close to a detailed written description of the issues forums.
3. Sue declined to head up the print campaign but wants to work on Peter's committee.
4. Joanne is thinking about taking on the handbook committee.
5. Bruce declined to head up the TV campaign committee but is willing to work hard on it and the print campaign committee plus the issues forum committee.
6. I'll meet with Mildred (2/28), Herb (2/28) and Jean (2/28) to see if they'll head up the Membership, Candidate Forum, and Funding committees.
7. Eric didn't make it to the meeting and due to prior commitments, I expect that he'll decline to head up the radio committee.
8. It was suggested that I personally head the media committee (i.e., print, TV and radio combined). I can do this only if I can recruit at least four or five highly motivated and experienced people to help.
9. Liz is willing to help with membership and issues forum committees.
10. "Voter handbook" may be a misnomer. I'm envisioning a compilation of items from the print campaign and a tape of any and all TV programming.
11. To me, the whole project breaks down into three elements: issues forums (hearing the "voices"), a media campaign (making clear the tough "choices"), and candidate forums (buying Rolls "Royces") . . . oops, make that (holding the candidates' "feet to the fire" -- that is, "tough questioning").

12. Tentative schedule:

Targeted membership drive	March, April
Candidate interviews	May and after each issues forum
Go Public	Late June
Three Issues Forums	July, August, September
Media Campaign	Late June thru October
Election "Handbook"	Mid October
Candidate Forums	Throughout October

13. I envision that the working group will function like a Board of Directors to whom I, as CEO, report. Committee heads will report to me (including a weekly written status report). I will work for consensus when time and circumstances permit but ultimately am responsible for each decision. My plan is to empower committee heads to the extent possible. Among other things, this generally means that I will tend to defer to the recommendation of committee heads even when a strong majority of the working group prefers a different approach. One reason for this is that most of the work will have to be done by or at the behest of committee chairs. As a practical matter, they are less likely to get the job done if they feel as though they're being second-guessed, thought of as "grunts," or asked to implement a plan that they don't believe in. Of course, it will be incumbent upon me to make sure they continue to understand the big picture so their individual decisions "fit into the overall plan." I would utilize a more democratic structure if we all were located in the same building and didn't have jobs and other "distractions." The working group seemed to understand the practical need to structure things this way.

14. To do (soon):

- A. Prepare proposals for Channel 2, the Advertiser and Star-Bulletin.
- B. Work with Bruce to create a relatively detailed description of what we're planning.
- C. Ask someone to look into Project Vote Smart, including the names of states that have created local versions of the books we have.
- D. Find out more about Citizen's Jury and Peoples' Agenda.
- E. Get committees up and running with specific tasks.
- F. Call Jane re Gerbode and use of HCF for fundraising.

15. People attending the 2/27 meeting:

Peter Adler	Sue Yim
Jane Smith	Liz Martin
Joanne Punu	Bruce Voss

16. Tentative name:

THE PRICE OF PARADISE
FOCUS ON ISSUES

RANDALL W. ROTH
2515 Dole Street
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PHONE (808) 956-7386
FAX (808) 956-6402

March 31, 1994

MEMORANDUM

To: Price of Paradise Gang
From: Randy Roth *RR*
Subject: POP '94

The enclosed materials are supposed to be self-explanatory, but I'm sure there are a few gaps that need to be located and filled. So please give me a call if you have any questions that these materials don't answer.

I'm hoping that all of you will sign and return the Declaration of Support, and that some of you will feel the urge to play an active role in POP '94. There's a lot to be done; your help would be much appreciated.

I'll be meeting tomorrow morning (Friday, April 1) at 8 a.m. in the law school faculty lounge with a handful of folks who want to know more about POP '94. You are welcome to join us. At 9 a.m. I'll be meeting with a working group. Anyone attending the 8 a.m. meeting who likes what he or she hears is more than welcome to stick around for the working meeting at 9. Aloha.

Enc.



"Makes you wonder how we ever managed without it."

DRAFT

POP '94

a nonpartisan community effort to elevate the 1994 political campaign

The seventy-nine people who created the Price of Paradise (POP) books disagree among themselves on many issues but were unified by three guiding principles:

1. Communities must take an honest look at the problems they face if they hope to do anything about them.
2. Communities that engage in lively, informed dialogue will deal with their challenges more effectively.
3. Communities have a moral obligation to protect the interests of future generations.

Many of those same people plus hundreds of others considered producing a third POP volume, but eventually decided to act upon a fourth guiding principle:

4. Communities that care about the future will insist upon meaningful political campaigns today.

What is POP '94?

It's a nonpartisan community effort to elevate the 1994 campaign. The basic plan is to determine the questions that must be answered by the candidates if citizens are to cast informed votes, and then to make sure the candidates answer these questions in a meaningful way.

What specific activities are planned?

We intend to gather questions from the community, refine them at a well-attended issues conference, and then present them to individual candidates in a forum that will permit multiple follow-up questions from our panel of experts. Basically, we're talking about a respectful and thoughtful form of cross-examination. All of this will be done in cooperation with the Advertiser and Channel 2 News.

Will POP '94 take a position on the issues?

Absolutely not. Our mission is to ask excellent questions in ways that will produce meaningful answers. POP '94 is not affiliated with any political party or candidate.

DRAFT

Why not take positions?

The community has the power to insist upon a meaningful campaign only if it speaks in a clear, unified voice. Even individuals and groups that vehemently disagree on issues can at least agree on the importance of getting every candidate to provide straightforward answers to key questions.

Can supporters of POP '94 take positions or support specific candidates?

Sure. Individuals are free to take positions and work for their favorite candidates. By joining POP '94 you simply add your voice to the community's call for a meaningful campaign.

Have the politicians dodged the real issues in past elections?

Many did, fearful that candidates who got specific about tough choices risked losing to those who didn't.

Why must we approach things differently in 1994?

It's hard to be optimistic in 1994 about the future of Hawaii: our economic future is dangerously uncertain, the quality of our island life seems to be slipping, and a sense of powerlessness pervades the community. This is a critical election since choices made this year will reverberate for decades to come.

Why is it so important to get straightforward answers to key questions?

Citizens need clear responses from candidates in order to cast informed votes. Equally important, candidates need to address the community's concerns directly and honestly so a victory will mean something. After all, an elected official cannot have a mandate from the people without having made clear the tough choices he or she is prepared to make.

How can the community get the candidates to go along with this call for a different kind of campaign?

First of all, we think the diversity and sheer number of people who support POP '94 will get the candidates' attention. Second, Channel 2 News and The Advertiser will be supporting POP '94 with thoughtful coverage that should appeal to the

DRAFT

candidates. Third, many candidates prefer the kind of campaign we're seeking. They just need assurances that their opponents will not be allowed to "hide."

How will POP '94 be funded?

Everything will be done by volunteers; out-of-pocket expenses will be kept as low as possible. We are confident that the little money we need can be raised from concerned citizens and charitable organizations. The names of all contributors will be prominently disclosed.

What are you asking of me?

We want you to sign the attached declaration. By doing so, you give your moral support to POP '94 activities. Ideally, you also will help in other ways. For example, we hope you will take it upon yourself to recruit family members, friends and co-workers.



*Communities that engage in lively, informed dialogue
will deal with their challenges more effectively.*

DRAFT

POP '94 DECLARATION OF SUPPORT

I support **POP '94**, a nonpartisan community effort to elevate the 1994 political campaign.

Signature

Spouse's signature

[We will not publicly release your name unless you check the authorization box, below.]

(Please type or print name)

(Mailing Address)

(Zip)

Send to: **POP '94**
c/o Randall Roth
2515 Dole Street
Honolulu, HI 96822
Phone: 956-7386
Fax: 956-6402

(Phone)

(Fax)

- ☐ You have my permission to include my name on a publicly released list of community leaders who support **POP '94**.
- ☐ I am available to work on **POP '94** activities.
- ☐ I support **POP '94** but am unable to commit any time to its activities.
- ☐ Here is a question that I would like presented to the candidates:

University of Hawaii at Manoa

School of Law

MEMORANDUM

July 5, 1994

TO: Joanne Punu
FROM: Randy Roth
RE: Post-Conference Meeting

Aloha,
Hoopla,
Frad...
Baker...
Adler...
A-L...

Please plan to meet immediately following the Issues Conference this Saturday. We can use one of the break-out rooms. I expect to begin at about 1 p.m. and finish by 2 p.m. Call Joanne or Penny at 956-6553 to RSVP.

Also, please do your best to recruit at least several people to attend the Issues Conference. The announced deadline for registration is tomorrow (Wednesday the 6th) but we have some flexibility on this. It is essential that we have a strong and diverse turnout. Based on registrations received thus far, we appear to be in fairly good shape with respect to gender, age and political diversity but are not as ethnically diverse as we would like. I know you're busy but this really is important. Please contact four or five people now. I hate to push so hard but this simply isn't going to get done unless everyone pitches in. DO IT NOW (please). Aloha.

POP '94

A nonpartisan community effort to elevate the 1994 political campaign

c/o Professor Randall W. Roth

2515 Dole Street, Honolulu, Hawaii 96822

Telephone: (808) 956-7386

FAX #1: (808) 956-6402 FAX #2: (808) 732-7900

October 20, 1994

MEMORANDUM

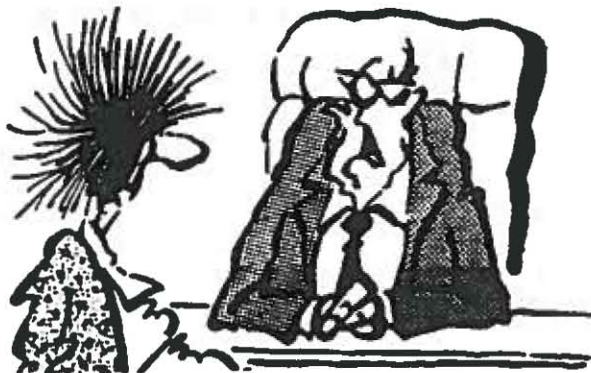
To: POP '94 Core Group

From: Randy 

Please plan to attend a meeting (perhaps our last) Tuesday night, October 25, from 7:30 p.m. to 9:00 p.m. at the law school. We'll talk about our self-evaluation, accountability plan and respective visions for the future of POP. Whether or not you can attend, I ask that you respond to the following questions, in writing, by Monday, the 24th. Aloha.

1. What did you like best about POP '94 (i.e., it's greatest strengths)?
2. What did you like least about POP '94 (i.e., it's shortcomings)?
3. Which POP '94 activities were most successful and which were least successful?
4. What, if anything, did POP '94 accomplish?
5. What, if anything, should be done differently next time (assuming, of course, that there is a next time)?
6. What is your vision for the future of POP?

RWR:hns

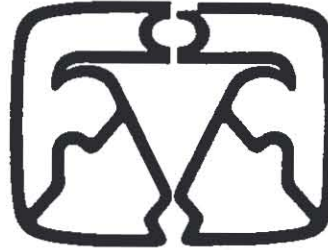


"What made you give up your last job as an electrician?"

later called
POWER '94
→

**HAWAII
PUBLIC
TELEVISION**

KHET Channel 11 Oahu
KMEB Channel 10 Maui



2350 Dole Street
Honolulu, Hawaii 96822
Telephone (808) 955-7878
FAX (808) 949-7289

"People's Agenda"
(working title)

A gameplan for media coverage of Hawaii's 1994 Elections

The concept is simple: Letting the Citizens of Hawaii set
the agenda for the 1994 elections.

The method is simple:

- 1) Form media partnerships for polling
 - A) This lets the public define the "problems"
 - B) Basis for the creation of a Citizens' Panel
 - a) Panel members participate in TOWN MEETINGS
 - b) Panel members are sounding board for day to day coverage of candidates.
- 2) Media Partners convene TOWN MEETINGS
 - A) Tentatively planned for July-~~August~~^{November} of 1994
 - B) Live, prime time broadcast
 - C) The first few should be topic/problem specific
 - D) The ones with candidates will NOT be debates, but will be patterned after the presidential town meetings, with the studio audience asking questions with a moderator helping with the flow of the show
- 3) Benefits to Media Partners
 - A) Increased viewership/readership
 - a) Cross-promotion with other media partners
 - b) Citizens feel empowered/part of process
 - c) Real, meaningful election coverage

A couple of notes:

- 1) Partners should swear off horse race polling.
- 2) Partners should work to promote the project in such a way that the candidates have to show up for TOWN MEETINGS or the candidates will end up looking like they don't want to respond to the people/citizens.

CONTACT: Kelli Abe Trifonovitch
Executive Producer/Director
News and Public Affairs
Ph. 955-7878, FAX 949-7289



PENNSYLVANIA CITIZENS JURY

A project of the League of Women Voters of Pennsylvania
226 Forster Street, Harrisburg, PA 17102 (717) 234-1576

The Pennsylvania Citizens Jury is sponsored by the state League of Women Voters to enable citizens to have a leading role defining the issues in the November, 1992 U.S. Senate campaign. The non-partisan Citizens Jury will provide voters with a straightforward evaluation of the candidates on the issues from the point of view of average people who have had the opportunity to study the issues and question the candidates.

Random Survey

A random telephone survey is taken which will result in two 18-member jury panels, one in Philadelphia and one in Pittsburgh. The panels will be representative of citizens in the respective half of the state in terms of age, race, gender, education, geographic locale, and party identification.

Introductory Day

Jurors will be briefed on issues facing the country and the Congress. Each panel will choose three issues on which to rate the Senatorial candidates.

Hearings

Expert witnesses will be called to address the key issues during three days of hearings by each jury. Jurors will question candidates on specific policy differences, and the candidates will have the opportunity to discuss the issues with the jurors.

Findings

On the third day, after the hearings have been concluded, the jurors will deliberate and issue a report on their findings. The jurors will rate the candidates on the issues studied. Their report will help voters assess the candidates on the basis of their positions on the issues. No endorsements will be made.

Campaign Ads

In October the juries will reconvene for one day to view and evaluate candidates' campaign ads.

For more information, contact Tam St. Claire in Philadelphia at 215-794-5475 or Susan Ruether in Pittsburgh at 412-941-3186.

May 1992

Citizens Jury Timeline

Random Telephone
Survey
June

Introductory Day
One-day meeting

Pittsburgh--July 27
Philadelphia--July 30

Citizens Jury Hearings
Three-day hearings

Pittsburgh--Sept. 15,16,20
Philadelphia--Sept. 22,23,27

Citizens Jury Hearings
on Campaign Ads
One-day hearings

Pittsburgh--October 19
Philadelphia--October 22

POP '94 INFORMATION

What is POP '94?

It's a nonpartisan community effort to elevate the 1994 campaign. The basic plan is to determine the questions that must be answered by the candidates if citizens are to cast informed votes, and then to respectfully insist that the candidates answer these questions in a meaningful way.

Will POP '94 take a position on the issues?

Absolutely not. Our sole mission is to ask excellent questions in ways that will produce meaningful answers. POP '94 is not affiliated with any political party or candidate.

Why not take positions?

The community has the power to insist upon a meaningful campaign only if it speaks in a clear, unified voice. Even individuals and groups that vehemently disagree on issues can at least agree on the importance of getting every candidate to provide straightforward answers to key questions.

Can supporters of POP '94 take positions or endorse specific candidates?

Sure. By supporting POP '94 you simply add your voice to the community's call for a meaningful campaign.

Have the politicians dodged the real issues in past elections?

Many did, fearful that candidates who got specific about tough choices risked losing to those who didn't.

*Communities that care
about the future will
insist upon meaningful
political campaigns
today.*



Why is POP '94 important?

Citizens need clear responses from candidates in order to cast informed votes. Equally important, candidates need to address the community's concerns directly so a victory will mean something. After all, an elected official cannot have a mandate from the people without having made clear the tough choices he or she is prepared to make. Also, this approach will result in better accountability after the election.

Will POP '94 activities be publicized?

The Honolulu Advertiser and KHON Channel 2 News agreed months ago to do their best to publicize our activities. Olelo and Hawaii Public Radio recently made major commitments as well, and KIKU has agreed to translate Channel 2's coverage into two or three other languages and then replay it. We have encouraged others in media to cover our activities.

Which races will be addressed by POP '94?

We have a variety of activities already planned for the gubernatorial race and *hope* to get involved in others. How much we do is dependent upon the availability of resources.

How is POP '94 being funded?

Work is being done almost entirely by volunteers, and out-of-pocket expenses are being kept as low as possible. We are confident that the little money we need can be raised from concerned citizens and charitable organizations.

Why call it POP '94?

Many of the early supporters of POP '94 had helped create the Price of Paradise books and radio show (POP I, POP II, and POP Radio).

What are you asking of me?

We want you to sign the attached declaration. By doing so, you give your moral support to POP '94 activities. Ideally, you also will help in other ways. For example, we ask that you make and then give copies of these materials to colleagues, friends, neighbors, etc. Also, we need help making calls, stuffing envelopes, planning and coordinating activities, etc.

**CALL 956-6553
FOR MORE INFORMATION**



An assault on politics as usual

Across U.S., in Hawaii, voters want politicians to talk sense

IMAGINE a political campaign where the voters are in charge. Imagine a political campaign that increases public confidence in politics, rather than destroys it.

Sounds farfetched, you say? Not at all.

In communities around the country, voters and citizen groups are struggling to "take



JERRY BURNS

Editor of
The Advertiser's
editorial pages

politics away from the politicians."

In dozens of states and cities, nonpartisan grass-roots organizations are struggling

Even the candidates sense that politics as usual has become poison.

with the political professionals, the managers and the media wizards for control of the political process.

Often, these movements work hand in hand with news organizations that have felt as distant from political reality as many of the voters.

Some of this energy represents a backlash against negative campaigns typified by the nasty effort to smear Democrat Mike Dukakis in his 1988 presidential race. That ugly campaign spawned state and local wanna-bes who sped a crude but successful technique.

AT ABOUT the same time, respected national commentators such as The Washington Post's David Broder began calling for a return to the issues and the public's agenda.

The urge to rekindle a substantive dialogue between the voters and the candidates through the traditional news media was also fed by the 1992 presidential campaign. In that year, the candidates made an astounding leap over the heads of the regular political press corps by appearing on Larry King, MTV and Arsenio Hall.

"The traditional press corps was marginalized," said Harvard Professor and former network correspondent Marvin Kalb.

So for the traditional news media, there is a survival instinct at work.

FINALLY, EVEN candidates began to sense that politics-as-usual had become poison to far too many voters. Apathetic? No, people were becoming actively hostile.

Washington Post columnist Richard Harwood recently wrote despairingly:

"The corruption of government at all levels by lobbyists and special interests of every description is a fact."

"The frequent incompetence and lavish waste of government bureaucracies and officials is another. The character flaws of political leaders and candidates, the clichés and psychotable that pass for political discourse, the malign influence of political consultants who brainwash and mislead us with deceptive and irrelevant political advertising contribute significantly to the public's alienation."

AS AN article at left by respected academic and political figures Richard and Mildred Koaki and others makes clear, there's no shortage of this alienation in Paradise as well.

So, what is Hawaii doing? The islands should see any number of "agenda-setting" campaigns this year, arising out of the same media vacuum



'POP '94'

A cast of
hundreds

See Page B4

paper, for instance, has already run a series called "Island Voices - The Voters' Agenda," full-page reports (each with an editorial) on topics ranging from the cost of housing to Hawaiian sovereignty.

BUT ONE of the most intriguing ideas is something called "POP '94," which was born out of the successful "Price of Paradise" books, Vols. I and II.

Those books, organized by University of Hawaii law professor Randall Roth, offered a critical (and sometimes caustic) look at the Hawaii political, economic, cultural and social scene.

Rather than try for a third book, Roth and others in-
vited to the Price of Paradise

another platform, hoping to elevate 1994's political dialogue. At first, they intend to focus on the statewide governor's race.

They envision a sweeping grass-roots community effort to identify and sharply focus the key issues facing the Hawaii public this election year. Following that, they want to conduct forums in which the candidates will be pressed to take stands on the "hard choices."

BOTH THE Advertiser and KHON-TV/Channel 2 News have committed to cooperate with this effort, and to provide thorough coverage and analysis on the fruits of these gatherings.

"For too long, the voters and the media have been too content to let roadside sign-waving and 30-second commercials substitute for real campaign dialogue on Hawaii's problems. We owe it to ourselves not to let it happen again this year," said Advertiser Editor Gerry Keir.

KHON's news director, Kent Baker, said his station would offer "unprecedented" amounts of air time to cover the issues forums and the candidates re-

"We're offering these forums because we want to focus on the real issues of the campaign in a way that allows the candidates to get their message across, allows us to point out when they have not responded, and keeps the campaign on its important course, not getting bogged down in trivia," Baker said.

POP '94 is determinedly nonpartisan. Its organizers have collected an astounding list of people who support the idea, covering all sides of the political spectrum and coming from all corners of the community. The partial list on Page B4 today offers a sense of the range of support that POP '94 has drawn.

WILL THIS work to change the tone and substance of campaigning in Hawaii this year?

There's no guarantee. Candidates determined to slip around the issues will no doubt find a way to do so in this context.

But what choice do we have? Politics as usual is not working. People are turned off; voter turnout is declining. It may just be that we'll look back on 1994 as the year

Let's make it our government

By Richard Koaki
Mildred Koaki
Randall Roth, and
Coralia Chun Matayoshi



Matayoshi Roth

OUR state Constitution proudly declares: "We reserve the right to control our destiny, to nurture the integrity of our people and culture, and to preserve the quality of life that we desire."

Sadly, these noble words seem to describe another era. The quality of life in Hawaii is slipping away from what we all hoped our children would enjoy. A shockingly high percentage of the community feels disenfranchised and powerless as individuals to do anything about it.

Many people blame our political leaders. We think that's a bit simple, and much too easy.

THE QUALITY of government in any community is a reflection of the community itself. Simply stated, we get what we deserve.

If something in our community is not all that it should be, rather than "Who's fault is it?" we should ask, "What can we do about it?"

This brings us to a specific matter that needs immediate attention. We, as a community, have allowed the political process to degenerate. "Politics as usual" has come to trouble even the most trusting among us.

For this year's political campaign, we wonder: Will it be orchestrated by insiders? Will the candidates tell us only what they think we want to hear? Will the media focus only on personalities, endorsements and accusations? Will candidates raise large sums of money and then be beholden to their big-money supporters?

EXPRESSED differently: Will we, as a community, take responsibility for elevating this campaign? Will we replace cynicism with activism?

We believe it's a cop-out to blame the politicians for "politics as usual" or the media for "coverage as usual." We don't think it's realistic or right to expect others to do our job.

So we say, "Enough already." The stakes are too

high for us to put up with politics as usual any longer.

The entire community must get involved. We must respectfully insist that candidates talk to us about the issues shaping our future. As we listen, let's be on guard against inspirational phrases that mask vague and unmeasurable goals — and be leery of candidates who say no more than what the polls indicate we want to hear.

THE CANDIDATES need to tell us about the tough choices they're prepared to make, so their election will be a mandate for action.

People of the kind we want to lead us into the future should be expected to hold and defend at least a few unpopular positions. Let's listen to them with our minds and hearts open.

Let's applaud the candidate who tells us when we're wrong (and why) and goes on to set forth clear priorities — and who regularly reminds us of our responsibilities.

Let's encourage young voters to get involved and show them that democracy means paying attention.

Our state Constitution describes a government "of the people, by the people and for the people."

All of this is possible ... if we so decide.

Richard Koaki is chancellor emeritus of the University of Hawaii at Manoa. Mildred Koaki is an educational researcher and consultant. Randall Roth is a UIH law professor. Coralia Chun Matayoshi is executive director of the Hawaii State Bar Association.

POP '94

A nonpartisan community effort
to elevate the 1994 political campaign.

What do these people have in common?

Gladys Brandt
Lisa Fajwara
Bill Pety
Lowell Kelaga
Andre & Jane Tuthman
Dick & Mildred Kozak
Stuart Ho
Faye & Amy Matsuda
Stanley Hong
Gavin Davis
Paula Haldrup
Dwight Kaubitzman
Gerry Kane
Carole Kai
Bill Wood
Casey Jarman
Cora Tolson
Paul Berry
Mitch & Susan D'Otter

Gleny Tran
Edwin Carter
Wally Ams
Dorothy Kashiwara
Burt Russell Hanco
Miki Okamura
Paul & Ricki Chesney
Peter Fikkin
Arlene Ellis
Don Boylen
Laurie Kozaki
Barbara Dow
Joanna Hedberg
Walter Irvine
Bob Wagner
Kurt Koth
Nanci Kridman
J.N. Muto
Bob & Jean Charis
Amy Agnew
Robert Morgan
John Brega
James Mak
Mona Castore
Manny Sylvester
Jon Van Dyke
Julia Ing
Dorinda Byrnes
Joyce Tanaka
Michael Shen
Susan Hashimoto
Teruo Kawan
Tom Kiey
Hannah Taveras
Sam Shon
Louise Ing
Wayne & Colleen Minami
Dave & Linda Ben
Mun Charn Wong
Michael W. Perry
Hung We Ching
Doc & Elaine Boyers
O & Kuznet Stander
Jeff Portney
Goro Arakawa
Frank Damon
Hideo Kane
George & Rita Chaplin
Norman Okamura
Herb & Jean Cornuelle
Eric Yamamoto & Jean
Ishihara
Anne Lee
Frances & Caroline Ode
Ron & Corale Matsuyoshi
Robbie & Cindy Ann
Chuck Freedman
Dor Stryker & Sharon
Weiner
David & Lin Pa Martin
Peter Adler
Bruce Voss
Joanne Peto
Cori Lau
Bud & Dee Saymer
Anne Harpham
Rick & Marshall Goodwill
Sue Yim
Jill Center
Bette Tatum
Fred Gilbert
Dan Best
Carl & Jeanette Takamura
Bob Kazuno
David & Shelley Dumas
Cliff Slater
Kasuo Shirakawa
Ron Plumb
Rod & Sharon McPhee

The Price of Paradise (POP) books are based on three guiding principles:

1. Communities must take an honest look at the problems they face if they hope to do anything about them.
2. Communities that engage in lively, informed dialogue will deal with their challenges more effectively.
3. Communities have a moral obligation to protect the interests of future generations.
4. We like these, but want to add another:
4. Communities that care about the future will insist upon meaningful political campaigns today.

30.....

We respectfully insist that candidates describe the tough choices they are prepared to make once elected. We also want them to articulate their priorities and provide yardsticks by which we can eventually hold them accountable.

If we as a community do not insist on this, we are likely to get little more than slick ads, catchy slogans and empty rhetoric — "politics as usual."

By working together, we can make this a campaign of issues, informed choices and real action. Equally important, our effort will illustrate the power of a community that cares. Can't say it can't be done.

Help us do it.

Frank & Jean Ross
Marta Dai
George Mann
Randy Harve
Lorry Loney
Aron Levine
David McClain
Sigfried Runkler
Bill Spitzer
Yoshiko Fujita
Gerry Kair
O.A. & Betty Bushnell
Fuzuki & Rose Hirakawa
Mark Ito
Charlie & Debbie Backus
Clarence Kurehara
Ted Cohen
Ira Robber
Ken Schoenfeld
Laurie Carlson
Salvatore Landolfi
Virginia Frazier & Andy
Fisher
Lawson Sugihara
Jacqueline Parnell
Pam Yemada
Sam & Mary Corbin
Sharon Canale & Carl
Schlack
Wesley Hight
Richard West
John McLaren
Jop Garland
Jim & Pat Allen
Bruce Koppeler
Jerry Harris
Michael Shires
Don Watanabe
Penny Hirakawa
Richard Nicholson
Elmer Botani
Stephen Geller
Robert & Gail Longworth
Franklin Tachika
Tom Stirling
Ed Sander
Joel Kennedy
Robert & Jean Banfill
Victor Hoo Li
Mae Morikawa
Hugh Shaver
Lou & Jean Ross
Gordon Damon
Mahmoud Kanoun
Jonathan McRoberts
Walter Tami
Dudley Frost
Lorena Lee
David Reber
Joe Meeks
Sharon Kaubi
Judy Lee
Bob Midkiff
James Iwamura
Duncan MacNaughton
James & Helen Gary
Sheily Ann Floyd
David & Nery Hansen
Margaret & Baird Kierwell
Helen Shikina
George & Maura Summy
Chris Grady & Dew
Kasuhara
David Morano
Esther Mookini
Ken Lowry

Dwayne & Mari Steele
Mike & Nancy O'Malley
Bob Beer
Chloe McCarver
Joyce Loney
Marlyn Barnhart
Uwen & Lori Swart
Don Carroll
Margaret Ode
William Hironaka
Suk Hwang
Ted Young
Herbert Chan
Ron & Marlene Hochall
Ken Sander

Scott Hamilton
Kirk Smith
Olin Funderburk
Ted Farn
Thomas Crowley
Kurt Tashiro
Kris Erben
Daphne & Brent Chan
Kenneth Frazier
Holly Henderson
Nancy Marler
John Ellis
Philip Hoffrich
David Paul
Bob Corby

Jane & Stanley Takano
Paul Liew
Almaida McClellan
Ryutachi Higashimura
Frank & Celia Makara
Heather Drake
Albert Miyamoto
Glenn Hong
Derrick & Laura Miyamoto
Dolores Foley
Russell Katschen
Joe Goldcamp
Joan Katschman
Jeff Piper
Win & Judy Healy

Linda Martell
Wallace Ryan Kawan
Pete Mayhew
Michael Taylor
Shoshana & Ken Robinson
Marisa Sakai
Mary-Jane McDermid
Helen Wild
Malcolm Kirkpatrick
Ray Iwamoto
Don & Betty Kitchelson
Paul Kirovich
Sharon Mahon
John Druseth
Liam Ishikawa
Jim Masley
Debbie Morikawa
George Weir
Tom & Joanne Grimes
Lynette La Tom
Leslie Wilber
Jill Fukunaga
Kathleen Dadey
Ron Frederice
Doug Codiga
Martin Remondini
Kit & Margo Smith
Mika Ueno
Scott & June Manase
Steve Nakashima
Mark Dewitte
Laurie Dorschner
Jay Drailer
Chuck Elshorn
Akira Harris
Pat Katsapa
Quentin Kawannabon
Roberta Lee Driscoll
Marsha Meckler &
Michael Weinstein
John Leudenslager
Ken Tucker
Marilyn Monis
Kathleen Hano
Elroy & Colleen Chang
Bob Vooge
Karen Kaundon
Jack Levin
Young Kim
John Dolly
James Kelly
Tammy Takahashi
Peter Kashiwa
Carl Lindquist
Joanne Arakaki
Jeremy & Laura
Harrison
Frank Abou-Sayf
Diane Kimura
John Barak
Marilyn & Glenn Bauer
Alan Fujimoto
Richard Behenna
Jennifer Frank
Robert Hirose
Mervyn Gerson
Tom Foley
Shirley Chock
Donald Johnson
Janet Clark
Sumi Makry
Dan Foley
Guido Giacometti
Creston Goldsmith
Arion Grabbe
Banks Lowman

Jimmy & Emmy
Greenwell
James Hastings
Penelope Hammond
David McCauley
Tom & Mary Gething
Scott Shure
James Harshay
Gracia Bell
Michael & Maria Lyons
John Kang
Jim Moser
David Carr
Pam Sato
Ian Perreval
David Nickle
Ruth Lindenberg
Robert & Frances
Porter
Steven Takaki
Marion Ching
Doug Smith
Kathleen Thompson
Keith Shiner
Ellen Mark
Richard Rowland
Chad & Beverly
Ashford
Summer La Cruz
Lynn Gays
Dale Morris
Burt Tamm
Hugh Jones
Gus Trammell
Arthur Ram
Ann Boring
Liam Chan
Diane Katsush
Stephanie &
Sharon Hoo
Peter & Phyllis Lee
Joe Kiefer
Mickey McCleary
Claudia Schmidt
Emmett Ahl
Donald Wong
Joan Smet
Richard Turbin
Lee Ann Woodall
Jerrold Michael
Jon Hunter
Fred & Pat Whittamore
Carol Men Lee
David Sherman
Ellen Hines
Elizabeth Jackson
John Pritchett
Kenneth & Becky Lau
Veronica Schoopman
David & Sharon
Fairbanks
Don Bender
Sue & Low Williamson
Michael Chan
Ming & Shirley Ann
Chen
Jim Nicholson
Barry Porter
Mo Muller
Elaine Abuna Hines
Malle & John Bay
Beatrice & Don Dawson
Raymond Eberhardt
John Kaneko
Kaleo Patterson
Addison Bowman &
Jo Kim
Allen Murakami
Jim Leashy
Teresa Ramoness
Bill & Ellen Stampel
Mandy MacKenzie
Roy Fumata
Matthew Adolphe
Nelson Wilson-Ku
Connie Itagaki
Marilyn Rappan
Leslie Sakaue
John Sakaue
Robert & Martha Black
Charles Lee
Peter Canon
Hugh Yoshida
John & Janice Pechauer
Jodie Rosca
Lafay Abamine
and Terry Shimada
(a partial list)

Communities that
care about the future
will insist
upon meaningful
political cam-
paigns today.



Deane Neuhauer
Allen Richardson
Joan Chastfield
Bruce Fisher
Jack & Regina Snyderhouse
Paul Aleson
Richard Turbin
Tom Holom
Cory Murota
Nora & Kenneth Uyeda
David Collins
Thomas Hayward
Michael Rosenberg
Joan & Ed King
Judy & Frank Beaver
Frances Delany
Lori Chang
Kent Baker
Tom Coffman & Lois Lee
Maurice Kaya
Harold Chana
Bob Ross
Janice & Kevin Taketa
Frieda & Horace Hoods
Norman Miller
Sue & Randy Roth
Joan Diamond
Henry Clark
Maurice Sullivan

Edith & Gerald Anderson
Mel Berta
Sarah & Donna Prohle
Robert Elmes
Curtis Boland
Betty & Jim Becker
Larry & Anne Lee Vogel
Bill McCarriston
Dick & Dede Miller
Diane Haster
Jan Yamada
Carol & Dan Chao
James Koshi
Fred Van Dyke
Beatrice Yamashita
Elaine Abbott
John Sullivan
E. Alton Kay
Deborah Nagy
Moberon Jannawilla
Sandy Rito
Michael Plotch
David Bone
Lynn Lumb
Robert Schmitt
Peter Garrod
Maureen Mendelsohn
Al Huleen
Wade & Harue McVay

Jack Hong
Larry Johnson
George Iwahara
Robert Grossman
Michael O'Rourke
Gary & Beverly Grimmer
Judy Sobin
Sami Kai
Blair Ode
Bruce & Ginger Planch
Tom Gill
Mike Okunberg
Peter & Mary Lewis
Bernice Hiral
Richard Davi
Michael Li
T.J. Ocasio
Richard Steele
David Ota
Keith Hunter
Mark Hunsaker
Edward Yamada
Maki Semstok
Tom Humphreys
George & Joanne Loomis
Doris Ching
Ruth Frost
Paul Figgins
Dick Combs

The Honolulu Advertiser

GEORGE CHAPLIN
Editor-at Large

April 5, 1994

To:

SAMPLE

From: George Chaplin

I believe you'll agree that:

*This year's election is critical to Hawaii's future.

*People are fed up with a betrayal of their trust by many elected and appointed officials.

*People want to see candidates elected who are worthy of their support.

Question: How can we know who those candidates are, what they stand for, whether they will provide clear, acceptable answers to tough questions, so voters can make informed judgments?

I believe the best chance we have for improved government is in determined nonpartisan community action such as POP '94 (see attached description).

Typical of the citizens involved in this nonpartisan effort are Herb and Jeanne Cornuelle, Dick and Mildred Kosaki, Bud and Dee Smyser, Doc Stryker and Sharon Weiner, Eric Yamamoto, Gavan Daws, Stanley Hong, Francis and Caroline Oda, Anne Lee, Chuck Freedman, Carol Mon Lee, Ann Harpham, Robbie Alm -- and many more. The moving spirit in this endeavor is U.H. law professor Randy Roth, who is responsible for those two highly regarded, stimulating volumes of The Price of Paradise (POP).

I kindly urge you to read the enclosed description and then join us by signing the enclosed declaration. YOUR NAME WILL NOT BE USED PUBLICLY WITHOUT YOUR EXPRESS PERMISSION.

Esta and I have to be on the Mainland April 5-25, but Randy Roth has offered to mail this memo and answer any questions you might have. His phone number is 956-7386.

We can't let Hawaii continue to drift toward mediocrity. Please be part of this effort to turn that around and move the Islands toward quality public service. Aloha.

145

Herb Cornuelle
3711 Poka Place
Honolulu, Hawaii 96816

April 6, 1994

SAMPLE

Mr. Baird Kidwell
1022 Prospect Street
Honolulu, HI 96822

Dear Baird:

During the last couple of years, Jeannie and I have become fans of Randy Roth, a remarkable and energetic young law school professor. The enclosed materials describe something called POP '94. It's this year's offering from the people who under Randy's leadership gave us the Price of Paradise (POP) books and radio program. We believe it has a great deal of merit.

The underlying assumption of POP '94 is that people who ask good questions of the candidates are entitled to meaningful answers. POP '94 is a good-faith attempt to encourage this and has an excellent chance of working. We are confident that it is nonpartisan and without a hidden agenda.

We are impressed by the energy and thought that already has gone into this all-volunteer effort. It is off to a great start.

By signing and returning the enclosed DECLARATION OF SUPPORT, you will grant permission to have your name listed with ours and those of several hundred community leaders (e.g., union leaders, university presidents, newspaper editors, etc.) as supporters of POP '94. We encourage you to do it!

With thanks and best wishes,

Sincerely,

Herb Cornuelle

Enc.



May 19, 1994

R. Sinikka Hayasaka
The Bel-Air Plaza
1054 Green St., #603
Honolulu, HI 96822

Dear Sinikka:

You will find enclosed some material titled "POP '94 INFORMATION." This is an effort by one of our U.H. law school faculty members, Randy Roth, to generate greater community involvement and interest in this year's elections. I have reviewed the materials and the purpose of the program. I have decided to support this effort.

POP '94 is a nonpartisan activity directed at getting candidates to answer questions about specific issues that our community faces. It will include the names and support of many "community leaders," and, in this regard, I want the labor community to be featured.

Although, labor has not always received the most accurate or fairest portrayal in the media. I believe that involvement in activities such as POP '94 is a way to change peoples' minds. I also believe that the POP '94 will help the candidates I support by making it clear where their opponents stand on issues of labor law, workers' compensation, and employee rights.

Please take time to read the enclosed materials. If after you have read these materials (and should you see the value in this effort), sign and return the enclosed declaration of support. In all cases, *your name will not be used publicly without your expressed permission.*

Let's show the community that organized labor is not the tool of any one candidate or party. Let's show the public that we want informed voters. Let's encourage our friends and neighbors to participate in this year's elections.

With solidarity,

J. N. Musto
Executive Director

UNIVERSITY OF HAWAII
PROFESSIONAL ASSEMBLY

1017 Palm Drive • Honolulu, Hawaii 96814
Telephone: (808) 528-5157 • Facsimile: (808) 528-5431

H.L.





NATIVE HAWAIIAN ADVISORY COUNCIL

'Aha kanawai no ka na'auao, no ke kulaiwi, no ka Hawai'i

A NONPROFIT 501(c)(3) CORPORATION

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Administrative Office • (808) 261-6318, Facsimile 261-2012

Wai'alua Taro Loi Restoration Project • (808) 637-6625

May 26, 1994

Aloha Friends:

Re: Support for POP '94

The creators of the Price of Paradise I & II (authors, editors and supporters of the books) have decided to focus on a major community effort to elevate the 1994 political campaign. Price of Paradise 1994 (POP '94) is a non-partisan group that will concentrate on critical community issues to determine significant questions that should be presented to the candidates and clearly answered. We would like to encourage your participation in POP '94's plans to elevate the '94 campaign and to get meaningful answers from the candidates in public forums so that voters can make better informed decisions at election time.

This nonpartisan community effort is intended to present a unified front for a more meaningful political campaign. This is a critical election year for Hawaii residents and this effort may reduce the sense of powerlessness that pervades the community today.

We have included your name on the list in hopes that you would be interested in supporting this effort. Please participate by filling a declaration of support and providing questions for consideration. Please feel free to call me or other POP '94 participants you know regarding any questions you may have.

Mahalo nui,


Elizabeth Pa Martin

Covering elections

Advertiser code calls for fairness to all



LETTER FROM THE EDITOR

Gerry Keir

THE first Hawaii political campaign I ever covered was in 1968 — Frank Fasi vs. D.G. “Andy” Anderson, Round 1. (This year must be at least Round 7.)

All through that election season, posted on our newsroom bulletin board was a memo on campaign fairness written by the then editor-in-chief, George Chaplin.

The memo reappeared biennially, and I thought it was such a good idea I’ve kept alive the practice since I became editor. I’ve just posted a similar note for this year’s election reporters, and you readers should know about its contents, too. It says, in part:

“**SINCE 1994** is an election year, The Advertiser and its staffers can increasingly expect to be deluged and on occasion berated by office-seekers and their advocates.

“At various times, the integrity of both the newspaper and its staff members may be impugned as the result of political coverage that incurs the disfavor of some party, candidate or advocate. Through it all, keep your eye on this mission:

“Be as fair as you possibly can, making every attempt to present all sides of an issue. If someone is attacked, give the person attacked an opportunity to reply — whenever possible, in the same story.

“Every day, the newspaper’s editorial page takes positions concerning issues or personalities. Those positions should not — must not — affect the fairness and impartiality of our news coverage. Staffers should lean over backward to make sure we are scrupulously fair to those whose views differ from The Advertiser’s editorial positions or from the reporter’s personal feelings.”

Although that rule applies to any story, it bears repeating as the heat

PRICE OF PARADISE — POP ‘94

Here are some questions I’d ask the candidates for office this year:

(Optional) Your name _____

Address _____

Phone Number _____

Send to:
POP ‘94

c/o 2515 Dole Street
Honolulu, HI 96822

As part of its 1994 election coverage, The Advertiser is cooperating with POP ‘94 to gather questions on key issues and force candidates to describe the tough choices they would make.



of the political silly season gets closer.

The memo goes on to stress the importance of accuracy, but says “if, after publication of your story, you should discover there is an error, write a simple, clear correction so it can be published. We’re not proud of even the infrequent error, but we are not infallible and we must acknowledge and correct mistakes.”

THE MEMO points out that our newsroom Code of Conduct forbids financial contributions to political campaigns by Advertiser editors. We do this to remove any appearance of conflict of interest.

And we also ask all of our staff members to be alert to subtle conflicts in their own lives that might lead to the appearance of impropriety — such as a relative who’s a candidate, campaign official or political party leader. We change assignments to avoid having a reporter handle stories where there might be the perception of conflict of interest.

Our campaign coverage goal this year is to make sure that candidates address the issues most important to

you, our readers. We’ve just finished a six-week series of articles called the “Voters’ Agenda,” highlighting issues that you’ve told us — in interviews and through our Hawaii Poll — are uppermost in your minds:

Education. Cost of living. The breakdown of the family. Hawaiian sovereignty. The troubles of tourism. And crime.

THE CAMPAIGN, especially the contest for governor, ought to center on these issues.

We’ll focus on them in our Advertiser news coverage and editorial commentary, and in debates and other projects in cooperation with Channel 2 News and a nonpartisan citizens’ group called “POP ‘94.” You can help by submitting your own questions, using the coupon above.

We want to be fair, accurate and complete — and focus on the issues that mean most to you.

□

Gerry Keir, a former politics reporter, has been on The Advertiser staff since 1968. He has been editor since 1989.

Forum to define issues and press candidates

POP '94 is a broad-based community effort aimed at elevating the 1994 political campaign and pinpointing the questions that candidates must answer if citizens are to cast informed votes.

POP '94 will hold a conference on community issues July 9 at the East-West Center. The forum will pull together 200-300 people with interests, expertise or involvement in key areas and have them outline specific questions for candidates.

Following the community ef-

fort to identify and focus the key issues, POP '94 will conduct forums in which the candidates will be pressed to take stands on the "hard choices."

The Advertiser and KHON-TV have committed to cooperate with POP '94 and to provide thorough coverage and analysis of those gatherings.

You can become involved by sending in your questions for the candidates. Use the accompanying coupon below.

For more information on POP '94 call 956-6553.

POP '94

A nonpartisan community effort to elevate the 1994 political campaign.



I'd like to ask the candidates:

(Optional) Your name _____

Address _____

Phone Number _____

**Send to:
POP '94**

**c/o 2515 Dole Street
Honolulu, HI 96822**

As part of its 1994 election coverage, The Advertiser is cooperating with POP '94 to gather questions on key issues and force candidates to describe the tough choices they would make.

If you have access to an Internet account, you can send questions to pop94@hinc.hawaii.gov. FYI users can call tollfree from any island by selecting %POP94. Oahu: 536-7133, Big Island: 935-7133, Kauai: 245-7133, Maui: 242-7133, Molokai and Lanai: 1-800-243-7133



More to Hawaii politics than scandal

Admit it: News about a government official secretly taped by the FBI in a campaign kickback scheme is juicy political news.

It confirms our worst thoughts and deepest cynicism about politics and politicians. Free golf trips, insider deals, koo benches — and campaign kickbacks.

That's what politics is all about. Is it?

Is it fair to take the fall of city Wastewater Chief Ken Rappolt as the story of all politics in Hawaii? Is it fair to accept the anecdotes of cronyism laid out before Sen. Richard Matsuura's special investigative committee as typical of everything that happens in state government?

In truth, there is far more to politics and government in Hawaii. There are good people, working hard to do the public's bidding. And there are sincere voters, disillusioned perhaps, but still willing to give the system another chance to



JERRY BURRIS

Editor of The Advertiser's editorial pages

make things right.

If you don't believe it, visit the offices of "POP '94," the non-partisan community effort to put some sense and substance into the 1994 Hawaii political campaign. The folks involved in POP '94 believe that politics can be about issues that affect people in their daily lives.

They believe that people do care about "issues," when those issues have meaning. They want to hear candidates to talk sensibly about the cost of living, about children and education, about crime and about how we get along with each other

in the Aloha State.

Through coupons printed in The Advertiser and through other sources, POP '94 asked Islanders to say what they would ask the candidate if given a chance.

Hundreds upon hundreds responded. This was the voice of the grass roots. Their concerns were remarkable both for their variety and for the depth of their feeling.

Some obviously believe that government, run correctly, is the answer to Hawaii's problems. Others challenged the very idea that the current system is capable of finding solutions.

Some were cynical, suggesting that hard questions don't always lead to concrete answers.

"How unpopular are you willing to become with the electorate if you know that the course of action you endorse will benefit Hawaii in the long run?" asked Kailua's Glenn Bauer. "Will your actions be driven

by polls and phone calls or by deep conviction?"

This huge stack of questions is not drifting away in a computer memory or file cabinet. They'll form the basic building blocks of an intriguing "issues conference" sponsored by POP '94 this Saturday at the East-West Center.

At this conference, citizens will sit down in working groups to seek out and define the "key" five questions or so that should be put to the candidates on the major issues of 1994. Topics range from education and welfare through the cost of living and sovereignty through campaign reform and housing.

Once the questions are defined and focused, they will be taken to the candidates for governor. In subsequent forums and news coverage, means, the candidates will be pressed to respond directly and in substance to these questions.

Both The Advertiser and

KHON-TV/Channel 2 have committed to extensive coverage of both the issues and the candidate's responses.

In effect, what you are getting this year is a community "road block" which will be tough for the candidates to get through without some kind of response.

If it works, there will be no doubt what people are concerned about this election year. And we'll have a pretty solid idea what the candidates are saying.

That still leaves one final step: Execution.

But POP 94 respondent Albert Vivas of Hawaii Kai has a question for that, as well:

"Will you place on your (public office wall a framed listing — in letters at least one inch high — all the campaign promises you make?"

We'll see, Albert, once we know what those promises are.

WHAT ISLANDERS WANT TO KNOW

Here's a sampling of what Islanders want to ask candidates for office this year:

"Can the government be run more efficiently as a private business?" asked Diane Kimura, of Hawaii Loa, an assistant vice-president at Merrill Lynch.

"Why can't some of the services be privatized?" she asked. "Why not take a fresh approach or a different perspective on welfare, education, housing, government waste and look for outside help in finding creative solutions to on-going problems?"

□□□

"Under which of the following circumstances would you consent to raising taxes: Implement mass transit? Subsidize raising the quality of education? Strengthen the fight against crime? Bail out the Medicaid program?" — Frank Abou-Sayf, Professor of Business Education and Director of Institution and Research at Kapi'olani Community College.

□□□

"How does the de facto establishment of a 'politician class' in this country — with evidence of its arrogance — serve the public interest?" If it doesn't, what are you going to do about it? — Dan



Kimura



Abou-Sayf



Pratt



Unno



Jenkins

nance long-term care? If not, what is your alternative?" — Sumi Makey, retired, of Waikeiki.

□□□

Are you willing to submit and vote for a bill that would subject you to recall? — Ruth Pratt.

□□□

"How would you redirect the tourism industry to be more sensitive to the needs of Hawaii's people? What about native Hawaiian rights, the environment and higher-paying jobs?" — Mika Unno.

□□□

"Every year, thousands of UII graduates left the state with their education

whatever it wants, when it wants, at the expense of business owners, auto owners, homeowners and claimants?" Morgan Timberlake attorney from Manoa.

The Advertiser ran the coupon about 7 or 8 times.

"Many of the really tough issues, such as same sex marriage, rapid transit, school management and funding issues, the convention center, that have faced the state legislature in recent years have died or were killed in committee or some how slowly faded away without resolution. Legislators were not given the opportunity to go on record for their stand. Public hearings were a farce ... Can the processes of total quality management and continuous quality improvement be utilized to im-

POP '94

A nonpartisan community effort to elevate the 1994 political campaign.

I'd like to ask the candidates:



(Optional) Your name _____
Address _____

Phone Number _____

Send to:
POP '94

c/o 2515 Dole Street
Honolulu, HI 96822

If you have access to an internet account, you can send questions to pop94@hinc.hawaii.gov. FYI users can call toll-free from any island by selecting %POP94 (toll-free 538-7133, Big Island 935-7133, Kauai 243-7133, Maui 242-7133, Molokai and Lanai 1-800-243-7133)

As part of its 1994 election coverage, The Advertiser is cooperating with POP '94 to gather questions on key issues and force candidates to describe the tough choices they would make.

Forum to define issues and press candidates

The grassroots are gathering Saturday at the East-West Center (Keoni Auditorium) to plant seeds for the 1994 election campaign.

The free half-day meeting that day will be sponsored by

■ If you'd like to sign on to their effort, fill in the coupon on this page or call 956-6555 for information.

■ If you'd like to participate in the conference, register at 956-6402. (Hawaii)

POP '94

COMMUNITY ISSUES CONFERENCE

East-West Center

July 9, 1994

- 7:30 - 8:10 **Registration**
- 8:10 - 8:15 **Welcome - Cori Lau**
- 8:15 - 8:25 **Overview of POP '94 - Randy Roth**
- 8:25 - 8:35 **Why We've Gathered Today - Mildred Kosaki**
- 8:35 - 9:45 **Five Mega-Issues: Tough Questions & Tough Choices for the Candidates**
Jim Leahy, Moderator

- **Issue #1 Children - What Do We Owe to the Next Generation?**
Presenter: Janis Reischmann
- **Issue #2 Government - How Do We Inspire Confidence in Public Process and Public Officials?**
Presenter: Jerry Burris
- **Issue #3 Race and Ethnicity - How Can We Get Along?**
Presenter: Melody MacKenzie
- **Issue #4 Cost of Living and the Economy - What Are The Choices?**
Presenter: Paul Brewbaker
- **Issue #5 Crime and Justice - What Needs to be Done?**
Presenter: Eric Yamamoto

- 9:45 - 10:00 **Description of Working Group Process - Peter Adler**
- 10:00 - 10:15 **Break**
- 10:15 - 11:45 **Working Group Meetings in Breakout Rooms**
- 11:45 - 11:55 **Return to Auditorium**
- 11:55 - 12:15 **Report on Working Group Results - Peter Adler**
- 12:15 - 12:20 **Next Step - Cori Lau and Chuck Freedman**
- 12:20 - 1:00 **Frank DeLima - Frank DeLima**

THE POWER OF GOOD QUESTIONS

"Democracy is the recurring suspicion that more than half of the people are right, more than half the time."

- E.B. White

WHERE IS THIS POP '94 THING HEADED?

Our overall goal is to elevate the 1994 political campaign by asking candidates to answer real questions posed by real people who are concerned about real issues. Firmly, but with great respect and much aloha, we will insist that each candidate put his or her best responses on the table so that all voters can make wise and informed choices in November.

WHY THIS CONFERENCE?

Thousands of concerned citizens have submitted questions that they would like answered by the candidates. Each of these questions is important and will be forwarded to the candidates. In addition to this, POP '94 will ask gubernatorial candidates to answer a reasonable number of such questions in highly-publicized forums that will allow for multiple follow-up questions.

POP '94 volunteers already have categorized and summarized the first wave of questions from the community. Today we will use these summaries as a starting point in a brainstorming effort that will result in the "five top questions" in each category.

HOW WILL THEY BE USED?

These questions will be included in an Issues Conference Report and sent to every candidate as well as conference registrants and anyone else who requests a copy. We will do our best to publicize the responses of each candidate. Also, these questions will be used by POP '94 Citizen Panels when they grill the candidates later this summer. These respectful "cross-examinations" will be televised.

Also, POP '94 will stage candidate forums in mid-October. Individuals from audiences made up of concerned citizens will ask their questions and follow-up questions as well, if so inclined. A panel of journalists will be on hand to ask their own follow-up questions, all with a goal of getting clear and meaningful answers from each candidate.

These candidate interviews and forums are for the gubernatorial candidates.

(over)

ARE OTHER ACTIVITIES PLANNED?

We currently are assessing our resources and working toward consensus on additional ways to achieve our goal of elevating the 1994 campaign. Similar activities involving other races are being discussed, as are additional activities involving the gubernatorial race.

What we are doing has not been done before. There is no map to follow. What we do is largely determined by available resources. We want to do everything we can to achieve our goal but don't want to spread ourselves so thin that we lessen our impact. Anyone willing to assume responsibility for additional POP '94 projects should contact Randy Roth at 956-7386. If enough people care enough, anything is possible. Aloha.

A FEW GROUND RULES FOR TODAY. . .

- * Seek good questions; don't worry about the answers
- * Listen to each other
- * Be creative
- * Have fun

*Communities that
care about the fu-
ture will insist
upon meaningful
political cam-
paigns today.*



ALOHA



Mostly sunny, high 80s
Weather details, A4

The summit



Clinton suffers
major trade setback

News, A23

The Honolulu A

Final Edition

Sunday, July 10, 1994



"It's about time. We're talking grass-roots citizenship. Ordinary people, the public, have been left out of the political process."

— Kaonohi Malama
41, Kailua, teacher,
Waianae High

People put POP in politics

Advertiser Staff

It was a morning of hope, determination, some outrage and some cynicism.

More than 250 people — some really from the grass roots, but also many candidates and well-known political activists — gathered at the East-West Center yesterday to draft the tough questions they hope will reshape Hawaii politics.

The POP '94 gathering is the first phase of a nonpartisan effort to focus candidates' attention on Hawaii's most critical problems.

"This is the time to go beyond the slick television ads," said sportscaster Jim Leahy.

Topping the agenda were the cost of living, crime, race, ethics and children's issues.

Some participants worried the political dialogue in Hawaii has melted

INSIDE:

- Two-page pullout: Questions to shape '94 campaign. Save it to refer to from now to November / Pages A10-11
- 'A people's election.' An editorial / Page B2



down into paid political sound bites. Others wanted to draw attention to issues that have been hidden from the political discussion until now.

And some candidates — such as Republican state House hopeful Quentin Kawananakoa — worried they will answer the tough questions, but their opponents will be allowed to dodge.

Voters' Agenda

WHAT'S NEXT

The 50 or so questions from yesterday's POP will be asked of major governor in several televised forum Oct. 1. Advertiser, KHON-TV cooperating on the forum.

"If it's abortion, a issue, no matter who lose half of the vote (opposing) politician issue... that's how your opponent," Kaw Randy Roth, a Univ law professor and a POP '94, said the pla questions to the cand ly publicized process and KHON-TV2 are c (hers) "which we like l ful form of cross-exam

Kim Jong Il
taking reins
of power 323
in N. Korea



The summit

AIDS films

**Clinton suffers
major trade setback**

News, A23

**HIV-positive woman
breaks Island silence**

Island Life, D1



Honolulu Advertiser

Sunday, July 10, 1994

On Oahu \$1.50

POP in political questions

about
rape
to from
per
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B2

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bites.
ted to
on to issues that have
from the political dis-
now.
candidates — such as
state House hopeful
Kawananakoa — worried
answer the tough ques-
sion opponents will be al-
ge.

Voters' Agenda

WHAT'S NEXT?

The 50 or so questions to emerge from yesterday's POP '94 conference will be asked of major candidates for governor in several forms, including a televised forum Oct. 15. The Advertiser, KHON-TV and Pop '94 are cooperating on the forums.

"If it's abortion, a 50-50 polarized issue, no matter what you say, you lose half of the voters. If the other (opposing) politician can avoid the issue... that's how you destroy your opponent," Kawananakoa said. Randy Roth, a University of Hawaii law professor and an organizer of POP '94, said the plan is to take the questions to the candidates in a highly publicized process (The Advertiser and KHON-TV2 are cooperating partners) "which we like to call a respectful form of cross-examination."

Smile, all you politicians: You're on 'candid quiz'

Politics needn't be humorless. Yesterday's POP '94 gathering was challenged to come up with a few "quirky" questions for candidates. They did, though some had a biting edge:

- Give your three favorite ways of extorting money.
- Where do you suggest I go if I can't live in Hawaii?
- Would you publicly report your head size each year of your administration?
- List five areas in which the government should do nothing.
- Do you support production of an environmentally friendly burger?
- Do you have a tattoo? If so, where?



"I'm important and my opinions matter. But something that bothers me is that I was the only person, I think, of my age group to appear here."

— Erin Egan
17, recent graduate,
La Pietra

More homes

324

hvnassad hv

EDITORIALS

The Honolulu Advertiser

Sunday, July 10, 1994

A people's election

'It's time to go beyond
sign-waving and slick ads'

"Our mission is to ask excellent questions in ways designed to produce meaningful answers."

— **Randy Roth,**
UH law professor and
POP '94 supporter

• • •

Nearly 300 Islanders got up early yesterday to carry out that mission. They spent a half-day at the East-West Center designing questions to put to this year's political candidates, particularly those



**Voters'
Agenda**

running for governor. The session was sponsored by POP '94, which describes itself as "a nonpartisan community effort to elevate the 1994 campaign."

• • •

"This is the time for you to go beyond sign-waving and the slick radio and TV ads."

— **Jim Leahy,**
sportscaster and
POP '94 supporter

• • •

The work of yesterday's conference is described in detail on Pages A10 and A11 of today's paper. The questions that percolated from this grass-roots group will be the

participating. I really feel empowered."

— **Michaelyn Chou,**
UH librarian and
oral historian

• • •

The goal is to go beyond sloganeering and mudslinging, to make candidates describe the tough choices they would make if elected.

• • •

"People feel what they say is not heard and what they do does not matter. How can we make folks in Hawaii believe once again that they are stakeholders in the political process?"

— **Jerry Burris**
Advertiser editorial page editor
and POP '94 supporter

• • •

Nearly 4,000 Advertiser readers became "stakeholders" in the effort. They provided raw material for yesterday's conference by filling out and mailing published coupons outlining the questions they want answered in this election.

• • •

"This day we have started to change the way candidates run campaigns and the way media cover campaigns."

— **Chuck Freedman,**
Haw'n Electric Industries VP
and POP '94 supporter

• • •

The Advertiser is cooperating wholeheartedly in this

'It's time to go beyond sign-waving and slick ads'

"Our mission is to ask excellent questions in ways designed to produce meaningful answers."

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sportscaster and
POP '94 supporter

The work of yesterday's conference is described in detail on Pages A10 and A11 of today's paper. The questions that percolated from this grass-roots group will be the raw material for a series of campaign forums and other events involving POP '94, The Advertiser, KHON-TV2 and KIKU-TV.

The goal was to have the key questions of the campaign framed not solely by politicians and journalists, but also by voters themselves, in a collaborative process. And it seemed to work.

"This reminds me of going back to town hall meetings. It is a very mixed group and everyone feels comfortable

participating. I really feel empowered."

— **Michaelyn Chou,**
UH librarian and
oral historian

The goal is to go beyond sloganeering and mudslinging, to make candidates describe the tough choices they would make if elected.

"People feel what they say is not heard and what they do does not matter. How can we make folks in Hawaii believe once again that they are stakeholders in the political process?"

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Nearly 4,000 Advertiser readers became "stakeholders" in the effort. They provided raw material for yesterday's conference by filling out and mailing published coupons outlining the questions they want answered in this election.

"This day we have started to change the way candidates run campaigns and the way media cover campaigns."

— **Chuck Freedman,**
Haw'n Electric Industries VP
and POP '94 supporter

The Advertiser is cooperating wholeheartedly in this grass-roots generated, issues-oriented approach to the 1994 election. Its philosophy will guide much of The Advertiser's own coverage of the campaign.

"If we don't become informed, politicians who are articulate can easily capture our vote. If we don't become more active politically, in the words of Pogo: 'We have met the enemy and he is us.'"

Mildred Kosaki,
educator and
POP '94 supporter

Some Waianae residents POP '94 the questions

A Waianae residents at a POP '94 conference yesterday at Mailli Elementary School zeroed in on 10 questions they want this year's candidates for governor to answer.

The questions included both big, statewide topics and issues special to the Waianae area.

A sampling:

■ Why are they taking away our law enforcement resources?

■ Do you support building of a secondary road in case of an emergency for access in and out of Waianae?

■ What would you do to reduce dependency on automobiles?



**Voters'
Agenda**

Other questions focused on downsizing government.

POP '94 officials — part of a nonpartisan, grass roots movement to increase political participation — promised to carry

those questions to this year's candidates for governor.

The POP '94 name comes from a series of books and a radio show called the Price of Paradise.

See story on Page A4.

Forum travels west to hear full slate of Waianae issues

By Paula Gillingham
Advertiser Staff Writer

The Waianae Community Issues Conference sponsored by POP '94 yesterday was a chance for some of west Oahu's citizens to tell politicians what they want.

Nettie Armitage-Lapilio, a mother of five who graduated from Waianae High in 1971, said Waianae has problems that government officials in Honolulu might not understand.

"We always get the short end, we have for years," she said. "Why aren't they thinking about what we want and not what they want to tell us?"

At the end of the day, the 35 participants had come up with 10 questions that event orga-

Waianae, Makaha, Nanakuli and Mailli residents didn't have to drive to Manoa to have their voices heard — the POP '94 show came to them.

James Kaululaau, 33, is the father of three and works for a military contractor in its quality assurance department. He's a big guy with a gentle spirit and a flare for diplomacy.

"We started community policing to protect our neighborhood," he said. "And now the police department is 'downsizing.' Why are they doing this?"

Joshua Cooper, 24, is a University of Hawaii graduate armed with a brand-new master's degree in political science. He lives with his grandmother in Waianae and has a plan he thinks ke people think twice a

Top Ten List

Here are the top 10 questions Waianae area residents want to ask the candidates:

1. Do you support building of a secondary road in case of an emergency for access in and out of Waianae?

2. Why are they taking away our law enforcement resources? Why are the police being reassigned to affluent Kapolei when we need more protection on the Waianae Coast?

3. How would you protect and inform citizens from unexplained water and sewage charges to prevent forced participation in new sewer systems?

4. If you had to cut state government by 25 percent, where would you focus?

5. Are you willing and honest enough to cut power back into the

Midweek Edition
Wednesday, August 10, 1994



Serving Paradise in the Pacific

KAUAI TIMES

4 SECTIONS, 6 INSERTS -- 98 PAGES

VOLUME XIV, NUMBER 75

35 CENTS

POP '94: A platform for voters

• **Conference comes to Kauai this Saturday**

By SUSAN DIXON-STONG

PUHI — Kauai residents will

have an opportunity Saturday to speak their piece about issues they think should be addressed by candidates running for state and local offices.

POP '94 — the burgeoning brainchild of the people behind *The Price of Paradise* (POP) books — is a non-partisan community effort to elevate the 1994 political campaign by reach-

ing to the grass roots to define important issues and draft questions aimed at generating meaningful answers.

A conference, sponsored by the all-volunteer POP '94 corps, will be held in the Kauai Community College dining room from 8 a.m. to noon Saturday. Before it is over, those in attendance will be asked to agree on 10 questions — five pertaining to

statewide issues and five focused on Kauai issues — that can be posed to political candidates.

These questions and others gathered from similar conferences throughout the state will be presented to candidates for governor at a forum Aug. 22 on Oahu. And, if enough interest is generated, they also may be posed at a local forum.

The first POP '94 conference was held on Oahu last month. It may have ended there had not some of the organizers decided that a valid representation of statewide concerns should include questions generated from throughout the state.

"They shouldn't be just the issues that people on Oahu think are important, but the issues that people on the

Neighbor Islands and other counties think are important," said Dolores Foley.

Foley, assistant professor of Public Administration at the University of Hawaii, wrote a chapter on government efficiency for Volume I of *Price of Paradise* and is working as a volunteer for POP '94.

See POP '94

POP '94 CITIZEN PANELS

PUBLIC EDUCATION

Jim Leahey, *Sportscaster, KFVE
Channel 5-TV*
Heather Hawthorne, *Student,
Moanalua High School*
Mildred Kosaki, *Educational Researcher*
Andy Nii, *Principal, McKinley
Community School*

GOVERNMENT

Neal Milner, *Professor, University
of Hawaii*
Jerry Burris, *Editorial Page Editor,
The Honolulu Advertiser*
Cindy Goodness, *Student, University of
Hawaii*
Kaonohi Malama, *Teacher, Waianae
High School*

QUALITY OF LIFE

Paul Berry, *Teacher, Punahou Academy*
Nick Ordway, *Director, Hawaii Real
Estate Research and Education Center*
Ann Botticelli, *Reporter,
KHON TV-2 News*
Pamela Thompson, *Flight Attendant,
United Air Lines and Assistant
Pastor, Word of Life Christian
Center*

ECONOMY

Janet Haole, *Owner, Triple-Check Tax &
Accounting Service*
Tom Smyth, *Director of Business
Services, DBED&T*
Puanani Burgess, *Executive Director,
Waianae Coast Community Alternative
Development Corporation*
Herbert Cornuelle, *Retired Businessman*

SOCIAL JUSTICE

Frank Sua, *Retired Major, Honolulu
Police Department*
Barbara Marshall, *Reporter,
KHON TV-2 News*
Debbie Shimizu, *Executive Director,
National Association of Social Workers,
Hawaii Chapter*
Cori Lau, *Executive Director,
Hawaii Institute for
Continuing Legal Education*

SOVEREIGNTY/HAWAIIAN ISSUES

Becky Ashizawa, *Native Hawaiian
Legal Corporation*
Liz Pa Martin, *Executive Director,
Native Hawaiian Advisory Council*
Bill McCorriston, *Attorney, McCorriston
Miho Miller & Mukai*
Bruce Voss, *Student, University of
Hawaii*

POP '94

A nonpartisan community effort to elevate the 1994 political campaign

c/o Professor Randall W. Roth

2515 Dole Street, Honolulu, Hawaii 96822

Telephone: (808) 956-7386

FAX #1: (808) 956-6402 FAX #2: (808) 732-7900

July 28, 1994

MEMORANDUM

To: 1"

From: Chuck Freedman & Randy Roth

Thank you for agreeing to serve on a POP '94 Citizen Panel. As you can see from the enclosed lists, you are one of four people on the 2" panel.

Background Information. We also have enclosed information about POP '94. It's important that you understand what it's all about (i.e., "the big picture") so you can be comfortable in your role.

In a nutshell, POP '94 is a nonpartisan community effort to elevate the 1994 political campaign. Specifically, we have gathered over 4,000 questions from the community, are holding community issues conferences at which these questions are being boiled down to a manageable number, and have designed several forums at which a handful of the very best questions can be posed to the gubernatorial candidates in ways designed to generate straightforward, meaningful responses. And very importantly, we are working hard to get maximum media coverage of everything we do so that its impact can be great.

Roughly 2,000 people have already signed declarations of support for POP '94 and 500 have contributed time, money or both. Decisions are made by consensus and everything we do is "on top of the table" in full view of anyone and everyone. Our ranks include an odd assortment of folks who don't usually agree on much but who feel strongly about the need for POP '94.

Feel free to call either of us if you have any questions about POP '94.

Citizen Panels. The six citizen panels will separately interview each of the gubernatorial candidates expected to be on the general ballot. This will be done on Monday, August 22. Two citizen panels will be in the KHON News studio (1116 Auahi Street, across the street from Ward Center) and the other four

panels will be in studios a half block away. The interviews will start at 8 a.m. with candidates moving from panel to panel (and location to location).

Each panel will ask between three and five questions which it will have agreed upon and sent to the candidates by August 15. If a candidate's response to an initial question is perceived by every member of that panel as being straightforward, reasonably specific and completely clear, the panel will move on to the next question. Otherwise, one or more members of the panel will ask one or more follow-up questions. The idea is not to debate the candidate or to question the wisdom of his/her response, but simply to establish a clear picture of where that candidate stands on that particular issue. Our expectation is that the follow-up questions will force each candidate to get specific about the actions he/she will take and the yardsticks citizens should use to measure performance. We have been calling this "a respectful form of cross-examination" and believe that the product will be especially helpful in holding the victorious candidate accountable.

'Ōlelo will broadcast all of the panel sessions in their entirety and KHON News will air two separate reports of 2-1/2 to 3-1/2 minutes (a total of 5 to 7 minutes) on most of the sessions. KIKU will translate the KHON reports into Japanese and Tagalog and then rebroadcast them. The Advertiser and Hawaii Public Radio also will cover these interviews.

We anticipate that each panel interview will last 15 to 30 minutes. The actual length is pretty much up to the candidates. If they provide succinct answers that include specific actions and usable yardsticks, the process will go very quickly. If their responses are evasive, nonspecific or ambiguous, it could take longer to complete the interview.

We believe the candidates will try hard to satisfy each panel as quickly as possible simply because they want as much control as possible over what gets aired on KHON News. If they can provide meaningful answers in no more than five to seven minutes, very little, if any, editing will need to be done. We think their desire to avoid being edited (and dread of appearing evasive, unfocused, insincere or out-of-touch) will be strong incentives for them to be concise and specific.

Mandatory meeting. It is essential that we all meet to discuss the process and select the specific questions that will be asked. Accordingly, we ask that you do everything possible to attend a meeting on Saturday, August 6, beginning at 3 p.m. in the faculty lounge of the UH School of Law (2515 Dole Street). Parking is available ewa of the building, but you first must pay \$3 to the parking attendant in the booth on Lower Campus Road (if he's there). CALL Penny at 956-6553 ASAP to let her know whether

or not you can attend. If you simply cannot, we will have to meet with you separately to go over everything.

Prior to that meeting, we ask that you look at the enclosed questions and begin thinking about the three to five questions that should be asked by your panel. The questions on the enclosed list may be consolidated and/or rephrased.

Another request. Please let us know right away if you are planning to get publicly involved in the campaign of one of the candidates (e.g., give a public endorsement or hold a position in a campaign organization). The success of POP '94 depends upon our ability to achieve not just the reality but also the public perception of fairness.

Many thanks for your involvement. We all want a campaign that inspires trust in government and a greater sense of civic responsibility. By helping the candidates (and media) to focus on issues and by laying the groundwork for better accountability, we believe POP '94 is likely to do just that.

POP '94 CITIZEN PANEL

Executive Summary

- A panel member's primary job is to ask follow-up questions as necessary to get answers that are on-point, clear and specific.
- The interviews will be held August 22 from 8 a.m. to 1 p.m. near Ward Center.
- Call ASAP (956-6553) to tell us whether or not you can attend a very important meeting at the law school, on Saturday, August 6, at 3 p.m.
- Your willingness to serve on a POP '94 Citizen Panel has moved you to level two in your journey toward sainthood.

POP '94

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c/o Professor Randall W. Roth

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August 12, 1994

MEMORANDUM

To: POP '94 Citizen Panel Members

From: Chuck Freedman & Randy Roth

We have enclosed a final list of panel members and questions. Note that minor changes were made to several questions.

We ask that each panel try to meet prior to the 22nd to discuss who will ask each question, what sorts of answers you are looking for (e.g., degree of specificity), and how best to get those kinds of answers from the candidates.

Three panels (Quality of Life, Social Justice and Public Education) should report to the Channel 2 studio no later than 7:30 a.m. on Monday, August 22. The other panels (Government, Economy and Sovereignty/Hawaiian Issues) should report no later than 9:30 a.m. We don't yet have the exact schedule for the day, but it's possible that your panel will not be finished until 4:30 p.m. Please try to keep the whole day available. We will call you early next week to give you the exact time schedule. Parking is available in the Ward Center parking structure. A professional make-up person will be available to powder shiny noses, etc.

Once the interviews begin, the big thing is to relax and listen closely. Don't plan to ask specific follow-up questions. Your job is to get clear and reasonably specific answers to our FOUR questions. Follow-ups should be used only as a tool to get to those answers, not as a way to determine a candidate's position on other issues.

Don't argue with a candidate or suggest that his/her position is flawed. Again, your job is to determine a candidate's position, not to evaluate it.

Keep your questions short.

Coordinators generally should limit a candidate's initial responses to two minutes so there will be time for

follow-ups. But this is discretionary. A candidate who is in the middle of an answer that is on-point and reasonably specific, etc., should be allowed to roll on. A candidate who starts to give a speech rather than answer the question asked, should be interrupted ASAP. We want our coordinators to be respectful but expect that they will have to cut off a candidate from time to time.

It is terribly important that the coordinator rather than the candidate control the interview.

Call if you have any questions. We want you to feel comfortable with your understanding of what we're trying to do and how we expect to do it. Don't hesitate to make suggestions . . . but do so ASAP so adjustments can be made.

POP '94 is making a difference . . . it really is. And it feels pretty good to be *showing* the youth of our community what democracy is all about rather than just telling them about it. We admire and appreciate the personal sacrifices each of you is making to serve on a POP '94 panel. Mahalo and aloha.

RWR:hns

Enc.

POP '94 GUBERNATORIAL CANDIDATES INTERVIEWS

To: POP '94 Citizen Panel Members
From: The Head Worry Warts (Freedman & Roth)
Re: Oldies But Goodies

You've heard all this before (more than once) but it's very important so . . .

Do hold each candidate's feet to the fire by tenaciously insisting that he/she be specific about "action steps" and, where appropriate, "yardsticks" . . . but don't be argumentative.

Do ask follow-up questions that probe soft spots in a candidate's answer . . . but don't evaluate his/her position.

Do listen closely and ask as many follow-up questions as necessary to get answers that are clear and reasonably specific . . . but don't ask follow-up questions that raise different issues.

Do be friendly and respectful . . . but don't be intimidated. If a follow-up question needs to be asked, "just do it".

Do relax and be yourself . . . but don't make a speech or otherwise advocate a particular position. The last thing we want is a debate.



THE MAIN POINT: *Reward responses that are straightforward, clear and reasonably specific by immediately moving to the next of the four planned questions. We want to give candidates an incentive for concise responses rather than speeches. If a succinct answer simply means they'll have to face that many more follow-up questions, the incentive will be for speeches. So . . . don't ask follow-up questions when the initial response is straightforward, clear and reasonably specific.*

"I don't wanna be a juror!
Can't I be a witness?"

EDITORIALS

The Honolulu Advertiser

Tuesday, August 23, 1994

POP '94

The candidates meet the people

Candidates for public office entered this election year facing a public that had become sick of politics and campaigns as usual.

The voters have decided they want more than slick advertising, empty promises,



VOTER'S AGENDA

sign-waving and mud-slinging. They're asking for straight talk on the issues that matter most to them such as the cost of living, education and government integrity.

One manifestation of this "voter revolt" is the citizen effort nicknamed "POP '94." POP '94, working with The Advertiser and Channel 2 News, went back to the grass roots and asked the voters what questions they would ask the candidates, if they had the chance.

Out of that effort came a series of questions on family, quality of life, Hawaiian sovereignty, government reform and more. The next stage of the process — presenting the

questions to the candidates for governor — began yesterday at the Channel 2 News studios.

The results of such face-to-face meetings between candidates and voters will eventually appear in The Advertiser, on television (on Channel 2 News, in translation on KIKU-TV and on 'Olelo, the public access television system) and in other formats.

It was a heartening experience. The candidates were well-prepared and eager to share their thinking with these representative voters. The dialogue was direct, unfiltered by campaign managers or advertising specialists.

There's an old saying that, if you're not part of the solution, you're part of the problem. To the degree that candidates allowed themselves to be distanced from the voters through money and fancy campaign management techniques, they became part of the problem.

So it is equally fair to say, then, that by participating in the POP '94 effort and other such grass-roots movements, the candidates have begun to make themselves part of the solution.

CITIZEN PANEL GUIDELINES

YOUR CUSTOMER

Your customer is the voter. You will ask questions which come from the people through the POP '94 process.

FOLLOW-UP QUESTIONS

You are looking for answers to your questions and to other panelist's questions which are responsive, clear and reasonably specific. When you feel an answer doesn't respond to a question or is unclear, too general, or significantly inconsistent with a prior answer, you should ask a follow-up question.

Follow-ups are essential. But they should not be argumentative nor should they be lengthy. You may use your background to phrase a follow-up (e.g. As a school principal, I find everyone verbally supports school-based management, but what steps as governor would you actually take to get all schools decentralized?)

POP '94 urges candidates to be clear on priorities, to give specific examples of actions to achieve them and to provide specific measurements (yardsticks) by which the public will measure the actions the candidates propose. Keep this in mind when phrasing follow-ups.

PANEL COORDINATORS

Each panel has a coordinator. The coordinator's job -- in addition to the normal role of a panelist -- is to:

- a) introduce the panelists to the candidate at the beginning of each session, and
- b) politely enforce a time limit on the candidates' responses.

The coordinators are:

- 1. Jim Leahey (Public Education)
- 2. Ann Botticelli (Quality of Life)
- 3. Barbara Marshall (Social Justice)
- 4. Jerry Burris (Government)
- 5. Tom Smyth (Economy)
- 6. Bruce Voss (Sovereignty/
Hawaiian Issues)

TIPS

... Wear Aloha attire.

... If you address the candidate by name, use Mr. Fasi, Mr. Cayetano, or Mrs. Saiki.

New governor will find schools at a crossroad

By Heather Hawthorne
Senior, Moanalua High School

On my way to school each morning, I see the candidates with their signs lining up to wave and smile. As I reach the intersection of Kahekili and Likelike highways, I wonder who will be our next governor, and I realize we are at a crossroads.

Hawaii's schools have reached the point where government can no longer deny that our system needs change now.

Schools are understaffed and undersupplied. Last year, at a public school forum, I met a girl who complained that her school had 200 students in the Spanish program, but only 80 books.

I have sat in student association meetings where a recurring topic is students' request for soap and paper towels in the bathrooms. The custodial staff replied they had to choose between supplying toilet paper or "luxuries" like soap.

Schools lack enough money for security. As a result, in some schools violence deprives



Hawthorne

students of the right to learn and sometimes of the right to live. At our school — which has been pretty safe — the administration discussed banning gang colors. That idea was dropped when they realized the only color not claimed by gangs is orange.

It's important for our next governor to build on work al-

ready begun. The Hawaii State Commission on Student Performance Standards recently published the nation's first statewide guide to student standards.

The hundred Hawaii citizens appointed to Goals 2000 panels have begun meeting on issues from student assessment to preventing dropouts. And school community-based management is empowering schools to better address the needs of their individual communities.

The state Legislature has shown a growing commitment to education, even passing an omnibus bill to reform school management. Now it is time for a new governor to take charge and make innovations.

Like morning traffic, the road to better education for all students in Hawaii will be frustrating and slow, with detours. But it is a road worth taking.



Voters' Agenda

HAWAIIAN ISSUES



Advertiser photo by Bruce Asato

Advocates of the Makapuu squatters line Kalanianaʻole Highway to wave signs of support.

Key questions relating to sovereignty and Hawaiian concerns posed to the four gubernatorial candidates by representatives of POP '94:

SOVEREIGNTY

If it had majority support among Hawaiians, which model of sovereignty would you actively support: Total independence? Nation-within-a-nation (similar to Native American nations on the Mainland)? Or state-within-a-state (something akin to the present Office of Hawaiian Affairs)?

NON-HAWAIIANS

What, if any, will you take to address concerns about the impact of Hawaiian sovereignty/land claims on non-Hawaiians throughout the state?

HOME LANDS

What will you do to get the 17,000 qualified applicants for Hawaiian home lands onto their lands? And will you commit to increased state funding for roads, water and sewer systems to make that land usable?

"This...will affect everyone, native Hawaiian or not..."

By Lisa Pa Martin
Executive director, Native
Hawaiian Advisory Council

In the struggles of native Hawaiians, statistics (acres of land stolen when the Hawaiian monarchy was overthrown, thousands anxiously waiting on the Hawaiian Homelands list) too often overshadow the individuals involved.

But in the long run, it's their faces that are impossible to forget:

■ Jimmy Akiona, who in 1952 was a robust 25 year-old who sold his home and moved from Hilo to Kona ready to ranch.

Anxious to receive his homestead award as one commissioner had assured him he would, Jimmy went on the appointed day and couldn't believe when the commission stopped two names above his on the waiting list for pastoral homestead lots. Thirty-eight years later, he finally received his award.

■ Sonny Kaniho's father registered for homelands as a young man. Decades later, with other now-elderly Hawaiians,



Martin

he discovered his name had been lost from the list. After his death, his son finally received an award, but only a portion of the acres expected, most of which had too little

water for viable ranching.

■ Alice Kema Aiwohi, my grand aunt, decided at age 78 she could wait no longer. So she moved herself, her disabled husband (and even her piano) into a Matson container on her husband's homestead where they were forced to truck in water. After only one year, illness forced them off the land.

These and countless others are victims of broken promises. During this campaign, as in others, we hear more promises. But promises to support the return of native lands and greater Hawaiian self-rule cannot be put onto some new "wait list" after the election.

Even if the next governor does not advocate a particular form of sovereignty, he or she

can play a unique role in encouraging full and open discussion because resolution of this century-old fight will affect everyone, native Hawaiian or not.

No matter which self-rule model is ultimately implemented, local governance and social and economic development patterns, including land and water use, will change.

If the next governor really wants to play a meaningful role, she or he must participate in the dialogue with Hawaiians and the community at large to assure an atmosphere of consensus, rather than confrontation.

Many of the issues to be addressed should concern the entire community: protection of the environment, allocation of resources, just resolution of Hawaiian claims and increased self-reliance. Ultimately, what's good for native Hawaiians will be good for all of Hawaii.

The writer was one of the POP '94 citizen panelists who questioned candidates.

Voters' Agenda

COST OF LIVING

The problem is population growth, government inertia

By Paul Berry
Teacher, Punahou Academy

The list of our problems is discouragingly long: growing population, a painfully high cost of living, high taxes, unaffordable housing, a threatened environment and the long-term care needs of an aging population.

We want government to solve the many problems eating away at our quality of life, yet many believe government is already too big and its voracious appetite is the main reason it's so hard to make ends meet here.

My daughter moved to the Mainland after college. She would like to live here, but doesn't believe she could make it with the high cost of living, especially for housing.

I would love to be able to tell her there is some real hope for a break in housing and other prices, so she and some of her talented Island friends on the Mainland could return home.

But it is that same high cost of living that also keeps Hawaii's population from growing even



Berry

faster. This dilemma won't go away simply because we don't like to think about it.

It's hard to believe our next governor will be able to solve these problems. It seems obvious that tough choices will have to be made.

As one of the POP '94 supporters who questioned the candidates for governor, I have to

confess that I came away with mixed feelings.

Many of us feel the primary issue lies with Hawaii's population. If the current rate of growth continues, our population will double in 30 years.

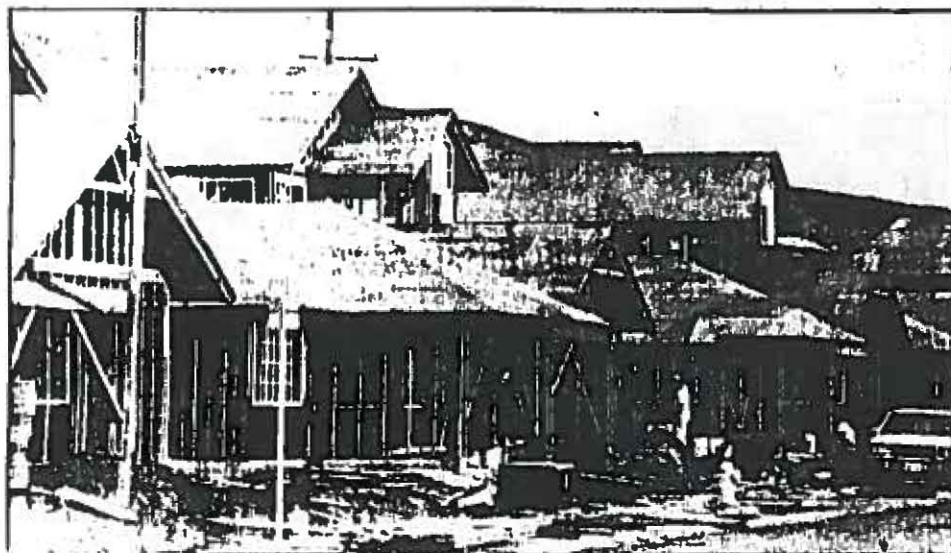
The prospect of some 2.4 million people here leaves me wondering if we can expect to keep, much less improve, our quality of life in years ahead.

Some believe that government's approach to the housing problem has only made the problem worse, that government projects compete with private builders and destroy their incentives.

They add that because of well-intentioned but ill-conceived efforts like this, state government has now reached a size and inertia that make government itself the problem that most needs fixing.

Will our next governor be up to the challenge?

The writer was one of the POP '94 citizen panelists who questioned candidates.



Advertiser file photo

The high cost of housing is one factor that may be driving young people from Hawaii.

Key questions relating to Hawaii's cost of living posed to the four gubernatorial candidates by representatives of POP '94:

TAXES AND GOVERNMENT

Do you see the level of taxes and size of government in Hawaii as a problem? If so, what will you do about it?

AFFORDABLE HOUSING

What are the main barriers to affordable homes and rentals in Hawaii? What steps would you take to reduce them?

COST, QUALITY OF LIFE

What can you do to limit the cost of living while dealing with the problems of over-population and environmental damage?

LONG-TERM HEALTH CARE

Do you believe there's a growing long-term health care crisis? If so, how would you find a comprehensive care program?

WHAT IS POP '94?

POP '94 is a nonpartisan community effort to focus this year's campaign on issues.

POP '94, in cooperation with The Advertiser and KHON-TV, organized community panels to interview candidates for governor on key topics.

Each Sunday, The Advertiser is publishing excerpts from the interviews. Segments also will be broadcast on KHON Channel 2 News this week and shown on KIKU-TV, translated into Japanese and Tagalog, as follows:

NIHONGO (Japanese)
KIKU Terebi dewa, rokushuu renzoku de tokubetsu shuuchiji senkyo bangumi o nihongo de houei itashimasu. Decision 94 to yobareru kono series wa, juugatsu futsuka kara souseikyobi made maishuu nichiyoubi gogo rokujii yonjuugofun, suiyoubi gogo rokujii nijugofun, shuu nikai housou saremasu.

TAGALOG



Frank Fasi
Gov. Carter

"No question. We're one of the five most highly taxed places in the country.

I would do what the world's largest corporations do: bring in experts to go through each department to see how efficient, how effective and how necessary they are. Then make the needed cuts.

"If we consolidated, got rid of the deadwood in government — we have a lot — we could have a complete overhaul in a business-like manner. It could be done within a year (though) you're not going to release people immediately. Every year, 5 percent on average retire, resign or pass away. We could hold the tax structure where it is and have it going to drop

"Break the land monopoly. Get rid of the Land Use Commission. And overhaul the laws relating to the development of property.

"The state ought to get out of the housing business. Counties ought to determine what they should be doing with their land, not some appointed people. Environmental considerations are better taken care of on the local than the state level.

"Right now, we're worse than a banana republic. Seventy families, trusts and the government own 95 percent of the land. This is why land costs are the highest in the country.

"I'd make sure the land trusts get a fair market value for their

"We're not over-populated. Hawaii has 200 square miles more land than Connecticut and Rhode Island combined. We have only 1.2 million people and they have 4 1/2 million — and there's some beautiful areas in both those states.

"Density on Oahu is too high. Sixty-three percent of the land area of this state is on the Big Island, with roughly 10 percent of the population.

"The hope of these islands, to take care of growth and economic activity, is for the state to help build the infrastructure on the Big Island where all the land is. People there can't do it on their own.

"Let's try to keep what we have on Oahu the way it is. If we have

"No question it is of crisis proportions. Maybe not today, but tomorrow. My mother lived to 97. We'd send her to a care home and she'd come home at night. Some people can't do that, they can't afford it.

"I'm not sure how we'd be able to do it by ourselves on the state level. But, like Social Security or Medicaid and Medicare, it's going to overwhelm us if we don't start planning now. Taking care of senior citizens is going to be very, very expensive. I don't have all the answers right now.

"I would try to do with what we've got now instead of raising taxes. Bottom line, I believe in initiative, referendum, recall. If pro-

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Voters' Agenda

ISLE ECONOMY

Government has harmed, not helped, business

By Herb Cornuelle
Retired business executive

"Stand out of my sunshine."

Those words — first spoken more than 2,000 years ago by the philosopher Diogenes — could easily be today's message from Hawaii business owners to state government.

For decades, a well-intentioned but oversized bureaucracy has blocked business opportunities and cast a long shadow over efforts to bring new industries to this state.

At the groundbreaking for Ko Olina, developer Herbert Horita told how it had taken him more than 12 years to get all the permits for his project. Few investors have such patience.

High taxes, rising insurance rates and a regulatory labyrinth have all contributed to Hawaii's "anti-business" image.

We can see the consequences in the economic indicators. Business bankruptcies are up. Construction is down. For the first time in 15 years, our unem-



Cornuelle

ployment rate is above the national average.

But I'm not sure we realize the true price of our collective failure to ease the burdens on Hawaii business. The cost of doing something is easy to measure. The cost of not doing it is almost incalculable.

Hawaii's economy is a complex, multibillion-dollar machine and, of course, our next governor cannot turn it around

single-handedly.

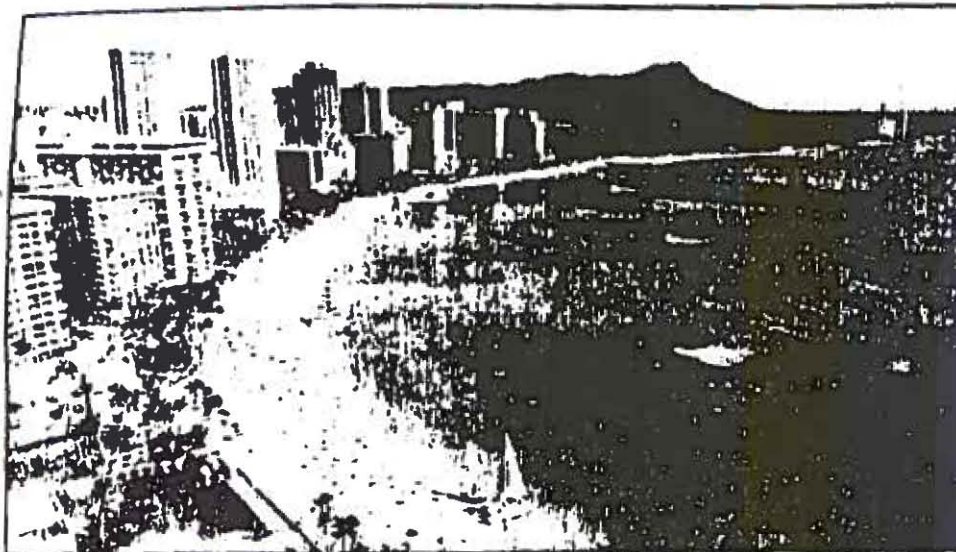
However, he or she must be a strong leader. Our new governor's first task will be to win the confidence of the business community, then build the informed support of the general population for a concrete plan to make it easier and less expensive to do business here.

Admittedly, it will take time. Whether you're building a garage or a cathedral, you do it one brick at a time.

If you already have a job, Hawaii is such a nice place to live that it's tempting to shrug off these problems, go to the beach and let someone else worry about our economic future.

But such benign neglect won't help our next governor and Legislature face up to the tough choices and trade-offs that inevitably must be made.

Many people would argue the last thing we need is a new slew of government programs to "help" Hawaii businesses. Recalling Diogenes' words, the most important step our next governor takes may be to see the light — and get government out of the way



Waikiki Beach: Should the state spend more to promote tourism?

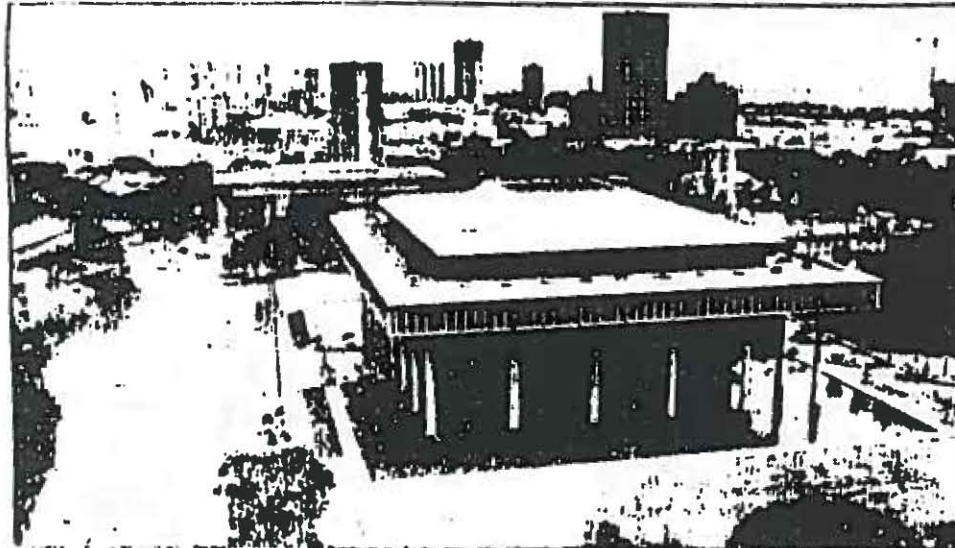
Advertiser file photo



Voters' Agenda

ETHICS

IN GOVERNMENT



Voters are seeking honesty in government leaders in Hawaii.

Advertiser file photo

'Setting a good example is not enough'

By Cindy Goodness
University of Hawaii law student

As a recent college graduate, I've frequently considered a career as an elected official.

But those thoughts don't go far for one simple reason: I refuse to become a politician if I must sacrifice my sense of ethics and morality.

I've often wondered if it is even possible to hold an elected or appointed position in Hawaii and still resist the temptation of personal benefit in exchange for political favors.

Sadly, recent headlines have not given me much comfort or confidence in the political process and the people who run it.

I pick up the paper and read that a state Senate special investigative committee scrutinizing the Waihee administration reveals millions of dollars in non-bid government contracts awarded to a firm headed by a golfing buddy of a state official, along with questionable deals by the state retirement system.

The result? One resignation.



Goodness

And the only real retribution occurs when the chairman of the investigation is stripped of his committee.

And state senators prove they're not above temptation, as the body's former president is removed amid allegations of improper dealings with a developer.

More than \$7 million will be spent on this election for governor. Whether all those contributions translate into political favors or not, such astronomical sums breed distrust and suspicion of secret *quid pro quos*.

The next governor of Hawaii must be willing to lead the fight against corruption and cronyism in government.

Exemplary conduct is, of course, essential. But just "setting a good example" is not enough to eliminate creeping corruption and restore the perception of public service as a noble profession.

Our next governor must act aggressively to prevent unethical government conduct from top to bottom — before any more taxpayer money is wasted on public "servants" who care more about personal gain than the public well being.

Unlike some friends and family, I refuse to give up hope for clean government in Hawaii.

I'm still searching for a politician who can show me and the people of Hawaii that it's possible to hold public office without sacrificing morality or the public's trust. I hope our next governor will be that person.

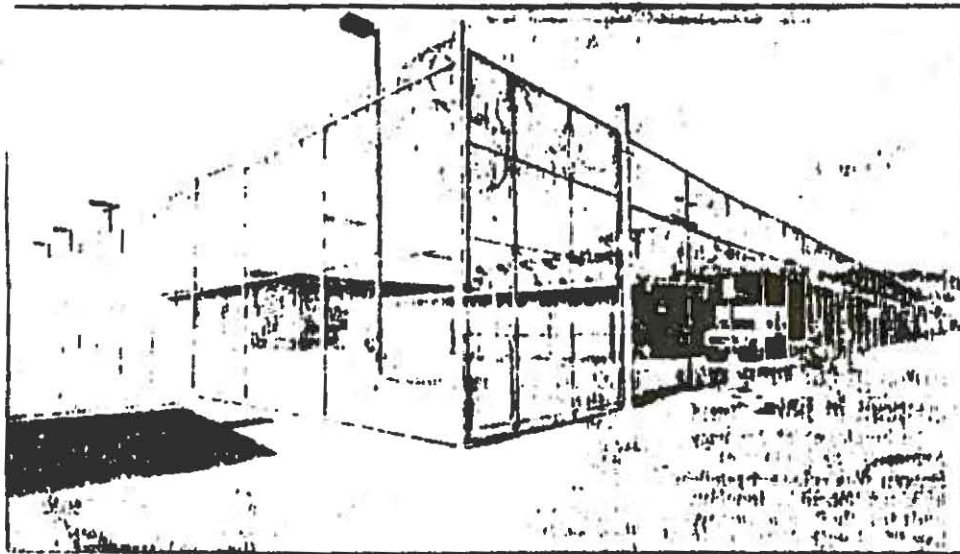
The writer was one of the POP '94 supporters who questioned candidates for governor.

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Voters' Agenda

SOCIAL JUSTICE



The Oahu Community Correctional Center in Kalihi: Do we need more prisons?

Advertiser photo by Cory Lum

Heed the voices of those who cry, 'Help me!'

By Cori Lau
Legal Education Administrator

The voice on the 911 tape is chilling — and very young. "Help me. My mommy's being beaten up," screams the eight-year-old girl into the phone. "Stop it, Daddy, stop it!"

Invariably, that 911 tape awakens people at seminars to the problems of domestic violence. Unfortunately, it's harder to get our elected leaders' attention.

Domestic violence, like other issues under our "social justice" heading, is too often seen as somebody else's problem.

People think of some guy beating his wife or girlfriend, and think it ends there.

But such pain and suffering in the home infects everything else. Children who live with violence often grow up to be violent themselves. Ultimately, we pay the price in the cost of a prison bed.

Such horror stories might not impress lawmakers who spent \$34 million in construction



Lau funds on a new sports arena when the state's social service agencies — from women's abuse shelters to drug prevention programs — are in desperate need of cash.

Our next governor must clearly set his or her priorities, and then show the political will to enforce them through adequate funding.

It is not enough for our next governor to merely propose a budget, hand it to the Legislature and walk away. He or she must play an active leadership role, lobbying, fighting

for the money to help those citizens least able to help themselves.

It has become fashionable, in these days of "three strikes and you're out," to propose more prisons to protect us from crime and violence.

That may solve an immediate problem, but hopefully the next governor will also propose longer-range, imaginative programs that focus on prevention, not retribution.

It's also fashionable, in tight budget times, to shift funds from one social service to another. But if such maneuvering fails to address underlying problems of poverty and powerlessness, it's just robbing Peter to pay Paul to beat Marv.

Finally, our next governor must listen to all voices in this debate, not just special interests or service providers.

Listen to the elderly and the young. Listen to an eight-year-old girl.

The writer, an attorney, was one of the POIP '94 supporters who interviewed the candidates for governor.

POP '94 is an attempt to move this year's campaign beyond signwa slick ads, catchy slogans and mudslinging. POP '94 grew out of the "of Paradise" (POP) books and radio show, and is run by volunteers.

POP '94 has purchased this space, and two pages last Tue: so that you can read the candidates' unedited responses to 18 ques: developed at POP '94 issue conferences. Candidate respons: additional questions can be seen weekdays on KHON-TV2 News at Oct. 30 and Nov. 2 in The Honolulu Advertiser.

POP QUIZ:

List five areas in which government should do nothing. (Oahu Conference)

How will you integrate th concerns of those intereste in economic developmer (jobs) and those whos concerns are the protection of the environment and culture (Big Island Conference)



Ben Cayetano
Democrat

This is a thought-provoking question to ask a politician. I subscribe to the creed that government should serve the people and their needs. Hence, I have taken an activist approach in addressing the problems faced by Hawaii citizens. However, I am also a realist. And I realize that government has limitations, and that government action is not an answer to all problems, nor should it be.

To me, the question is not so much identifying areas that government should do nothing, but defining appropriate roles for government. For example, in some areas, such as religion, personal beliefs, etc., government should minimize its involvement, and only take action to protect basic rights if necessary. In other areas, such as consumer protection, it must actively enforce product safety standards, fair business practices, etc., but otherwise not impede businesses. And in certain areas, it is a direct service provider, operating public schools, social services programs, parks, etc.

In defining appropriate roles for government, we must collectively realize that government cannot be all things to all people. Instead of trying to find magical silver bullets to solve every problem, we must make the hard and practical decisions about spending and setting our priorities.

Proper balance has to be struck between economic development and protecting Hawaii's environment and culture. However, there are no simple answers. Our people need jobs, and land is needed for our housing problems can be resolved. Both needs affect the environment and our culture. But we cannot ruthlessly pave Hawaii with concrete to meet these needs.

To guide us in making difficult choices, we really need to develop a common vision for the future. The current planning process is inadequate for this task. To forge a common vision, we must pull together the state, the counties, the private sector and the community in a coordinated and integrated planning process that is linked to overall economic development strategy. I would begin that process immediately upon election, by establishing a planning council which would include the governor and the mayors of the four counties meeting on a regular basis to be hammering out a common vision for the future.

*communities that care
about the future will
insist upon meaningful
political campaigns
today.*



Frank Fasi declined to participate

How would you maintain the neighbor island lifestyle and yet provide opportunities so that the best and brightest don't have to leave? (Molokai Conference)

Neighbor island lifestyle is wholesome in that it fosters community involvement and caring of people for each other. The small town atmosphere does not take well to big manufacturing or influx of new in-migrants. New opportunities for the best and the brightest must be created from within the community. Small businesses in fields such as telecommunications, agriculture, and cottage industries must be encouraged and allowed to grow.

What specific measures would you propose to deal with the lack of housing for homeless people and people with special needs? (Oahu Conference)

The state's functional plan for Hawaii's homeless (already paid for by the taxpayers) proposes a number of useful suggestions: After determining what progress, if any, has been made in their implementation, I will pursue the following to completion:

Providing adequate support to community based emergency shelters, such as The Institute for Human Services with its proven track record of providing services to the homeless.

Responding appropriately to the needs of homeless people of a variety of different personal circumstances, from emergency shelters for singles to transitional shelters for families.

Assisting non-profit organizations to develop homeownership opportunities through limited equity housing cooperatives by offering below-market financing options and federal grants.

Funding affordable homeownership through self-help.

Expanding public/private efforts toward the supply of affordable rental units.

I will aggressively pursue federal dollars to augment available state, county and private funding. The Waihee-Cayetano administration efforts in this respect have been inadequate. From my experience in Washington, I know how and where to tap into federal resources. Money is tight and it is important for us to be creative and diligent in our efforts to solve this serious problem.

How can government help citizens control land-use and water-use decision making in their own communities? (Kauai Conference)

I believe in the common-sense definition of home rule; that "the lowest level of government capable of providing a service -- the government closest to the people -- should be given the responsibility." These are my specific proposals to make home rule a reality:

• **MONEY** In order for the counties to have greater decision making authority, I propose statutorily sharing one half of one percent of the general excise tax, by formula, with the counties. Using today's tax base, \$100 million will be shared annually. This will also help compensate the counties for the variety of services they perform for the state.

• **WATER** Water use should be regulated by the counties, beginning by returning to them some of the operational and regulatory responsibilities now under the control of the State Water Commission.

• **LAND** The state's influence over land-use decisions has created a system which can override the decisions of the counties. I propose limiting the authority of the Land Use Commission to state owned and leased lands. The Office of State Planning, which is today a political arm of the Governor, will be eliminated.

The question may not be one of maintaining the Neighbor Island

State government must work actively with the federal and county

The land-use and water-use planning processes should maximize

TV Week

Hawaii's Guide to broadcast and cable television
© Copyright 1994, Hawaii Newspaper Agency

An ancient Chinese curse goes something along the lines of "May you live in interesting times."

Hawaii. The fall of 1994. The upcoming gubernatorial election.

With the possible exception of former Washington D.C. mayor Marion Barry's campaign, it doesn't get much more interesting than this.

If the people behind "Decision '94: The Gubernatorial Forum" (airs Saturday at 7 p.m., KHON Channel 2) have their way, this critical race will reach perhaps its most interesting point, as the four candidates confront the electorate and one another to state their views on and plans for dealing with the most pressing issues facing the state of Hawaii.

This two-hour, live broadcast is a collaboration of KHON, The Honolulu Advertiser and POP '94, a non-partisan group of Hawaii voters determined that this year's elections focus on issues rather than rhetoric.

Moderating the debate will be KHON Morning News Anchor Leslie Wilcox and co-hosts Jim McCoy, KHON political reporter, and Advertiser Editorial Page Editor Jerry Burris.

If the people behind 'Decision '94' have their way, issues will replace rhetoric.

At presstime, three of the four candidates had made commitments to appear on the program. That Party candidate Frank Fasi had not yet committed to the show, citing concerns about its format.

University of Hawaii Law professor Randy Roth, author of two controversial "Price of Paradise" books and a driving force behind the "POP '94" group that has set the tone and determined the issues of this political forum, has high hopes that all four candidates will indeed participate in "Decision '94."

"We will have a chair for each one," he says. "Given Frank Fasi's reputation for not backing down from a fair fight, we will be surprised and greatly

FACE TO FACE

KHON Gubernatorial forum puts candidates on the spot



OUR NEXT GOVERNOR — CHOOSE ONE: (Clockwise from top left) Ben Cayetano (Democratic Party), Kioni Dudley (Green Party), Frank Fasi (Best Party) and Pat Sakai (Republican Party).

disappointed if he refuses to participate.

Regardless of whether Fasi decides to fill the chair KHON News Director Kent Baker insists will be there for him during the broadcast. "Decision '94" will challenge candidates to face a panel of voters from POP '94 on a variety of what that group feels are the most pressing issues facing the next governor.

"We hope this forum will let people see and hear the candidates in on place responding to what the voters care about," says Honolulu Advertiser Editor Gerry Keir.

Roth reports that the forum will be split up into five sections: Public education; social justice and sovereignty; quality of life and the state economy; government; and, time permitting, a final portion devoted to miscellaneous issues.

"... probing questions that will require candidates to be specific about the tough choices."

"The candidates know the categories," says Roth, "but not the specific questions — probing questions that will require candidates to be specific about tough choices they're prepared to make if they are elected."

As such, "Decision '94" is likely to include a spirited discussion of these issues that can, for a change, go beyond the highly-researched and edited prepared statements well-coached politicians typically deliver during an election.

"The questions will be tough, but fair," says Roth. "And the candidates will be invited to challenge each other's answers. Viewers will see how well each candidate performs under pressure."

And pressure is likely to be a major component of this important broadcast, as candidates face both a demanding citizen panel and what Roth estimates will be an audience of more than 100,000 households.

"We think their being asked questions they don't have access to and being asked to critique one another's answers will tell voters a lot about each candidate's ability to lead the state into the next century," says Roth.

By Jeff Nicolay

The author is an HNA contributor.

Downtrodden woman goes against the grain in PBS miniseries

Lindsay Duncan stars as 'The Rector's Wife,' starting Sunday on KHET Channel 11

5

Fox tackles weighty topic in 'Roseanne: An Unauthorized Biography'

Denny Dillon and David Graf star as Roseanne and Ted Danson, Tuesday on KHNL Channel 13

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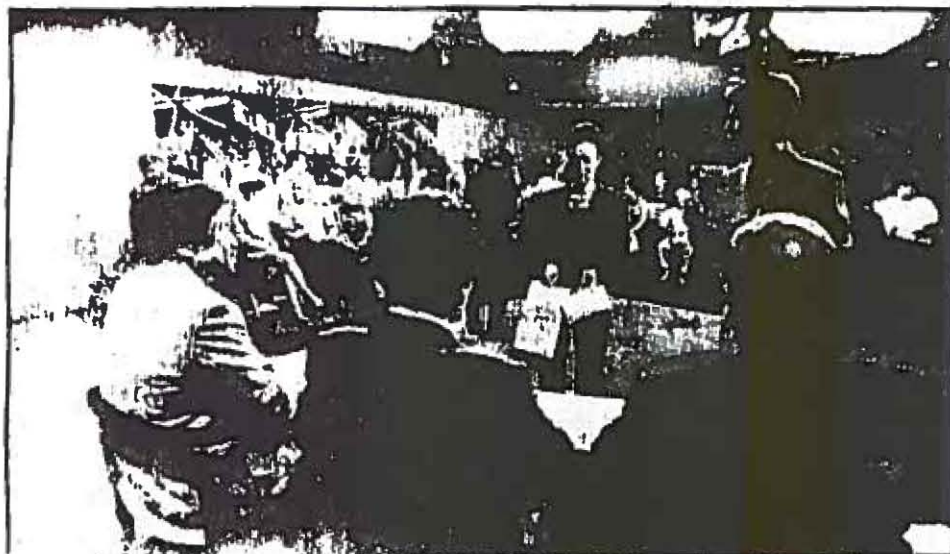
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Voters' Agenda

GREAT DEBATE

What the people really want: Ethics, details, less 'dancing'



Advertiser photo by Bruce Aalto

"What they said about ethics will be the turning point. It's going to be a real difficult decision for me. It boils down to that single issue, who will be the most ethical."

"There was no big winner or loser. Cayetano and Saiki were on same level. And it was very good to hear Dr. Dudley speak. It's like, do you vote your conscience or go with Fasi or Cayetano or Saiki who have some chance?"

Mina Morita,
Kilohana, Kauai store
manager, Past mem-
ber, Kauai Planning Com-
mission

"It bothered me that Fasi gave up the right to defend himself. Too many recriminations from both Saiki and Cayetano."

"All candidates want to downsize. But I'd like to have learned how they plan to do this, considering how hard it is to separate anyone from a government job."

"No big winner. They all claimed to be most honest; it takes more than that. I'd love to know how many people actually listened."

Sylvia Levy,
Arcadia, retired state
Health Department ad-
ministrator

"The candidates didn't answer directly. They acknowledge the question and then dance around it. They have their own agenda. Mostly, it was the same stuff they come across with in their ads. I didn't learn much new."

"I'm not for Ben, but he came across very well. Kioni was third."

"I'm only sorry Mayor Fasi wasn't there. I guess he would have dominated the show and taken up more time, but he's colorful."

Ted Farm,
Ewa Beach, retired
concrete company
manager

"We were able to ask meaningful questions. I would like to see more of these forums, maybe narrowed down to particular topic. It was very informative, for me anyway."

"Cayetano came out very, very good. In his answers, he was more definitive about certain programs, like when he talked about prison budgeting. He was more precise, more willing to give an answer that would commit himself instead of a nice political answer."

Lawrence Yamamura,
Aiea, insurance broker,
born and raised in Ewa

Debate moderator Leslie Wilcox talks with the candidates before last night's televised debate at the

KHON Channel 2 studio.

Key questions posed at last night's POP '94 gubernatorial forum.

PUBLIC EDUCATION



Pat Saiki
Republican

"Education is my No. 1 priority. The first thing I would do to is fund the system adequately. Teachers have to dig into their own pockets for supplies. Today, we are over 800 classrooms short. I want to see at least the basics provided for our youngsters. Without good education we have denied our children the basics for living."

Would not cut prison spending to come up with more to spend on education.

"Our society needs prison space. Otherwise we have early parole and early release from prison. I want our streets safe, so I would provide prison space as well."

She and her late husband and five children all graduated from public schools.

SOCIAL JUSTICE, SOVEREIGNTY

Welfare:
"Make the welfare office an employment office so that when recipients move out of the welfare cycle they will not be penalized by the loss of benefits."

Saiki charged poor management
in the state Department of Human Services resulted in \$18 million in overpayments.

"Whether the HealthQuest program survives or not we have to examine very carefully. It's an experimental program; we have to give it a chance."

Prison sentences:
She is a "strong supporter of mandatory minimum sentencing. We can not neglect to build prisons needed. People must know if they break the law they pay the price — none of this early parole, early furlough in the Dukakis mentality."

COST OF LIVING, ECONOMY

"I think the high cost of living here has to do more with the high cost of doing business in this state. Every time we have a new fee or a new tax, it is passed on to the people."

"We need to provide the opportunity for people to be earning more than they do today so that they don't have to work two or three jobs to meet Hawaii's high cost of living."

Would strengthen tourism, and boost trade with Pacific Rim nations. Stream-line government approval process. Encourage public participation to develop new "functional plans" to address population growth and land supply.

GOVERNMENT OPERATIONS

"The union bosses supporting Cayetano are part of the old boy network. He has (Thomas 'Fat Boy') Okuda in his campaign, who was once indicted."

"Ben Cayetano can not avoid that he has been part of the Wahee administration. It's important to restore the public's trust. We have seen cronyism, favoritism. The FBI chief here calls public corruption the biggest crime problem. We need to get away from old boy network and start afresh."

"It is so easy (to call it cronyism that) I was appointed by President Bush to head the Small Business Administration. But I was reviewed and investigated by the FBI and my record is clean. And 100 senators unanimously confirmed my appointment."

IN CLOSING...

"If you like the high cost of living, if you like an educational system that is failing our youngsters, if you like the fact that our children don't have opportunities and have to leave the state, if you like the fact people have to work two or three jobs in order to make a living here and if you like the fact that the average cost of a home is \$360,000 — then you vote for the status quo candidates, vote for the old boy network that has been entrenched..."

"But if you want to see a bright new future where we can tackle the cost of living, reverse the anti-business climate, can get our economy going... I hope you do vote for the Saiki/Hemmings ticket."

cal

POP '94

A nonpartisan community effort to elevate the 1994 political campaign

c/o Professor Randall W. Roth

2515 Dole Street, Honolulu, Hawaii 96822

Telephone: (808) 956-7386

FAX #1: (808) 956-6402 FAX #2: (808) 732-7900

October 5, 1994

MEMORANDUM

To: Governor's Forum Audience

From: Randy Roth

Thank you for agreeing to be one of 33 members of the audience on October 15.

All of you will be described as POP '94 supporters. If that is not true in your case, it is essential that you call me to discuss it. Also, as we've discussed previously, it is essential that you not be publicly recognized as a staunch supporter, or harsh critic, of any particular candidate. It's OK to have a favorite or one that you don't particularly like, and it's even OK if you are a volunteer in someone's campaign. But I need that kind of information so I can work toward an overall balance. For example, if you tell me you have stuffed envelopes for candidate A, I'll look for people who have shown a similar level of support for candidates B, C and D. We don't want in the audience anyone who is a strategist or official in someone's campaign organization, or who will appear in a commercial or ad for a particular candidate.

The format on October 15 will be similar to that used during the mayoral forum on August 30. Basically, each question will come from the audience. The moderator (Leslie Wilcox) or co-hosts (Jerry Burris and Jim McCoy) may ask an occasional follow-up question but that will be the exception rather than the rule.

Questions should be asked during the appropriate segment:

- #1 Public Education
- #2 Social Justice/Sovereignty
- #3 Quality of Life/Economy
- #4 Government
- #5 Miscellaneous

Page 2
October 5, 1994

Each of the first four segments will be introduced by a one and one-half minute taped report which you will be able to view ahead of time. Ideally, at least some of your questions will refer to, or tie in with, those reports.

I have enclosed the lists of questions developed at our seven community issues conferences, and have used an X to indicate the ones already asked in our in-depth interviews, or that will have been answered by the candidates in writing by the end of this week. I also have enclosed a list that I prepared to help "prime the pump."

Each question will be addressed to a specific candidate who will have up to two minutes to respond. The other candidates can then briefly critique that response if so inclined. Once they have done so, the original candidate will have a chance to respond. We think this format will enable us to cover quite a few issues and help viewers focus on the differences in the various candidates' positions.

Obviously, two minutes is not a lot of time. Keep that in mind as you think about good questions. A question that might have been great in our interviews where a candidate was given lots of time to respond could be terrible in this forum because of the time limitation. Ask yourself, "can my question really be answered in two minutes?" We want to be fair to the candidates and don't want to trivialize the issues.

We want the forum to be free-flowing and reasonably spontaneous. Among other things, that means that you should not read your question. Explain briefly why your question is important to you and then ask it from the heart. Trust that it will come out just fine. Don't worry about asking it perfectly.

We want the spotlight to be on the candidate's answer rather than your question. That is, you should avoid sounding like an advocate. Similarly, avoid passing judgment on the candidates or their responses (i.e., don't signal a touchdown when a candidate "gets it right" . . . or hold your nose when he or she "gets it wrong").

Our immediate goal is to help viewers (and ourselves) make the most informed decision possible on November 8. Accordingly, your questions and reactions should not be designed to further or hinder the candidacy of any particular candidate. If you're not in agreement with this, please bow out now.

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October 5, 1994

Those of you who could not attend our meeting this past Saturday should try to attend a "make-up" session Wednesday, October 12, from 7 p.m. to 8 p.m. in the faculty lounge of the law school.

As soon as possible, all of you should call to tell me which of the five categories most appeals to you. We want at least 6 people "assigned" to each specific category. The color of your name tag will indicate your category. This is so the co-hosts will go to you only for a question in "your" category. The idea is to avoid bouncing from issue to issue like a ball in a pinball machine.

We will gather at 5:30 p.m. on the 15th in the McHale video studio which is directly across from the ewa entrance to Ward Center. Free parking is available on the 4th floor of the Ward Center parking structure. (Be sure to go all the way up to the 4th floor.) We'll have greeters on Auahi Street in front of the McHale studio to direct you from there. Please plan to arrive on time, or even early. Food and drinks will be provided.

We'll review the taped reports between 5:45 p.m. and 6:15 p.m. and make sure we're all on the same wave length regarding categories, etc. At 6:15 p.m. we'll head over as a group to the KHON TV-2 studio which is just a few hundred feet away (1170 Auahi).

The KHON studio may be comfortable or maybe even a bit cool at first, but probably will get quite warm by the end of the show. I suggest that you wear business-aloha attire which, I think, is midway between Sunday best and grungy. For men, we're probably talking about aloha shirt and slacks . . . but that's just a suggestion. Wear what seems appropriate to you.

The program itself will start at 7 p.m. and end at 9 p.m., with one-minute commercial breaks at about 7:30, 7:50, 8:15, and 8:40. You will be able to stand and stretch during the breaks but that's all.

Again, don't read your question. Look directly at the candidate whose turn it is to answer a question and talk to him or her like you would in your living room. Briefly provide a context for your question and then ask it. Keep it short. The last thing we want from the audience is a speech, diatribe or "the answer."

Don't be thinking about the question you plan to ask when the candidates are answering someone else's question. If your question is one you really want answered (i.e., it's

Page 4
October 5, 1994

important to you), the words will come out just fine. If we wanted the candidates to respond only to "perfectly worded" questions, we would simply ask a professional journalist to do an interview. WHAT WE WANT IS A CONVERSATION WITH CONCERNED CITIZENS.

Ideally, your questions will call for reasonably specific answers. One of our goals is to lay a solid foundation for future accountability.

If you do get a chance to ask a follow-up question, don't be argumentative or judgmental. Let's draw out each candidate's position and let viewers decide for themselves which one is the best.

I hope you enjoy the forum and find it helpful in deciding how to cast your vote. If so, the forum will have been a great success. Aloha.

Enclosure .

- ☐ ACTION STEP: Jot down one or two questions you would like to ask and think about how you might go about asking them. Then call me. I'll share my thoughts about length, tone, etc. and let you know if anyone else is planning to ask a similar question.
- ☐ ACTION STEP: Let me know if you are planning to attend the meeting on Wednesday, the 12th, from 7 p.m. to 8 p.m. in the faculty lounge of the law school.

1. Education
2. Social Justice/Sov.
3. Quality of Life/Econ.
4. Government
5. Misc.

C Cayetano F Fasi
D Dudley S Saiki U Undecided

Name	#	Age	Sex	Ethnicity	Neighborhood	Political Party	Favorite Candidate So Far
1. Frank Abou-Sayf	5	49	M	C	Kaimuki		
2. Curt Ai	2	35	M	H/CH	Aiea Haina		
3. Cindy Alm	4	38	F	J	Nunaa		
4. Chad Blair	1	33	M	C	Manoa		
5. Puanani Burgess	3	47	F	H	Waimae		
6. Roy Chang	1	26	M	CH	Salt Lake		
7. Ira Chun (Kauai)	3	33	M	H/Korean	Hanalei		
8. Carole Collins	5	44	F	C	Mokuleia		
9. Eric Enos	1	46	M	H	Waimae		
10. Ted Farm	4	68	M	CH/H	Ewa Beach		
11. Heather Hawthorne	1	17	F	F/C	Kaneohe		
12. Duane Hayashi (Maui)	4	36	M	J	Kahala		
13. Hannelore Herbig	2	59	F	C	Waihee Nui		
14. Julie Hugo (B.I.)	4	43	F	H	Hilo		
15. Philip Iha	5	71	M	J	Kapahulu		
16. Noelani Joy (Molokai)	2	42	F	H/CH	Honolulu		
17. Maurice Kaya	4	44	M	J	Kailua		
18. Spencer Kimura	5	25	M	J	Hawaii Kai		
19. Jim Koshi	3	75	M	J	Waikiki		
20. Sylvia Levy	4	79	F	C	Manoa		
21. Kom Lowry	3	52	M	C	Waihee Nui		

22. Coralie Matayoshi	3	38	F	CH	Kaimuki
23. Marilyn Matsunaga	2	32	F	J	Makiki
24. Mae Mendelson	2	51	F	J	Kahala
25. Mina Morita (Kauai)	3	40	F	H	Hanalei
26. Caroline Oda	2	51	F	C	Kahala
27. Min Soo Oh	4	24	F	J/Korean	Kaimuki
28. Glen Oshiro (BI)	3	47	M	J	Honokaa
29. Korinne Pasuhau	1	17	F	H	Waimanalo
30. Tom Reppun	2	45	M	C	Kaimuki
31. Debbie Shimizu	5	40	F	J	Foster Village
32. Leslie Skillings (Maui)	1	53	M	C	Makawao
33. Ginny Tanji	1	52	F	J	Moliili
34. Pat Torres	3	50	M	Portuguese	Kaneohe
35. Richard Turner	5	39	M	B	Kahala
36. Larry Yamamura	3	55	M	J	Aiea

H Hawaiian	CH Chinese	S Samoan
C Caucasian	B Black	Write out any other category
J Japanese	F Filipino	

Volunteers

- | | |
|-------------------|---------------|
| 1. John Fulbright | 5. John Roth |
| 2. Mark DeWitte | 6. Wally Roth |
| 3. C.O. Smith | 7. Tom Roth |
| 4. Helen Shikina | 8. Susie Roth |

JOHN WAIHEE
GOVERNOR



HERMAN M. AIZAWA, PH.D.
SUPERINTENDENT



OFFICE OF INSTRUCTIONAL SERVICES

STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2380
HONOLULU, HAWAII 96804

September 15, 1994

MEMO TO: District Superintendents, Principals, District Educational Specialists for Social Studies, Social Studies Committee or Department Chairpersons

FROM: Kenneth K. Yamamoto, Assistant Superintendent

SUBJECT: POP '94 Video

A handwritten signature in dark ink, appearing to read "Ken Yamamoto", written over the typed name and extending to the right.

Many of you are aware of Pop '94, a grassroots community effort to promote public dialogue about issues that concern us all. Dr. Randall Roth, UH professor and editor of *The Price of Paradise* and Channel 2 TV have donated the enclosed 12 minute video to encourage schools/students to continue thinking critically about Hawaii's future, and to know that each of them can make a difference.

Recognizing that an informed citizenry is essential to a democracy, this video is a resource that can be used to make learning meaningful and relevant as students examine the issues facing the candidates in the coming election.

An attachment indicating Governor Waihee's endorsement of this program is enclosed.

If you would like to organize a Pop '94 symposium or forum at your school, please contact Dr. Randall Roth, 2515 Dole Street, Honolulu, HI 96822, phone 956-7386 or fax 956-6402. Dr. Roth requests that the forum be open to combined classes or grades in order to reach the widest audience.

Please contact Sharon Kaohi, Educational Specialist for Social Studies if you have further questions. She can be reached at 396-2543.

KKY:SK:dh

Attachments

cc: Superintendent
Assistant Superintendents
Branch Director's, Superintendent's Office
General Education Branch

635



**EXECUTIVE CHAMBERS
HONOLULU**

**JOHN WAIHEE
GOVERNOR**

MESSAGE FROM GOVERNOR JOHN WAIHEE

September 7, 1994

POP '94 is an outstanding grassroots effort to introduce light, not heat, into issues that concern and impact all of us. It is an intelligent lesson in civics and democracy "taught" by the experts on the issues and by some of the key players in Hawaii's government. I heartily encourage all DOE personnel to watch the enclosed 12-minute video and strongly urge them to consider showing it to all appropriate classes. It would prove an exceptional learning tool.



JOHN WAIHEE

PROFESSOR RANDALL W. ROTH
University of Hawaii School of Law
2515 Dole Street
Honolulu, Hawaii 96822
PHONE (808) 956-7386
FAX (808) 956-6402

April 11, 1994

Mr. Tom Layton
Executive Director
Wallace A. Gerbode Foundation
470 Columbus Avenue
#209
San Francisco, CA 94133

Dear Mr. Layton:

I'm a Professor at the University of Hawaii School of Law and editor of both Price of Paradise (POP) volumes. The enclosed copies are for you in case you haven't seen them before now. I and quite a few others currently are working on a related project called POP '94. A month or so ago, when I first told Jane Smith about our plans, she suggested that I contact you. Based on my early description, she thought you might be interested in helping us out. I put off writing until now because I wanted to make sure a particularly important piece -- guaranteed media coverage -- was firmly in place.

In a nutshell, POP '94 is a community effort to elevate this year's political campaign in Hawaii. We plan to do this by gathering and refining key questions from the community and then presenting them to candidates in a forum that will permit multiple follow-up questions from panels of experts. The Honolulu Advertiser and KHON Channel 2 News are cooperating by providing prime-time space and coverage. The enclosed VHS contains 2-minute reports that were aired on Channel 2 News last week.

We currently are recruiting "grassroot" support. In May, we will run a full-page declaration of POP '94 in The Advertiser with a diverse list of at least several hundred "grasstop" supporters. These are community leaders whose names are readily recognized. By way of example, they will include members of the Business Round Table, labor union officials, college presidents, newspaper editors, etc. A key word here is diversity.

We want everything we do to be done well. So, for example, if our resources are tight, we'll focus exclusively on the

Page 2
April 11, 1994

gubernatorial race. If resources are more plentiful, we'll address others as well.

Two of our specific goals are to gather at least 1,000 questions from the community and recruit at least 25,000 supporters. Recruitment will involve substantial duplication and mailing costs. Also, I hope to send out at least two newsletters to our supporters. We also have a conference planned but are reasonably confident of our ability to get free rent and other in-kind contributions for that.

I've paid all our expenses out of my own pocket so far and will not be seeking reimbursement. I estimate our total additional needs are in the vicinity of \$50,000. Herb and Jean Cornuelle have agreed to contribute \$1,000 and find nine others who will do the same. My hope is that you will provide up to \$25,000. I'm reasonably confident of our ability to raise the rest from others.

The Hawaii Community Foundation will receive and hold all our money in a donor advised fund. Any balance at year's end will be applied to related charitable activities. (POP '94 is not an ongoing organization.) My suggestion would be that you make a grant of up to a specific amount and then make distributions periodically. That way, you would have the added comfort of seeing us in action before expending a great deal, and wouldn't run the risk of giving us more than we actually needed. Who knows, we might be able to raise everything we need from others. That's not likely, but we would do our best.

I look forward to hearing from you and having the opportunity to answer your questions.

Sincerely,

Randall W. Roth

cc: Janis Reischmann
Jane Smith
Herb & Jean Cornuelle

P.S. If you're like me, you have more things to read than you have time to read them. But I hope you can find a few minutes to skim the enclosed letters (labeled "POP Correspondence"). They reflect the kind of dialogue the POP projects are all about.
Aloha.

PROFESSOR RANDALL W. ROTH
University of Hawaii School of Law
2515 Dole Street
Honolulu, Hawaii 96822
PHONE (808) 956-7386
FAX (808) 956-6402

May 16, 1994

Mr. Thomas C. Layton
Executive Director
The Wallace Alexander Gerbode Foundation
470 Columbus Avenue, #209
San Francisco, CA 94133

Dear Tom:

POP '94 is moving along nicely, well ahead of our original projections.

On June 5 we will declare our existence in a full page of the Sunday Advertiser; list the names of hundreds of community leaders who are a part of our efforts; and invite the entire community to join us. The Advertiser will run a major story about us that same day and Channel 2 News will do a piece about us the night before.

The community issues conference will be held July 8-9, probably at the East-West Center. We are expecting at least 300 people to attend and already have professional meeting facilitators on board (as volunteers). Peter Adler is in charge of that aspect of POP '94.

Two of the major gubernatorial candidates have all but agreed to go along with our ground rules and the third is expected to fall into line soon. Candidates for other offices are asking if we will be involved in their races, and I tell them it just depends on our resources.

Roughly 800 people have submitted Declarations of Support and I'd guess that at least 30% have checked the box indicating a willingness to lend a hand. I can be much more precise later this week. We had a major problem with our data base last week and have had to reconstruct all our records. It was unfortunate and frustrating, but we weathered that storm and are now more seaworthy as a result of lessons learned.

We have raised about \$14,000 from individuals thus far and are about to begin efforts to solicit local foundations.

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May 16, 1994

I'm reasonably creative and good at bringing people together but not as organized as this project requires. Consequently, I've just hired a recent law school graduate to work twenty hours per week keeping things (including me) organized. Her resume is enclosed. I also have hired an undergraduate student to do all our data-entry work.

I will be working with Herb Cornuelle and a few others to put together a more detailed budget later this week. As you know, POP '94 is blazing a new trail and so we're having to make our own map. At this point, we think a budget of \$65,000 is lean but adequate. (\$15,000 is for my part-time staff person and the part-time student who will do all the data-entry work; the other \$50,000 is for duplication, postage and meeting expenses.)

If you agree to provide up to \$25,000, I'm confident we will be able to raise the rest. The Community Foundation has indicated a willingness to kick in something and to support our efforts to solicit contributions from other local foundations. Plus, I expect to be "flooded" with \$10 checks once we put our membership drive into high gear.

Please be sure to call if you have any questions. Aloha.

Sincerely,



Randall W. Roth

RWR:hns

RANDALL W. ROTH

2515 Dole Street
Honolulu, HI 96822
PHONE (808) 956-7386
FAX (808) 956-6402 or
FAX (808) 732-7900

June 6, 1994

Mr. Tom Layton
Executive Director
Wallace A. Gerbode Foundation
470 Columbus Avenue
#209
San Francisco, CA 94133

Dear Tom:

I cannot begin to tell you what a boost it was to get your letter. The grant, of course, is great . . . but the faith and trust you have placed in us is more than valuable, it is humbling. I am determined to live up to your expectations.

The enclosed is from yesterday's paper. It marks a beginning of sorts. The last two weeks have been a blur, but I believe we managed to put our best foot forward. I'm very pleased with the initial reponse it has generated.

Janis will be in touch with you regarding your grant to POP '94, but please don't hesitate to call me directly if you ever have a question or comment. Your input is always welcome.

With appreciation and aloha, I am

Sincerely yours,

Randall W. Roth

RWR:hns

Enc.

cc: Janis Reischmann

'I'll be back,' Fasi promises despite fourth failed attempt

■ The former mayor waits till early today to concede in a heated governor's race

BY HELEN ALTONN
Star-Bulletin

FRANK Fasi today was a rebel without a cause after his fourth attempt to become Hawaii's governor failed.

But those saying it's "the end of an era" for the veteran politician may be premature.

"It's not over by a long shot," the Best Party gubernatorial candidate declared at about 12:30 this morning after the third printout of election results.

He had been counting on late-voting "little guys" to push him to victory when final ballots were tallied. But he had only moved up to second place.

"I just want you to know the harder you throw me down, the higher I bounce," Fasi told a small group of cheering supporters after conceding. "I'll be back."

Will he turn his sights back to the Honolulu mayor's office, which he occupied for 22 years?

"Could be — (in) two years," said his son, David.

Fasi, 74, was mayor for 22 years. He lost a 1980 re-election bid to Democrat Eileen Anderson but was back in the job four years later.

When he quit this time to run for governor, his managing director, Jeremy Harris, was elected to fill the unexpired two-year mayoral term in a special election.

More than 500 celebrants filled the Empress Restaurant banquet room last night, eating and listening to music while Fasi, his family and former Cabinet members watched election results in his campaign office.

Nancy Williams, who worked in Fasi's campaign in 1984, said she came here from Las Vegas where she has lived eight years "to see his victory."

Fasi went to the banquet room twice to tell people it wasn't over.

By midnight, only about eight supporters remained under the festive yellow balloons blanketing the ceiling of the

huge room. They were invited to the campaign office to hear Fasi speak.

The grim candidate appeared with his wife, Joyce, his running mate for lieutenant governor, Danny Kaleikini, and Kaleikini's wife, Jacqueline.

"We have finished the race and we have kept the faith," Fasi said. He said they were disappointed because they thought from the reception they had across the state that they would have won easily. "Something must have happened," he said.

Best Party Chairman Ed Nishioka reflected on the results.

"I guess the machine is still alive and all the people we talked to, who were complaining... I guess they like the way things are now," he said. "I guess a vote for (Ben) Cayetano is keeping it the way it is now."

John Strom, president of Reed, Kaina, Schaller and Strom Advertising, which handled Fasi's ad campaign, said Fasi lost because "Democrats got their people out. They're more concerned with today than what's going to happen to the state tomorrow."

Strom and others in Fasi's campaign said his refusal to appear on television with other candidates for citizen questioning probably cost him votes.

But Fasi wanted a debate, which never happened, Strom pointed out. "The issues never got out there, so not showing up on Pop '94 and Power '94 hurt him."

Strom also pointed out that Fasi's campaign organization wasn't put together until after June 1 because he was still mayor and he had just formed the Best Party.

"We knew we had a lot of messages we had to put out... We knew we had to do some dramatic things."

One was the TV morphing commercial transforming Fasi's opponents' faces into that of Big Island rancher Larry Mehau. Many people were outraged although Strom said it was only on two days. "It was our Halloween joke."

Fasi continued to battle the media, relying mostly on his daily radio talk show to reach the public.

"He was getting a big audience... He really likes radio a lot," Nishioka said, suggesting radio listeners may hear more of Fasi in the future.

Bad judgment by foes allows Cayetano to sail

By Jerry Burris
Advertiser Editorial Page Editor

ANALYSIS

Frank Fasi made the mistake of isolating himself.

Pat Saiki made the mistake of failing to define herself.

And Ben Cayetano took advantage of a "textbook" Hawaii Democratic campaign and a steady, unwavering message to finish strong and dominate a race supposedly too close to call.

It wasn't close at all. And several veteran politics watchers said we all should have seen it coming.

Chuck Freedman, former aide to Gov. John Waihee; Jim Dannemiller, polling expert with SMS Marketing and Research Inc.; Don Clegg, veteran polling specialist for Fasi; and Bob Dye, former aide to Fasi and Congressman Cec Heftel, dropped by The Advertiser to dissect last night's results.

They agreed on two things:

■ If Fasi and Saiki had not split the "anti" vote, the result could have been quite different.

■ In a year of national GOP renaissance, the Hawaii Republican Party is dead. The Saiki campaign was a make-it-or-break-it effort for the struggling party.

Despite marginal gains in the state Legislature, the year was a disaster. The Republicans' most powerful political figure, Frank Fasi, was driven away from the party; its brightest light, Saiki, failed to ignite.

"They should have had a primary" election fight, said Freedman. "Until a year ago, they had two great candidates:

Frank Fasi and Pat Saiki."

Clegg agreed, saying Fasi might have sharpened his chances if he had opted for either the Republican or Democratic Party Primary. Instead, the former Honolulu mayor formed his own "Best" Party and ran a campaign that depended heavily on his family, his own radio and TV appearances and his own gut instincts.

Those instincts might have served Fasi wrong, Clegg suggested, when they drove him to reject appearances on any one of several citizen or grassroots campaign "forums." That was a mistake since Fasi — "quick, clever and ruthless," with opinions sharply defined — had the most to gain out of such events.

"He should have gone to every single one. That cost him the election," Clegg said.

Instead, surrounded by family members and huge amounts of money for campaign ads, Fasi lost direct or indirect touch with the grassroots.

Clegg said Fasi was badly hurt by the sentencing of former city wastewater official Ken Rappolt for a kickback scheme involving city contracts and political contributions to the Fasi campaign. Also, the infamous "morphing" ad unexpectedly turned many voters off.

And what of Saiki?

People were hungry for change and Saiki, as the representative of the "out" party, seemed the natural candidate to bring it. But the GOP candidate failed to define herself clearly.

"They said she stood for change, but she never got any substance out there in a clear way," said Dye.

"It was the hardest thing to figure out where she was from day to day," said Dannemiller. "There was no focus."

Meanwhile, they all agreed, the Cayetano campaign did have a focus. He talked from the beginning of creating change from within and of his Democratic values. As in past winning campaigns for governor, there was a half-hour TV film to "personalize" the candidate and strong emphasis on a huge grassroots effort.

"He had a consistent message and that's important, when you have more than two people running," said Freedman.

At the same time, Dannemiller noted, Cayetano's image and persona continued to grow as the campaign went on. "They managed to make him a statesman," he said.

Indeed, the emergence of Cayetano, as an individual separate from the Waihee administration, was a basic strategy from the beginning, said advertising executive Jack Seigle. Seigle, who performed similar tasks for previous Democratic gubernatorial candidates, said on television that they had two basic objectives:

"First, to introduce Ben to the people and let them know what kind of person he really is," then shore up Democratic Party support.

Plus, said Dannemiller, that consistent message.

"He brought change to the table, and he managed to hold on to it. Plus, he kept his temper."

POP '94 Evaluation of Specific POP Activities

POP supporters were given an opportunity to rate specific activities on a scale of 1 to 4 (1 = of no value whatsoever; 2 = modestly worthwhile; 3 = moderately worthwhile; 4 = very worthwhile). Approximately 100 evaluation forms were returned with the following results:

ACTIVITY	#1s	#2s	#3s	#4s	Total	Average Rating
Community Issue Conferences	1	7	14	52	74	3.6
KHON TV-2 edited candidate interviews	5	16	33	33	87	3.1
Olelo unedited candidate interviews	3	15	22	28	68	3.1
KHON TV-2 live candidate debates	3	10	23	57	93	3.4
Edited candidate responses in Sunday Advertiser	4	20	29	33	86	3.1
Unedited candidate responses to 18 questions in The Advertiser and Star-Bulletin	1	12	30	42	85	3.3

KHON on POP '94

I met on February 22, 1995 with Kent Baker, Jack Kellner and Jim McCoy to discuss their evaluation of POP '94. The following is a summary of my notes.

Kent liked POP and said it was the primary reason KHON's coverage of the campaign was structured around the issues and so extensive. He was not sure if the nightly edited interviews were popular with his audience, but felt they were perfect examples of responsible journalism that benefited the community. No viewers complained about them and that was a good sign.

Jim observed that competing reporters regularly watched the KHON reports to see what the candidates were saying about each issue. Several told him it was a great way to get a quick sense for each candidate's position was on the key issues.

Jack, Kent and Jim thought the citizen panels would have worked better if there had been more "give and take on the follow-ups." The idea seemed to be that it was great to have citizens on each panel but that a reporter needs to be there with clear instructions to make sure tough follow-ups are asked. Jack felt the panels need to do a better job of forcing the candidates out of their campaign rhetoric.

Kent thinks more time can be devoted to the interviews next time and that the candidates will be willing to participate even if it's clear they will be "grilled."

Kent estimated that KHON put \$20,000 into the interviews and said he felt it was money well spent. KHON probably would want to do it again but would not want to include "marginal" candidates (polls would be used to exclude those with less than, say, 5% support). He thinks the candidates will be more trusting in the future since it was so well done this time. They seemed to like what we did and thought it was fair to them.

Jack would be hesitant to promote Olelo so much next time.

Jim and Kent saw POP '94 as more "town/gown" than grassroots democracy but didn't think that was bad. Jim thinks POP '94 heightened the level of awareness in the community . . . that it brought the issues into focus for people who otherwise would not have seen beyond the personalities.

All agreed that the debate was hurt by Fasi's absence but that Fasi clearly was the big loser for not showing up. Hopefully, this will make it easier to get candidates to show up for future debates. Jim commented that it usually will be hard to get all leading candidates to a debate.

The bottom line for the folks at KHON is that they were very pleased and felt their coverage of the campaign was different (and better) than it would have been without POP '94. They are receptive to a POP '96 and/or POP '98, especially if a way can be found to include only "major" candidates and to toughen up the follow-up questioning.

Advertiser on POP '94

I met with Gerry Keir, Jerry Burris and Anne Harpham on February 27, 1995 to discuss their evaluation of POP '94. They were all quite pleased with POP '94 and were happy to share the following specific observations.

Anne commented that POP '94 sprang from the grasstops rather than the grassroots, but that that may have been the only way to do it. She thought perhaps too many issues were raised . . . that maybe we should have really focused harder on fewer items.

Jerry commented that POP '94 was a response to apathy, alienation and a sense of powerlessness at the grassroots level, and so it wouldn't have been realistic to expect a true grassroots movement. But Jerry believes POP '94 may have set the stage for one. He feels strongly that POP '94 made a difference ("there's never been as much effort and space given to the issues and the real guts of what's important").

Gerry, Jerry and Anne agreed that POP '94 could have grilled the candidates harder and that perhaps The Advertiser could have done some more of that in print.

Gerry was particularly pleased that POP '94 was driven by the public rather than the media. It was important to him that The Advertiser not be perceived as hijacking the project. He thought there was more grassroots community involvement in the campaign than ever before and that that was really great.

Jerry expressed disappointment that POP '94 and POWER '94 appeared to be in competition with one another.

All were pleased with the issue conferences and elated with the citizen panels and candidate debate. They thought the six spreads The Advertiser did on the product of the six citizen panels was more informative than anything done before. Gerry mentioned that he especially liked the POP set-up pieces on why people should care about the issues. He noted that the quality of the writing varied but that was not a problem.

Like the folks at KHON, Gerry, Jerry and Anne felt strongly that "minor candidates" have to be excluded if the end product is to really help citizens understand their viable choices. Also, hard-nosed reporters have to be depended upon for tough follow-up questioning since citizens are "too nice" to do this consistently.

They did not think the double-truck unedited newspaper spreads of candidate responses were particularly effective. They were great in concept but not read by enough people to warrant the required resources. These should have been edited down.

Their bottom-line assessment is that POP '94 was "terrific." The Advertiser almost certainly would be interested in supporting future POP efforts.

March 21, 1994

TO: K. Baker, G. Keir
FROM: B. Voss, on behalf of R. Roth & P. Adler
RE: Outline/Timeline for "Price of Paradise" Collaboration

I. NATURE OF WORKING RELATIONSHIP

Based on our conversations, we have drafted some proposed general language to describe our working relationship. It might be used, for example, in the program we hand out at the Issues Forum:

"Price of Paradise: Focus on Issues is a non-partisan community effort to ask the questions that will force candidates to describe the "tough choices" they are prepared to make once elected. This (Issues Forum) is presented in cooperation with the Honolulu Advertiser and Channel Two News."

Alternatively, a shorter form might be used when the Advertiser or Channel Two itself describes the collaboration in a tag-line to a POP-related story:

"As part of its 1994 election coverage, the (Honolulu Advertiser) is cooperating with a non-partisan community group to gather questions on key issues and to force candidates to describe the "tough choices" they are prepared to make if elected."

We are not wedded to this language, but we believe it does fairly represent our proposed project and cooperation. To the extent practical, it seems beneficial to stress that each of the three collaborating entities has an independent viewpoint—especially since POP will not be endorsing candidates or taking a stand on any of the issues presented.

II. ISSUES FORUM

We are tentatively planning to stage our main issues forum in mid- to late July, perhaps on the weekend nearest the filing deadline when campaign interest will be heightened. We hope that both the Advertiser and Channel Two would play an active role in attracting the questions that will form the basis of the issues forum discussions.

A. Gathering the Questions

As discussed, we plan to gather several thousand questions from the community, each in the name of a particular interested citizen. Those questions would be catalogued, categorized, and ranked (in volume) by POP volunteers. The top five or ten questions in each category would be presented as a starting point for debate and refinement at the actual Issues Forum.

We propose that for several weeks beginning around June 1, the Advertiser might run some sort of coupon in the Sunday Focus section, inviting readers to send in their questions. Similarly, Channel Two might—in conjunction with a story about its expanded campaign coverage—publicize a code-a-phone number where viewers could call in their questions. POP itself will be soliciting questions through Hawaii FYI, ASK-2000, and the Neighborhood Boards, but obviously the Advertiser and Channel Two would be the principal "funnels" for the community's questions. Questions may also be developed in conjunction with Hawaii Poll data.

B. Presentation of the Issues Forum

We currently envision a two-day issues forum, with targeted invited guests (ie. to provide expertise or diversity) but also open to the public. We are tentatively planning a sort of plenary session on Friday night, with a general overview and discussion of the five or six main issues. Attendees on Saturday morning would then break up into smaller working groups, to narrow and sharpen the community's questions.

We would welcome any advance publicity. We also foresee the Advertiser and Channel Two taking an active, prominent role in the staging of the forum. For example--and for illustration purposes only--a Jerry Burris might be the panel expert on Friday night to discuss the issue of "trust in government;" an Esme Infante might be the facilitator to lead the working group trying to sharpen the questions on education; a Leslie Wilcox might serve as the greeter/moderator for the Saturday session. The Advertiser and Channel Two would of course decide which personnel and roles best suit their own objectives.

III. POP/FOI'S COLLABORATION WITH CHANNEL TWO NEWS

Our plans essentially mirror the "vision" outlined in K. Baker's March 10 memo.

A. Candidate Interviews/Media Campaign

Sometime in early August, POP will ask the three major gubernatorial candidates to sit down for a series of extended interviews in the Channel Two studios. Those questions developed and refined in the Issues Forum will form the basis of the interviews. The questions will be asked by panels of four or five "experts" on the issue; Channel Two and the Advertiser would have the option of including their beat reporter as one of the panelists. There would be five or six different panels, depending on how many general issues (e.g. education, the economy, trust in govt.) we break out. Channel Two, in consultation with POP, will determine the most feasible way of conducting the interviews and convincing the candidates to show up.

It is our understanding that Channel Two would film these interviews in their entirety, and then air unedited three-to-four minute bites on selected issues during the Channel Two News. If there are six general topics, then perhaps these IV bites might run for a six-week period beginning in early September. POP would help Channel Two develop "timely presentations" to frame the issues discussed in the IVs. For example--and again for illustration purposes only--on Monday Channel Two might run a news story examining why these are such critical questions; on Tuesday through Thursday it might air the candidates' responses to those questions; and then on Friday it might run a wrap-up story analyzing the public's reaction to the candidate's responses. Channel Two would determine the format and airtimes.

B. Candidate Forums

We propose at least one prime-time candidate forum, tied in to the "ordinary people" who submitted questions through the Issues Forum. We envision a Channel Two studio audience of 20 to 30 people, each of whom have "signed their name" to a particular question developed in the Issues Forum. We also see a panel of perhaps four questioners, who are not so much "experts" as they are good, persistent questioners unafraid to interrupt the candidates. Channel Two and the Advertiser would have the option of including one of their personnel as a questioner. The panelists would ask the initial questions in the name of an audience member (e.g. the camera is on the audience member while his or her question is read). Alternatively, audience members could read their questions themselves, although there are the usual stagefright concerns.

Once the initial question on an issue is asked, the forum would become a "respectful cross-examination" of the candidates and their specific positions on that question. We believe that if a moderator keeps a firm hand on the time allotted, at least 20 audience members' questions (and related follow-up questions by the panel) could be asked in a 90-minute production.

This format was developed specifically for the governor's race, but could be adapted by Channel Two for other key elections (e.g. the mayoral race). The hope, obviously, is that a candidate will be less likely to dodge a question when faced directly by the citizen/voter who asked it.

C. Other Debates

Channel Two and the Advertiser are closely identified with the formal, traditional debates, and given your experience and POP's limited resources, it seems best to let you handle that piece of the puzzle.

IV. POP/FOI'S COLLABORATION WITH THE ADVERTISER

A. Issues Columns

We understand that any POP contribution to the Advertiser must fit within your overall campaign coverage. We would propose a series of weekly columns, perhaps covering a third of a page in the Sunday Focus section, based on the questions developed in the Issues Forum. The columns might begin in early September, and run in conjunction with the issues being spotlighted by Channel Two. The columns would be written by experts selected by POP. They would highlight (in bold print) the three or four top questions on the general issue (e.g. education, jobs, crime). The writer would then objectively explain why these are particularly important questions, and what are the "tough choices" candidates must make to answer them completely. These columns would be similar in style to the articles in the POP books, except the authors would not be expressing their own viewpoints. We envision at least six columns.

B. Answering the Questions

If the Advertiser feels it would be worthwhile to detail in print the candidates' responses to the specific questions posed by the Issues Forums and column writers, then POP would be glad to help develop a format. One idea: in late October, the Advertiser might use a full page under the POP:FOI name to list the 18 to 20 top questions (and the citizens who asked them), and then use some chart or box to compare the three candidates' answers (or non-answers).

If this broad-brush outline is acceptable, we're confident the details can be worked out quickly and amicably. We look forward to working together to help elevate the 1994 election campaign.

Cheers,

Bruce Voss
POP: Focus on Issues

14 April 1994

To: Mike Rosenberg
Jack Kellner
Chuck Parker
Al Hoffman
Jim McCoy
Ann Botticelli
Bill Brennan

Steve Hiramoto
Phyllis Kihara
Alex McGehee
Craig Gima
Sheryl Turbeville
Norris Tanigawa
cc: Keir/Advertiser

Roth/POP '94 ✓

To all interested:

We have reached an agreement with the "Price of Paradise Election '94" group and the Honolulu Advertiser to cooperate in a year-long plan to encourage real community participation in the 1994 gubernatorial election, and to elevate the candidate discussion in the election campaign to address in specific issues of interest and importance to the citizens of Hawaii.

"POP Election '94" is seeking a membership of 200-300 Hawaii residents. Movers and shakers of the group, among others, include UH Law School professor Randy Roth, former Advertiser editor George Chaplin, former Waihee aide Chuck Feedman, U.H.'s Gerald Kato, former state department head Robbie Alm, and Bruce Voss, whom you all know. Peter Adler, a community mediator, and long-time Democratic Party stalwarts Richard and Mildred Kosaki, are also quite active in "POP Election '94"

We have joined with a group that is made up of a pretty good cross-section from the community, a balanced group politically, ethnically and ideologically. For Channel 2, our association with this group will allow us to broaden our coverage; to identify a community agenda (using the latest "Channel Two News/Advertiser Hawaii Poll" and input from a Community Forum, sponsored by the "POP Election '94" group); to facilitate a lively, informed dialogue in which the community takes a look at its problems and insists on a meaningful campaign to address those issues.

Read on:

There are three main elements to the plan. Here is a rundown of current plans by the "POP Election '94" group and its co-operating partners, Channel 2 News and the Honolulu Advertiser, for the rest of this election year:

Community forum to establish political agenda.

1.) First, the group intends to sponsor a community forum, sometime after the filing deadline in early July, that will bring together people with specific interests, folks with expertise in various areas, and those involved in the specific areas that have been identified as areas of intense interest and community importance in the 1994 election campaign. These areas could include Education, Economy, Cost of Living, Ethics in Government, Land Use, Tourism, among others.

The agenda will come from the public response to a series of coupons the Honolulu Advertiser is running in their Sunday edition. The coupon solicits questions folks would like to see put to the candidates this year.

Those coupons are being processed by "POP Election '94" which will use them to gauge the interest and importance the public is putting on the various topics.

The forum will be held on a weekend day, and the hope is to draw together 200 to 300 folks who fit, in one form or another, the criteria (people with specific interests, ex-

pertise or involvement in the areas identified.) Dates are yet to be chosen.

These community folks (and the forum will be open to the public, even though some will be pre-selected and specifically invited) will break down into their areas of interest, expertise or involvement -- break down into as many as five or six groups -- that represent the agenda's main areas.

These smaller groups will discuss and outline specific questions from their areas that can and should be asked of the candidates. Those questions will become key as we proceed and will play a role in both the second and third element of the project.

This forum is important to our overall project because it will bring together this cross-section of the community to help determine the 1994 political agenda. Their participation truly broadens our political coverage and gives the community input into our coverage for 1994.

What is Channel 2 News role and involvement in the community forums?

Our basic responsibility to this part of the project is simply to give it some good publicity. I expect that we should do a story or two in advance -- from our political reporters -- and then cover the community forum. (McCoy & Botticelli note.)

The questions that are developed in this forum will become the nucleus for use in interviews we will do with the candidates, and in a later candidate forum.

(Continued on PAGE 3)

Candidates answer questions for Channel 2 News

2.) Second on the agenda for "POP Election '94" is a project they will do hand-in-hand with Channel 2 News. Out of the Community Forum will come these specific questions on each area of the agenda. Also out of the forum, each small group will select three or four representatives who will participate in the Question and Answer segment.

Our plan is this: We want to request from each of the three main gubernatorial that they sit down with us individually for what may be a two-hour or so period. I think this interview should be planned for early September. Of course, we are assuming here that there will be no relevant primary races for the governor's office. If there are primary races, these interviews would have to be planned for after the primary.

At these candidate interviews, we will bring the small groups selected to represent each of the agenda areas from the Community Forum. Channel 2 will shoot the interviews.

These groups will have agreed on a series of questions to be asked of the candidates on each of the agenda areas.

Therefore, a small group of three or four people representing those who discussed "Education," for example, will ask the questions in that area. Another three or four folks, representing the group that discussed "Economy" will be present to ask the questions in that area. The same for each of the areas in the agenda. Groups should plan on

a 15 to 20 minute time period to ask their questions. Here's is what we will do with those questions for the candidates:

Channel 2 (and probably Advertiser) reporters will sit in on the interviews, asking any questions they want during the several hour session, following up on some of the questions from the panels or introducing new subjects, should they desire.

At this point, I plan that Brennan will be the lede Fasi Campaign reporter. Botticelli will be the key Cayetano Campaign reporter and McCoy will be the key Saiki Campaign reporter.

The reporters will take this tape and edit it down to a series of two to two-and-one-half minute interviews -- two stories on each of the agenda topics. Therefore, there will be two Fasi stories on, say, Education, on Economy, on Ethics in Government, on Tourism, etc. The same for each of the other candidates.

If there are five items on the agenda, and if we have asked the questions from five broad areas, then we will begin to air these pieces about six weeks before the election.

One week we will focus on "Education." On Monday, say, we will feature Frank Fasi's views on education: two minutes or so at 6 p.m. and another 2 minutes or so at 10 p.m. While these would be reporter packages, I want very little of the reporter in the story. I want as much of the Q&A as we can get, to give as good airing of his views on Education. Tuesday would be the same thing with Saiki. Wednesday would be Cayetano.

(Continued on PAGE 4)

We'll spend a week on each agenda item, allowing each candidate as uninterrupted a story as possible expressing their views on all of the agenda items. This will give them access to more than 180,000 homes reached by our three newscasts EVERY DAY.

This is a huge commitment on our part. Perhaps almost unheard of in this day and age. But I think with the proper questions and the proper venue, we can make a real contribution to the public dialogue. This won't affect any of our regular coverage of the political race. It should only enhance it.

What is Channel 2 News role in this question & answer segment?

We will carry the lede on this part of the program. We will request the time from the candidates, we will take the initiative to explain the program to the candidates, and we will schedule and provide the resources to tape the interviews. Later, our reporters will edit the responses down to time.

At season's end, a candidate forum in prime time

3.) The final part of this agreement with "POP Election '94" includes an invitation to the candidates to attend a candidate forum, featuring the three main candidates for the governor's race to appear on a single stage for questioning from both reporters and members of the POP group. Obviously, our long-time partner the Advertiser will also participate.

We see a forum -- possibly held in the studio with a participating audience of 35-50 people who will be armed with both the questions that came out of the Community Forum earlier in the summer or questions that have been developed later in the campaign. The venue could change, along with audience size, if we secure sponsorship for the forum.

The program will be produced by Channel Two. Questions will come from both reporters from Channel 2 News and The Honolulu Advertiser, and from the members of the community who are present. (They will be invited to participate).

What is Channel Two's role in the candidate forum?

We will have the overall responsibility to produce the forum (Hoffman note). We will work with the Advertiser and with the folks from "POP Election '94" on the format, and we will involve folks from both groups in the hosting of the event, etc. But we will control the production. For this production, we will forego big Channel Two or Advertiser banners in the studio. We are cooperating in this project, and are using resources from several groups.

What about debates?

None of this precludes us from sponsoring a more formal debate, using questions from reporters.

I think the Advertiser is also still interested in this, so we should pursue it.

I would think a debate could be held in late October, two or three weeks after the candi-

(Continued on PAGE 5)

date forum Reporters from Channel 2 News and the Advertiser would participate. Again, we may want to use some phone-in questions, perhaps some audience questions, perhaps questions from the candidates.

What about sponsors?

Again, nothing in this project precludes us from seeking advertising or underwriting sponsors for all of these elements. For the Q&A we will be doing on our news, for the candidate forum we will present in prime time or for a more traditional debate.

Indeed, sponsors to underwrite the cost of the productions could help us really improve and boost the production values.

What about the primary election?

At this point it does not appear there will be a primary race for the governors office. So our project with "POP Election '94" won't really begin till after the primary.

However, if things proceed along the lines established today, there could be a very interesting mayor's race in the primary.

We may decide to offer the candidates a chance for a formal debate sometime in early September. This partnership will pertain only to the governor's race.

How and why is KIKU-TV involved in the partnership and what is their role?

Representatives of KIKU-TV have contacted us and asked to be included in the project. I have agreed to include them, and here is what they bring to the plan:

KIKU-TV will translate both our news segments from the interviews with the candidates and our candidate forum into both Japanese and Tagalog, and will air them in prime time on Channel 20.

They have the potential to reach more than 100,000 Japanese and Filipino residents who do not use English as their primary language.

This will expand the program, and will make it available to an audience that we would not normally be able to reach.

So, I think they bring us a nice dimension.

The broadcasts on KIKU-TV will come sometime after our own live broadcasts, so they should not conflict in any way with our programming.

Karlton Tomomitsu, the promotions and community affairs director at KIKU-TV, will handle the arrangements from their end.

And from Channel 2. Who's in charge of all of this?

While I have sat in on all of the meetings with the "POP Election '94" group, the actual organization of all of this will be handled by Jack Kellner, Channel Two's director of community affairs and assistant news director.

What do we need to do now?

I suggest a meeting between some of us here at Channel 2 and the Advertiser people (represented so far by Ann Harpham and Gerry Keir) and the POP folks, probably Randy Roth and Bruce Voss. Bruce is the POP '94 representative to work with us.

(Continued on PAGE 6)

Our group should probably include Jack and Al Hoffman.

We should be picking dates NOW to ask the candidates to keep open for the two main parts of the plan. We should pinpoint and then schedule with each candidate a time in early September that we can sit down and conduct the extended interviews. We'll need a couple of hours per candidate.

And then we should NOW seek to pinpoint a date in early October, maybe the second week or so, for a candidate forum.

If we get these date requests in now, and do the necessary negotiating now, the candidates will not be able to turn us down with any sort of grace.

And finally, why?

Because it will allow us to determine the coverage of the campaign on our level. While we will still be a part of all the news conferences, etc., we will be able to address the real issues of the campaign in a way that allows the candidates to get their messages across, allows us to point out when they have not responded to the questions from our reporters and from the folks representing the Community Forum, and keeps the campaign on course and doesn't let it bog down in trivia.

We have a chance, I believe, to make a real contribution to this important and unique election year in Hawaii. I hope you will all be as excited as I am to be a part of this project.

CHEERS,

Kent

POP '94

A nonpartisan community effort to elevate the 1994 political campaign

c/o Professor Randall W. Roth

2515 Dole Street, Honolulu, Hawaii 96822

Telephone: (808) 956-7386

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July 21, 1994

Mr. Larry Fuller
Publisher
The Honolulu Advertiser
605 Kapiolani Boulevard
Honolulu, HI 96813

Dear Larry:

Personally and on behalf of POP'94, I want to compliment The Advertiser on the way it covered the community issues conference. My cohorts and I were pleased with the quantity, and impressed by the quality, of that coverage.

The Advertiser has been very supportive in other ways as well. For example, Anne Harpham's insights and suggestions at POP '94 meetings have been invaluable; Jerry Burris' presentation at the issue conference was terrific; and Gerry Keir's probing questions have forced POP '94 organizers to think and speak clearly about the mission and goals of this community effort. I might add that your own attendance at the conference was a much-appreciated indication of support.

I truly believe that The Advertiser's contributions to and excellent coverage of this effort have been instrumental in giving our community a renewed sense of power and civic responsibility. To me, that's what paradise is all about.

Mahalo and aloha,

Randall W. Roth

RWR:hns

POP '94

Robert
M. Rees

THE END OF THE BEGINNING

Our daily newspapers proudly announced "POP '94" and "Power '94," their "grass-roots" programs to demand straight answers from the politicians. The *Advertiser* described "POP '94" as a "manifestation of a voter revolt."

POP is an acronym for the Price of Paradise books, collections of essays written by about 50 concerned citizens on how to improve the community. The "POP '94" idea was to extend this eternal vigilance of the citizenry, the price of paradise, directly into the political arena.

The spiritual leader of "POP '94," University of Hawaii law professor Randy Roth, described its mission as "to ask excellent questions in ways designed to produce meaningful answers." These questions would be pursued with "respectful cross-examination." Some of us envisioned a witty Clarence Darrow at last exposing the absurdity of a political establishment engaged in double talk.

The Best Party candidate for governor, Frank Fasi, in one of those rare moments when his nearly burnt-out candle of bitterness and antipathy shed some prescient light, expressed a different view. He objected to all this as "camouflage for media self-promotion." Fasi turned out to be right.

One of the funny things that happened to "POP '94" on the way to the forum was its co-opting by the establishment. It became what author Tom Wolfe once described as "radical chic," a cluster of anti-establishment attitudes suddenly embraced as stylish by the establishment.

Even a former Waihee spin doctor became one of "POP '94"'s spokesmen. On the day of its kickoff, he biblically intoned, "This day we have started to change the way candidates run campaigns and the way media cover campaigns." No one so much as blinked at this zany hyperbole.

A second thing that happened to "POP '94" on the way to the forum is that in going after a wide audience, it was forced to abandon some of its principles to the dictates of the mass media. As one media critic, Murray Kempton, has put it, "The Devil never comes asking you to sin, but offering a larger audience."

As a result, the well-intended "POP '94" effort went sour at the start. The newspapers and television stations were allowed to limit the number of candidates who could participate. Wrote one excluded gubernatorial candidate, "I am astonished and amazed at how the *Advertiser* and 'Channel 2 News' tell us over and over how fairness in politics is being promoted by the self-serving and advertising-selling 'POP '94' ruse."

In addition, it turned out that the candidates had been given questions before some of the ostensibly spontaneous, off-the-cuff interviews were taped for television.

More to the point, the "POP '94" questioners had been cautioned, in what Hawaii's establishment misconstrues to be the aloha spirit, not to be "confrontational." The promise of real cross-examination had been abandoned.

The culmination of the "POP '94" effort, the gubernatorial debate on Oct. 15, was well conducted by some of our best reporters (Leslie Wilcox, Jerry Burris and Jim McCoy), but it was straitjacketed by an inflexible format and by the stopwatch. Its intellectual and emotional highlight was the absence of Frank Fasi. There was virtually no cross-examination.

All of this was further reminder that the road to electoral hell is paved with good intentions and, as we shall see, with money.

6 ■ October 26, 1994 ■ Honolulu Weekly

Letters

POPular success

Bob Rees says he had high hopes for "POP '94" ("POOP '94," *HW*, 10/26). If he's to be taken at his literal word, he actually expected to see 24 candidates for governor publicly cross-examined by a "witty Clarence Darrow, at last exposing the absurdity of a political establishment engaged in double talk." Bob says he was disappointed when this didn't happen but that he managed to uncover the reason it didn't: "POP '94" was "co-opted by the establishment."

The simple truth is that "POP '94" did exactly what it set out to do: We got lots of folks involved in developing good questions, managed to get reasonably specific answers from the gubernatorial candidates on the general ballot and attracted expensive media coverage of those responses.

Randy Roth
"POP '94" Organizer

should have
been "extensive"

Power or POP?

We feel some clarification is needed after reading Robert Rees' election overview, "POOP '94" (*HW*, 10/26).

"Power '94" is a separate initiative from "Pop '94," although they are both mentioned in the story's lead. And Power '94 did not run into "funny things happening on the way to the forum."

We have professional journalists, not a former political spin doctor, working on our project. "Power '94: Your Voice, Your Vote" is a cooperative effort between the *Honolulu Star-Bulletin*, Hawaii Public Television, Hawaii Public Radio and KITV-4, with assistance from 'Olelo, the Corporation for Community Television.

"Power '94" is also a very inclusive initiative. Every candidate in every race we've televised has been invited to participate.

Candidates are never given questions beforehand. Our Citizen's Panel is a group of everyday Hawaii residents tapped by two independent research companies. We ask the citizens to stick to the issues they have indicated are important according to a statewide poll. The panelists are encouraged to ask provocative questions and have never been cautioned to avoid being confrontational. We've been pleased that many panelists have pressed candidates for specifics through follow-up questions.

The format of our forums is about as flexible as is possible. The main thrust is for citizens to ask questions that are important to them. Moderators ensure that candidates stick to the question and don't become camera hogs.

We believe we are part of a community effort to engage the electorate so that the best possible choices can be made this election year and to give everyday citizens a voice and venue to interact directly with politicians. It is clear that Rees' criticisms of other initiatives do not apply to "Power '94."

Kelli Abe Trifonovitch
Executive Producer, News
Hawaii Public Television

David Shapiro
Managing Editor
Honolulu Star-Bulletin

Scott Kim
News Director
Hawaii Public Radio

Wally Zimmerman
News Director, KITV-4

Rees responds

The above letter may be precisely indicative of what's gone wrong with Hawaii's press. There is a willingness to sacrifice reportage for self-aggrandizement.

The "Power '94" effort was identified in the first paragraph of my article only so as to distinguish it from "POP '94." That accomplished, the former is never mentioned again.

but there follow no less than 14 direct and exclusive references to "POF '94."

My article clearly establishes that "POP '94" is the topic and clearly states, "One of the funny things that happened to 'POP '94' on the way to the forum ... Even a former Waihee spin doctor became one of 'POP '94's spokesmen. ... A second thing that happened to 'POP '94' ..." and so on.

The reason I paid no attention to "Power '94" (and this may be the real source of the letter's ostensible request for clarification) is that "Power '94" was, after all, only a weak imitation of "POP '94." It did not accomplish anything that a reasonably functioning press shouldn't accomplish.

Robert M. Rees

1
January 2, 1995

Dear Randy,

I got your recap on POP '94 and evaluation form and thought I'd drop you a line instead of trying to fill out the form. I've been away a lot in the last year and have not kept in touch with all your activities, so don't feel I can evaluate them. But I might be helpful in another way.

First let me say I think you have done a yeoman's, make that Herculean job with the whole POP effort. I definitely lack the enthusiasm, stamina, dedication, optimism and a number of other assets required for such a job. I regret that the need to earn a living has kept me away as much as it has. I would have liked to have at least rendered stronger moral support.

But I'm afraid I have also been troubled throughout, particularly in the post-POP II phase of your program—meaning the last year or so—by doubts about the effectiveness of what was being done. Maybe "impatience" would be a better word than "doubts." But maybe not. At any rate, I felt we had made about as much of a dent in the problem as we were going to make with the two books. It isn't that all that has followed POPs I & II wasn't a noble and attention-getting effort. I'm sure it was. But what did it accomplish—other than earning brownie points for some of the participants and perhaps providing some warm feelings? That, of course, is what you're asking now and what I've said I'm unqualified to judge because I didn't participate and don't know the details.

But if we're looking for candid answers maybe neither is necessary. It depends, I think, on the objectives.

POP '94's guiding principles are fine, but they're out of the textbook for a high school civics class, or, worse, a governor's state of the state address. Very acceptable, very safe, very universal. If I was one of the bad guys in government I would endorse your principles without hesitation, or fear. What, after all, have they had to fear from all the "honest looks," "lively dialogues," "moral obligations" and "meaningful political campaigns" of the past?

Was your objective to bring about change in the political process; to make politicians more honest and forthcoming; to focus public and legislative attention on the really important issues; to reveal how government here actually works; to make government more responsive? Or, excusing these as overly ambitious, was your objective just to acknowledge possible problems and solutions in these areas, leaving it to the body politic to take the hints and effect solutions? Surely, given the record, even this fails the reality test.

I'm afraid, if we're taking our own advice, we need to look elsewhere for objectives.

The local news media offers some guidance. About a month ago there was a conference at the UH sponsored by the Hawaii Media Council at which panelists from local government and the news media were invited to air their gripes about each other. Lou Cannon, a one-time national political columnist, was the keynote speaker and emcee. Near the end of the panel discussion he exclaimed that he was experiencing the friendliest relations between media and government he had ever witnessed. "You're so nice to each other," he said.

I didn't go to the conference. My description comes from a news story in the Advertiser the following day. They were proud of Cannon's comment. Warm feelings is what the media here are about. It's part of being a "family newspaper," or a community-spirited TV station that gives you two minutes of news and 28 minutes of sports, weather, commercials and mixed plates.

Look at the handling of your own Dean Harrison's departure. He said he was fired by President Mortimer because he wouldn't yield to political pressure in his admissions policies. Certainly a serious charge, if true—especially in light of the law school's accreditation problem. The papers called Mortimer and he denied the charge. He said it was simply time for Harrison to go. Who's lying? Why? Our cuddly media didn't think it was worth finding out, or even noting the discrepancy.

Obliquely and without saying so, POP sought to do some of the job of Hawaii's media. That may be why the Advertiser and others were so quick to climb on your bandwagon. But had your efforts proved too aggressive—had you, for example, probed deeper into some of the things Richard Matsuura said on your radio program—I think the media would have backed off. Your probe would have made them look bad professionally, and

exposed them to issues they don't want to open. Maybe their caution was justified considering what has happened to poor Dick since then.

But you didn't embarrass the media. Your programs were safe—academic, rather like a college practicum. Your questions were, like POP's principles, high-sounding, well-intentioned, intellectually inviting—but, beyond the rhetoric, esoteric and wholly impotent. Why? Probably for much the same reason we have a substandard news media: Not enough people care. The news media, like other public institutions, reflect the standards of their audience. If the public demanded better media, we'd get it. If the public demanded better government, we'd at least have a fighting chance. The public gets what it asks for—or tolerates, which is the same thing.

Consider what has happened to ex-dean Harrison's charges of political interference? Were they false and therefore to be ignored? Or were they true and therefore to be ignored? I mean, nobody resigned in protest. Or even much complained. And the outraged former dean is back at his old job. How can the faculty of the law school, stalwarts of POP and its principles, expect the public to heed their cries of moral myopia? Or is morality, even legality, beside the point? You don't have to agree with the professor, as long as you get credit for the course.

I once had the chairman of the state Senate Higher Education Committee tell me the mission of the University of Hawaii was to give local kids the chance to go to college without leaving home. Academic quality was immaterial. A few UH presidents have had trouble accepting that. Mortimer may be an exception.

This may change some day. But it won't come from intellectual persuasion. Such changes come from the gut, not the mind.

It isn't that the people here don't care about politics, or good governance, or the other things that usually interest electorates. This is a very political state. The problem is, they have their own brand of politics. And nearly everybody belongs to the same party. That deprives us of some traditional political yardsticks and the channels for translating concern into change. Without the threat of change, elected and, even more so, appointed officials can—and do—ignore the occasional outcries.

Political decisions here are very personal matters. and I have a mentally retarded son, now 35 years old. He has suffered terribly from a state mental health system that for many years has ranked dead last in the

nation. By getting some political help, we have finally put some teeth in what up to now has been essentially an intellectual argument: That the state should treat its mentally retarded citizens professionally, with dignity and respect, and that it should obey its own and federal laws in the services provided. Intellectually, those don't seem unreasonable requests. But the law is consistently and openly ignored, therefore violated. Ask Mike O'Malley about his experiences with the foster home system.

We met last Friday with the head of the Health Department's division most directly involved in our son's care. Also present was the chair of the Senate Health Committee, which was the reason we got the audience. We reviewed our long list of grievances and requests for the umpteenth time, citing the sections of the state law covering them, and specific violations. The division head finally said, "Okay, what do you really want?" Puzzled, we said simply for the state and its licensees to obey the civil rights, social services and other laws pertaining to our son. "No, what do you really want," he repeated. "What will it take to make you happy?" I admit we were slow to realize what he was saying: The law is immaterial. This, like so many other governmental problems, was to be solved on a personal basis. Decisions are based not on logic or law or equity, but on relationships. Some might call it power.

I hate to say it, but I don't think that's going to change anytime soon. It hasn't changed in the 22 years I've been here. But I still can't accept it. It took a long time even to believe it. You expect such behavior from a few individuals, but I'm overwhelmed by the numbers. It's a way of life in many circles. Group culture gone mad. Up with the group, down with the individual. Where have we seen this before? It's frightening. Disgraceful. Morally and intellectually degrading, insulting, repugnant. Obviously, as I have been told, I don't belong here. What does that make the people who do? Ask Bob Reese, who has become an acceptable, even popular critic by not doing his homework, asking questions that don't require answers, sniping in syntax, writing provocative prose, like the copy in an ad.

Speaking of which, there was a story on the front page of this morning's Advertiser based entirely on an interview with Norman Mizuguchi. It was strictly a PR piece for the Senate president, though the paper was too impressed to notice. Mizuguchi described how open the Legislature has become in the years he has been there. They used to hold important meetings behind closed doors but now hold some in public, he said. It was like saying he used to kill, pillage and rape, but doesn't do it as much anymore.

Maybe that means there's more hope now than there used to be. If so, it's surely due more to pressure than conscience. The state's finances, as a few have dared note, are in their worst shape in living memory. It's causing political pain; and it will get much worse. Maybe so bad it will cause a voter reaction. When the electorate realizes how much our style of government is hurting their pocketbooks, heads may roll.

POP, or whatever it becomes in its next life, needs that kind of help to give it credibility and focus. It needs to move on from Motherhood 101 and get down to specifics that give people who are finally ready to do something about the mess in government a means of doing that. But I'm afraid you're going to have to wait for the opening. You won't cause it, and you won't get others to cause it with academic exercises. Unless, of course, change is not the point of the exercise.

But if it is, what should POP do in the meantime? I think the best thing you could do is a report, probably not another book, that compares political promises with accomplishments. Put it out at the end of each legislative session. List the major promises or positions of the leading politicians—those in positions to have a more than individual effect on legislation—and report what happened. Get them to explain their action, or inaction. Don't forget the governor.

There is, of course, a big problem with this. Despite efforts like yours very few specific commitments were made during the last campaign. Maybe even none that anybody could be held to. As you've noticed, candidates avoid commitments. So maybe you just get them to explain their actions, hoping that will serve as benchmarks usable in the future. It's obviously a long-range proposition, fraught with frustration.

But what does this make of POP? I don't know. Maybe it will end up a graduate course in the Political Science Dept. Good luck, and Happy New Year. Cheers,

Professor Randall W. Roth

University of Hawaii School of Law

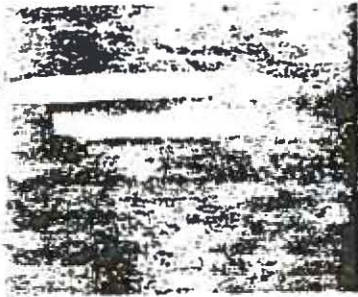
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January 18, 1995



I appreciate greatly the time and thought that you put into your recent letter. The following responses relate to specific comments in your letter and may or may not fit into a grand plan. If they do, I hope you'll point that out to me.

• You say we "made about as much of a dent in the problem as we were going to make with the two books." This makes me think you and I would define "the problem" differently. I'd probably begin by pointing to a community that feels alienated, powerless, disenfranchised, cynical, etc., and you, I suspect, would start with a description of a "corrupt" political culture and dysfunctional government. Perhaps these are opposite sides of the same coin. As for your "impatience," well, that may be a reflection of our respective capabilities. You undoubtedly have scored many important points in your life with home runs of one sort or another. I have hit a few but mostly have gotten where I am with singles.

• What did POP I and II (or POP '94 for that matter) "really accomplish"? You've got me there but then I'm still trying to figure out why I get out of bed in the morning. I not only don't have a clue as to what it means to really accomplish something, I tend to get panic attacks whenever I really think about it. I'm not kidding.

• Relatedly, what's wrong with "warm feelings"? Are they different from faith, hope and love? What are we really after in life, efficiency?

• You say the bad guys in government could endorse the POP principles without hesitation or fear. And I say yippee. Once they have, it becomes easier to

Mr.

January 18, 1995

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get them to articulate the basis for their political actions and to do so in a context that extends beyond their next campaign. It ain't a home run and maybe even isn't a single, but it gets those folks more receptive to playing "our" game (i.e., engage in real dialogue).

● We might mean very different things by expressions like "bad guys." Am I a bad guy? If not, why not? Asked another way, what exactly is it that separates you from the bad guys? (Intelligence? selfless behavior? political philosophy?)

● Do I think the media in Hawaii could do a better or even much better job? Yes. Do I think law professors and _____ could do a better or even much better job? Yes. Am I now or have I ever been an apologist for local journalists? I don't think so, but then I might be the last to know that.

● Do you believe there is one "right way" for the University of Hawaii (or any other institution) to be run? Would it obviously be wrong for any school in any location to have as its primary mission, "to give local kids the chance to go to college without leaving home"? To me, deists are people who believe in such absolutes. I often wish I had the ability to believe in absolutes. I'm not sure but I think that would help me to be less unsure of "things" in general and the meaning of life in particular.

● Your eloquent and personalized discussion of Hawaii's unique political culture was right on and did a better job of describing my own reasons for pushing POP than I could have expressed. Like you, I want to change things. I think we do belong here precisely for that reason.

● POP is Motherhood 101. I wear that proudly. What you yearn for, I think, is a second viable political party with articulate standard bearers. I like to think POP has made that more possible (and maybe even more likely).

● Your suggestion that POP compare political promises with accomplishments sounds a lot like our "accountability plan." I strongly encourage you to attend an organizational meeting this Saturday from 10 to 12 at the law school to help get it headed in the right direction. I will be there but Dolores Foley is heading up this effort. (I'm getting out of the POP business at least for now. I've enjoyed it and feel good about what's been done, but need to pay more attention to other aspects of my life.)

Mr.

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●I'm curious about your definition of "academic." I like to think of myself as practical and action oriented but I can't relate very well to what appears to be disdain for all things "academic." Perhaps it's just that this particular issue (i.e., the need for political reform in Hawaii) is so obvious to you as to be far beyond the point where theory has to be converted into action that does more than just "set the stage." Is that it?

, what say we get together, maybe with a small group of fellow travelers, to discuss more fully the points made in your letter. I would like that. Give me a call if interested.

Best regards,

Randall W. Roth

RWR:jt

FOCUS

Grass-roots action may help heal Hawaii

We all know about "The Price of Paradise," not just Hawaii's high cost of living, but the popular books of the past two years that detailed many of our political, economic and social problems.

Such problems continue, to be sure. Ranking high among them is disenchantment with the political system. Apathy abounds — or, more accurately, a sense of powerlessness prevails among many good people this election year.

But what about The Plus of Paradise?

Hawaii society has strengths that, like our climate, we sometimes take for granted. One is our high degree of racial diversity and relative harmony. This is not just a social blessing. It could be something to build on in this age of national multiculturalism and Asia-Pacific growth — if we figured out how to do it.

ANOTHER UNTAPPED Hawaii asset stems from this very mixture of problems and disenchantment. Many people are concerned and want to be positive, even if they don't know what to do and are turned off by the political process.

Not only that, efforts are under way on several levels to reform the system and restore public faith. I don't have a list of all such efforts, but what follows are three examples that recently caught my attention:

■ University of Hawaii law professor Randall Roth, the nonpartisan activist who edited and published the Price of Paradise books, is at it again. Rather than a Volume III documenting our shortcomings, he's advocating doing something about them this election year.

The goal is to get the candidates, the media and the public focused on the real issues rather than the slogans, ad battles, diverting spats and mud-slinging that often claim the campaign spotlight and even determine election results.

What's envisioned are several town meetings to listen to the public, to determine and help frame the issues. These would be followed by forums where candidates would have to discuss those issues and their positions in the face of tough questioning. TV and newspapers would be part of the process.

One challenge is keeping this nonpartisan, not looking like or being an effort to topple the long-dominant Democratic Party or to be anybody's vehicle. Another challenge is to be broad enough in makeup to demand attention



JOHN GRIFFIN

A former Advertiser editor and now a free-lance writer

from candidates, who often duck tough questions, especially if polls show them ahead.

Finally, there's the challenge of not reinventing the wheel or duplicating the usual election-year efforts of such groups as Common Cause, the League of Women Voters and the media.

■ Another approach to restoring public interest and activity in our society is being followed by an informal group (sometimes called "Hibiscus" for the state flower). One key founder is Robert Alm, a First Hawaiian Bank vice president who formerly headed the Department of Commerce and Consumer Affairs in the Waihee administration. Others include liberal state Sen. Mike McCartney and crusty conservative and former editor-publisher George Mason.

This group's goal is to show folks that they can make a difference in the community with simple acts of caring and involvement. People are encouraged to vote. But the stress is apolitical and on a dozen or so measures such as picking up a piece of litter every day, donating to good causes, returning your shopping cart, turning off the TV for family dinners, smiling at others, meeting and talking with neighbors, visiting historical sites, and taking families to events of a culture other than their own.

At some point unrelated to this election year the group hopes to grow, with clusters of people around the Islands — in community groups, schools, businesses, etc. — making their own lists. Later this may expand into other forms of community involvement. The key words are "caring" and "community."

■ The Hawaii Community Services Council is not well known outside social services circles. It is a coordinating agency that helps nonprofit groups, seeks to identify social trends and aids troubled or confused people with important information.

But it has one new project that could eventually become a household word and even

Many people are concerned and want to be positive, even if they don't know what to do and are turned off by the political process.

find a place among candidates this election year — "benchmarking."

This Friday, the council's annual meeting will hear from Duncan Wyse, who heads the Oregon Progress Board and a program of community benchmarking said to be the most advanced and successful of those in a dozen states.

Benchmarking is a process where a community not only sets goals and outlines steps to get toward them — Hawaii has seen such efforts. The key is also setting a timetable or benchmarks every few years so everyone can judge the success or failure.

In Oregon that has meant input from hundreds of organizations and individuals, a 20-year plan with checkpoints every five years, and 160 measurable benchmarks at the state and local levels. Some are short term — reducing teen pregnancy and drug problems, cutting the hate-crime rate, more job-skill training in schools, jobs for displaced workers, etc. Others are longer-term projects — more affordable housing, better health care, various economic development and diversity steps.

The idea is for government not just to react to problems but to work toward development goals set by the people. Dan Watanabe, the council's executive director, feels that any benchmarking approach here should be a public-private cooperative effort. Working with the council on this already are the Chamber of Commerce, Business Roundtable, Aloha United Way and the Hawaii Community Foundation.

IF YOU'RE like I am, you can sit around and find weaknesses in all these do-gooder ideas and argue they won't mean much. Hawaii may be in trouble, but a lot of vested interests have a stake in our present system. Real



reform, for example, is not as simple as voting out the Democrats. The system itself is stuck, constipated, if you will.

But I find hope in the idea that maybe Hawaii has hit bottom in some old political and economic cycles. And I think that the way back up to more political integrity, a sounder economy and public confidence must come from more grass-roots involvement and action by an aroused public operating in nontraditional ways.

On their various levels, then, these three developments show that Hawaii is not without hope, that we could be in the darkness before a dawn.

Call it optimism, 1994-style. We don't have much else.

Editorials

Monday, May 16, 1994

Political changes

A fresh chance for newcomers

The rash of retirements and departures at the state Legislature this year opens a remarkable opportunity for renewed citizen involvement in Hawaii politics.

There's no single theme that ties together the departure of incumbents as different as Democratic Rep. Henry Peters and Republican Sen. Rick Reed.

Some are leaving their current seat to pursue a different office. Others cite the pressures of family or work. Some, no doubt, hear the footsteps of the opposition and want to get out while the getting is good.

But all this change opens the door for new faces.

Both nationally and in Hawaii there has been a surge of public interest in politics at its most basic level: Voters want candidates to speak about the issues that concern them and to offer concrete answers and "benchmark" guidelines to measure their success.

As someone said, politics is too important to be left to the politicians.

Much of this activism has taken the form of grass-roots

"issues" campaigns and citizen forums. This paper, in cooperation with the non-partisan group "POP '94," will be involved in our share of such activities.

But if Island residents truly want their elected officials to stick with the issues of the cost of living, education, family stability, crime and our special Hawaii lifestyle, they should consider running.

Indeed, one does not have to get elected to have a successful campaign. Simply by running and focusing on the issues that matter, candidates perform a valuable service.

Recent Hawaii elections have seen few seriously contested races and an unhappily large number of incumbents with no challenge at all. In part, this may be because folks felt it was pointless.

That's too bad. Even the good incumbents (and there are many of them) need the stimulation of a contest.

This year the wall of incumbency has been at least partially dismantled. The opportunities are there.

Go for it.

MORE TO Hawaii politics than scandal

Admit it: News about a government official secretly taped by the FBI in a campaign kickback scheme is juicy political news.

It confirms our worst thoughts and deepest cynicism about politics and politicians. Free golf trips, insider deals, hos benches — and campaign kickbacks.

That's what politics is all about. Is it?

Is it fair to take the fall of city Wastewater Chief Ken Rappolt as the story of all politics in Hawaii? Is it fair to accept the anecdotes of tronyism laid out before Sen. Richard Matsunaga's special investigative committee as typical of everything that happens in state government?

In truth, there is far more to politics and government in Hawaii. There are good people, working hard to do the public's bidding. And there are sincere voters, disillusioned perhaps, but still willing to give the system another chance to



JERRY BURRIS

Editor of The Advertiser's editorial pages

make things right.

If you don't believe it, visit the offices of "POP '94," the non-partisan community effort to put some sense and substance into the 1994 Hawaii political campaign. The folks involved in POP '94 believe that politics can be about issues that affect people in their daily lives.

They believe that people do care about "issues," when those issues have meaning. They want to hear candidates to talk sensibly about the cost of living, about children and education, about crime and about how we get along with each other

in the Aloha State.

Through coupons printed in The Advertiser and through other sources, POP '94 asked islanders to say what they would ask the candidate if given a chance.

Hundreds upon hundreds responded. This was the voice of the grass roots. Their concerns were remarkable both for their variety and for the depth of their feeling.

Some obviously believe that government, run correctly, is the answer to Hawaii's problems. Others challenged the very idea that the current system is capable of finding solutions.

Some were cynical, suggesting that hard questions don't always lead to concrete answers.

"How unpopular are you willing to become with the electorate if you know that the course of action you endorse will benefit Hawaii in the long run?" asked Kailua's Glenn Bauer. "Will your actions be driven

by polls and phone calls or by deep conviction?"

This huge stack of questions is not drifting away in a computer memory or file cabinet. They'll form the basic building blocks of an intriguing "issues conference" sponsored by POP '94 this Saturday at the East-West Center.

At this conference, citizens will sit down in working groups to seek out and define the "key" five questions or so that should be put to the candidates on the major issues of 1994. Topics range from education and welfare through the cost of living and sovereignty through campaign reform and housing.

Once the questions are defined and focused, they will be taken to the candidates for governor. In subsequent forums and news coverage, means, the candidates will be pressed to respond directly and in substance to these questions.

Both The Advertiser and

KHON-TV/Channel 2 have committed to extensive coverage of both the issues and the candidate's responses.

In effect, what you are getting this year is a community "road-block" which will be tough for the candidates to get through without some kind of response.

If it works, there will be no doubt what people are concerned about this election year. And we'll have a pretty solid idea what the candidates are saying.

That still leaves one final step: Execution.

But POP '94 respondent Albert Vivas of Hawaii Kai has a question for that, as well:

"Will you place on your (public) office wall a framed listing — in letters at least one inch high — all the campaign promises you made?"

We'll see, Albert, once we know what those promises are.

WHAT ISLANDERS WANT TO KNOW

Here's a sampling of what islanders want to ask candidates for office this year:

"Can the government be run more efficiently as a private business?" asked Diane Kimura, of Hawaii Loa, an assistant vice-president at Merrill Lynch.

"Why can't some of the services be privatized?" she asked. "Why not take a fresh approach or a different perspective on welfare, education, housing, government waste and look for outside help in finding creative solutions to ongoing problems?"

□□□

"Under which of the following circumstances would you consent to raising taxes: Implement mass transit? Subsidize raising the quality of education? Strengthen the fight against crime? Bail out the Medicaid program?" — Frank Abou-Sayf, Professor of Business Education and Director of Institution and Research at Kapiolani Community College.

□□□

"How does the de facto establishment of a 'political class' in this country — with evidence of its arrogance — serve the public interest? If it doesn't, what are you going to do about it?" — Dan Bent, former U.S. Attorney for Hawaii

□□□

"The escalating costs for long term care are devastating many families in Hawaii and will become an even bigger problem as costs of nursing homes increase to \$200,000 per year by the year 2020." Do you support the proposed Family Hope program as a way to fi-



Kimura



Abou-Sayf



Pratt



Ueno



Jenkins

nance long-term care? If not, what is your alternative?" — Sami Mahey, retired, of Waikiki.

□□□

Are you willing to submit and vote for a bill that would subject you to recall?" — Ruth Pratt.

□□□

"How would you redirect the tourism industry to be more sensitive to the needs of Hawaii's people? What about native Hawaiian rights, the environment and higher-paying jobs?" — Mika Ueno.

□□□

"Every year, thousands of UH graduates left the state with their education basically financed by the taxpayers. What would you do, as a candidate, to stop this 'brain drain' and ensure tax dollars will be spent wisely?" — Michael Li, chemical consultant from Mililani.

□□□

"What are your proposals for meaningful insurance reform? It seems that the insurance industry gets

whatever it wants, when it wants, at the expense of business owners, auto owners, homeowners and claimants?" — Morgan Timberlake attorney from Manoa.

□□□

"Many of the really tough issues, such as same sex marriage, rapid transit, school management and funding issues, the convention center, that have faced the state legislature in recent years have died or were killed in committee or some how slowly faded away without resolution. Legislators were not given the opportunity to go on record for their stand. Public hearings were a farce ... Can the processes of total quality management and continuous quality improvement be utilized to improve the legislative process?" — Cynthia Jenkins.

□□□

"Would you be willing to seriously enforce the construction of more safe bike lanes in the state ...?" — Patricia Shields, administrative assistant and student at Kapiolani Community College. mui

POP '94

A nonpartisan community effort to elevate the 1994 political campaign.

I'd like to ask the candidates:

(Optional) Your name _____ Send to: POP '94
 Address _____ c/o 2816 Dole Street
 Honolulu, HI 96822

Phone Number _____

If you have access to an internet account, you can send questions to pop94@hawaii.rr.com. If you want to call toll-free from any island by dialing 1-800-POP-94. Outside 508-7133, Big Island 535-7133, Kauai 245-7133, Maui 245-7133, Molokai and Lanai 1-800-743-7133

As part of its 1994 election coverage, The Advertiser is cooperating with POP '94 to gather questions on key issues and force candidates to describe the tough choices they would make.

Forum to define issues and press candidates

The grassroots are gathering Saturday at the East-West Center (Kool Auditorium) to plant seeds for the 1994 election campaign.

The free half-day meeting that day will be sponsored by the community group POP '94, a nonpartisan effort aimed at elevating the political campaign and pinpointing the questions that candidates must answer if citizens are to cast informed votes.

They'd like to add you to their list of grassroots supporters, too.

■ If you'd like to sign on to their effort, fill in the coupon on this page or call 956-8353 for information.

■ If you'd like to participate in the conference, register by fax at 956-8402 (Deadline for registration is Wednesday)

Following the community effort to identify and focus the key issues, The Advertiser, KHON-TV and POP '94 will cooperate in conducting forums in which major candidates for governor will be pressed to take stands on the "hard choices."

Voters choose the questions

Advertiser Staff

A broad-based community effort, "POP '94," has been launched to combat the perception that while candidates often talk of the "tough choices" they'll make, they rarely get specific with the voters.

The volunteer, nonpartisan group includes many who were involved in the popular "Price of Paradise" books, in which community leaders discussed key issues.

Their common goal is to pinpoint questions that candidates *must* answer if citizens are to cast informed votes, says University of Hawaii law professor Randall Roth, who organized the "Price of Paradise" books.

"We want to get more people thinking about what the questions are in the election, get them actively involved instead

of passively listening," Roth said.

The Advertiser and KHON-TV are cooperating with POP '94. The Advertiser has been publishing coupons so citizens can suggest questions for candidates. POP '94 uses the coupons to gauge the public's interest in various topics.

"The Advertiser, working with POP '94 and KHON, wants to give the voters' agenda a central role in this campaign," said Advertiser editor Gerry Keir.

The next phase in POP '94's effort is a conference on community issues, to be held July 9 at the East-West Center.

Roth said the forum will pull together 200-300 people with interests, expertise or involvement in key areas and have them outline specific questions on those areas for candidates.

INSIDE:

■ Citizens across the country have launched drives to "take back politics." / Page B1

■ See if your neighbors or friends are among the hundreds already signed on for Hawaii's effort. / Page B4

The public is invited, though some participants will be pre-selected. There will be five or six groups representing the main topics.

Each of those "breakout" groups will outline candidate questions on their topic and select three or four of their members to participate in a later question-and-answer session with gubernatorial candidates.

If you want to participate in the July 9 forum, call Peter Adler at 537-3886.



Ka Leo O Hawaii'i

The Voice of Hawaii

Vol. LXXXVIII Issue No. 159

University of Hawaii at Manoa

Thursday, July 14, 1994

Grass roots sprout to soaring heights

Joshua Cooper
Special to Ka Leo

Interested citizens desiring political change met at the Imin East-West Center last Saturday to develop questions that would enhance Hawaii's political process.

POP '94, a nonpartisan community effort, made its democratic debut with more than 400 citizens and celebrities attending a half-day conference organized to select the five top questions to ask this year's gubernatorial candidates.

The Honolulu Advertiser and KHON-Channel 2 will provide coverage of the answers to these questions.

"We are united because we love Hawaii," said participant Mildred Kosaki. "We ourselves need to change. We must become better informed."

She said only lobbyists visit elected representatives after November; constituents never keep informed and in touch.

Kosaki said, "Democracy requires its citizens to pay attention ... the future is part of our daily endeavors."

Sports announcer Jim Leahey served as moderator for part of the conference. He encouraged the people to be involved in POP and in the upcoming election.

"This is the time for you to speak up," Leahey said. "It's time to go beyond sign waving and slick ads."

Leahey reiterated a theme he used on students when he was a high school teacher: "Democracy is only as strong as the people participating in it."

The first issue, "Children - What Do We Owe to the Next Generation?" featured speaker Janis Reischmann.

She stressed the importance of education, and she said, "A healthy childhood is what we owe our children."

Jerry Burris, Honolulu Advertiser editorial page editor, spoke on government, inspiring confidence in the political process.

Burris said people express alienation and despair about politics. He also said that 60 percent of Hawaii's potential voters don't vote.

"Government is the only place where there's been real job growth," Burris said.

Melody MacKenzie discussed race and ethnicity in the third issue forum.

MacKenzie said that people have the same basic needs and a great deal in common. Our differences are an asset to Hawaii's culture, she said.

Eric Yamamoto, from the William S. Richardson School of Law, discussed the issue of crime and justice.

Yamamoto compared and contrasted crime in Hawaii with his recent trip to the mainland.

Yamamoto said while crime here isn't as bad, people don't feel as safe as before. "Seventy percent of us worry about being victims of crime," Yamamoto said. "We clearly feel less safe and more afraid."

Frank Delima closed the conference, talking about the significance of Hawaii's cultures living together and the importance of humor in life.

The questions gathered by POP '94 will be sent to every candidate.

The POP '94 Community Issues Conference will be replayed July 16 at 2:00 p.m., July 21 at 6:30 p.m., July 24 at 10:30 a.m. and July 30 at 9:30 p.m. on Olelo: The Corporation for Community Television.

7/18/94



PACIFIC BUSINESS NEWS

an American City Business Journals publication
Published weekly except semiweekly twice a year, the last week in December and the first week in April, by Crossroads Press, Inc., 883 Halekauwila Street, Honolulu, Hawaii 96813.

Crossroads Press is a subsidiary of American City Business Journals, Inc. 128 S. Tryon Street, Suite 2300, Charlotte, N.C. 28202.

Ray Shaw, Chairman

American City Business Journals is traded on the NASDAQ over-the-counter market under the stock symbol AMBJ.

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Telephone: 808-586-3321

Subscriptions: Hawaii rates are \$46 for one year (54 issues), \$98 for three years (162 issues). Mainland rates are \$51 for one year, \$111 for three years. Foreign rates on request. Single copy \$1.00 for Monday issues; special semiweekly issues are \$2.95.

Postmaster: Send address changes to Pacific Business News, P.O. Box 633, Honolulu, HI 96806. 808-586-3321. Second-class postage paid at Honolulu, HI.

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New movers and shakers?

It may be that traditional powers behind political thrones will be replaced by grass roots renegades.

That thought seems somewhat reasonable in light of the emergence of several groups intent on changing widespread disaffection with things as they are. To say pessimism and distrust have permeated most of Hawaii's people is no exaggeration. The successful sale of two volumes of "The Price of Paradise" in less than two years is one indication of how intense is the disappointment with the course Hawaii has taken. It has led to a movement called POP '94 which is posing tough questions aimed at candidates for office this year. Its goal is to stimulate interest in local elections across the spectrum from young to old, from poor to rich. It will be interesting to see if political candidates will wake up and smell the high level of dissatisfaction and commit to working hard for change.

The traditional movers and shakers could be forced to take a back seat to the new breed of concerned citizens; people whose self-interest is a more livable community and a less one-sided breed of leaders. That would contrast to more than 30 years of self-serving movers and shakers.

When politics meets real life

■ Voters have a duty to ask more demanding questions of candidates

PROPOSITION: A meaningful political campaign requires candidates ready to talk about complex issues relevant to real people's lives.

Presumption: There's nothing out there but hard choices, because the easy ones have all been taken. Solutions are tough. Philosopher John Locke, author of the social contract, once said, "It is one thing to show a man that he is in error, and another to put him in possession of truth."

The 1994 election should give Hawaii a new social contract which connects the officials we elect with a voter mandate for action.

For starters, candidates running for executive office should give us a clear mission statement for government and for their administration. They've got to tell us straight what government can



**VIEW
POINT**
By Chuck
Freedman

do. And they've also got to tell us what government can't do.

The next step for candidates is to tell us what their priorities are, give us a set of action steps and identify clear yardsticks by which we can measure their progress if they're elected. We want practical measurements of effectiveness, not more political poetry.

The subject matter should be down-to-earth, even if the solutions are complex. For example, a candidate seriously addressing the cost-of-living issue should give us a plan for lowering car insurance. It's an issue which affects nearly everyone right in the wallet. And it's an issue over which govern-

ment has real control.

A hybrid between tort and no-fault, our car insurance system is broken. What will be done to change it? How can we halt runaway expenses?

With so many cases going to litigation, what are we actually paying for? How much goes for the real needs of accident victims? Is "free" no-fault for people on public assistance the best option? Why is the production of fraudulent no-fault cards a booming white-collar crime?

More than 800 uninsured drivers are caught every month on our highways. Why is the penalty for the first offense only \$500 — payable in community service?

All these items increase our car insurance rates because they inflate costs or reduce the number of people paying into the system. We're going backward.

Every family with car insurance would like to hear specific proposals to control costs and spread risk. Dry and technical? Maybe.

But where there are real needs, there

are real votes. A worthy candidate will give us a plan. On election day, we would get a winning candidate and they would get a mandate for action on tough issues.

This is a lot to ask of candidates, who may have become overly comfortable in managing their message with smooth advertising and slick sound bites. So if we're going to get tougher with them, they should get tougher with us.

It would be refreshing. It would be leadership.

Bold candidates would remind us what we have to do as citizens to take responsibility and solve problems. They'd urge us to deal honestly with our own self-interest (we all have it); re-evaluate our roles in society; and put our island values to work. No denial allowed. Change starts from within.

Hawaii is ready for candidates who challenge us to change. And in a world of tough choices, we've got to make changes which begin — not end — on election day.

Chuck Freedman is vice president for communications at Hawaiian Electric Co. He was formerly director of communications for Gov. John Waihee.

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PACIFIC BUSINESS NEWS

Monday, September 12, 1994



PACIFIC BUSINESS NEWS

an American City Business Journals publication
Published weekly except semiweekly twice a year, the
last week in December and the first week in April, by
Crossroads Press, Inc., 863 Halekuanila Street, Hon-
olulu, Hawaii 96813.

Crossroads Press is a subsidiary of American City
Business Journals, Inc. 128 S. Tryon Street, Suite
2300, Charlotte, N.C. 28202.

Ray Shaw, Chairman

American City Business Journals is traded on the
NASDAQ over-the-counter market under the stock
symbol AMBJ.

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lation. Library of Congress ISSN 0030-8562.

Telephone: 808-586-3021

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Postmaster: Send address changes to Pacific Business News, P.O. Box 633, Honolulu, HI
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Associate Sales Manager
Carol Eideon

Randy Roth got us moving

Randy Roth had no idea it would lead to this when he asked 27 people to contribute to a book he would title "The Price of Paradise ... Lucky We Live Hawaii?" in late 1991. The book was published in record time and since it came out in August 1992 has sold 20,000 copies and resulted in a second volume by 52 authors (sales to date, more than 15,000).

But the upshot of this publishing success is it has spawned "POP '94" — a citizen movement to question candidates for office and challenge campaign rhetoric in a decidedly non-partisan way. It has resulted in alliances with the Honolulu Advertiser and KHON TV-2 to effectively convey citizen concerns to candidates.

Roth has worked tirelessly to bring to the fore public concerns most citizens have been unable or unwilling to voice. Which explains why the books have met with so much acclaim and why so many people are now willing to face candidates with tough questions.

The really commendable thing about all this is neither Roth, nor the authors, nor the "POP '94" volunteers are making a dime from all this effort. It's a stellar example of getting involved in the interest of a better community. Kudos to Roth for pulling it off.

POINTS OF THE COMPASS

TUES. Sept 27, 1994

In Hula Land, Activists Do Not Skirt the Issues

HONOLULU, HAWAII

IS Hawaii being overdeveloped? Should golf courses replace sugar and pineapple? Why can't it attract high-tech businesses? Should it limit population?

These questions about Hawaii have burst beyond the walnut-paneled chambers of legislative committees and beyond just dinner debate, largely because of one man's anger that they weren't being addressed substantially.

Four years ago, University of Hawaii law professor Randy Roth - after being appointed to a state tax-review commission to make recommendations on how laws could be made more fair, adequate, and effective - felt lawmakers treated his commission's hard-wrought recommendations with perfunctory arrogance, then dismissed them.

He came up with the idea of gathering a book of short essays on the difficult issues he had helped define. Journalists and writers who could explain topics simply and clearly helped him. This led to two bestselling books, "The Price of Paradise," followed by "Lucky We Live Hawaii?" Considerable media attention followed.

Interest in the themes developed into the movement "Price of Paradise" or POP '94. Now, with 350 members and growing, POP '94 is becoming a grass-roots movement that is also the talk of the islands on all political sides of the ballot box.

"POP '94 is probably the most positive thing to come out of Hawaii's struggles in several years," says Lt. Governor Ben Cayetano, now a Democratic gubernatorial candidate. "It is empowering the people, but it is also empowering candidates who want to do more than just put out slick campaign ads...."

"The essays were a breath of fresh air blowing through the islands," says Herb Cornuelle, a well-known, retired business executive. "They brought the concerns of everyone out in the open."

Roth says that POP '94's three guiding principles are 1) communities must take an honest look at the problems they face; 2) communities that engage in lively, informed dialogue will deal with their challenges more effectively; and 3) communities have a moral obligation to protect the interests of future generations.

Similarly, Robbie Alms, a Honolulu banker, and a dozen friends about a year ago grew tired of their own complaints about a growing lack of public civility. The result? Their bumper stickers, "Live Aloha," are appearing all over the islands.

With each sticker comes a card with 12 reminders, such as: drive with courtesy, hold the door, plant something, enjoy nature, create smiles, attend an event of another culture, and share with your neighbors.

- D. B. W.

Sun

Campaign '94

It wasn't all lies and smears

Bribes, smears, dirty secrets, lies and distortions.

If you parachuted into Hawaii over the past couple of weeks, that's what you'd think the 1994 campaign for governor has been all about.

It would be a fair assessment. The campaign in its final weeks has turned harsh, as the candidates use attacks against their opponents to try to break loose that huge bloc of undecided voters.

But it wouldn't be a complete picture, nor would it accurately capture all that happened in Campaign '94.

This year also saw a remarkable focus on issues and on substantive dialogue between the candidates and the voters on the things that matter most in our lives: cost of living, education, government integrity and the struggles our families face to simply get by.

The engine of this focus was a citizen revolt against politics as practiced by the professionals. Grass-roots voters organized themselves, usually in concert with the media and other groups, to define the issues and then take them to the candidates.

One such effort, involving the Honolulu Star-Bulletin, public radio and television and KITV-TV, was called "Power '94."

Another was organized by The Advertiser, Channel 2 News and the citizen movement called "POP '94." A series of issues conferences generated questions that were then put to the candidates in writing, in the paper and in a series of television appearances.

A wealth of information resulted. The candidates did talk, at great length and for the most part with sensitivity, about those key citizen concerns.

A distillation of those answers appeared in full-page weekly features in The Advertiser and in unusually long reports on Channel 2 News. A survey view of what was learned appears on the front page of today's Focus section.

The POP '94 interaction between the candidates and the voters was not the entire campaign. No one pretends that it was.

But it was an important part of it. Voters should keep that in mind as they head to the polls.

The Honolulu Advertiser
August 28, 1994
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A Gannett newspaper

What do our mayoral hopefuls think? Tune in

Advertiser Staff

If you're wondering where Honolulu's next mayor stands on transit or land use or taxes, tune in Tuesday night for a live forum featuring the four leading candidates to head the city.

The Advertiser and KHON-TV are sponsoring the forum.

Acting Mayor Jeremy Harris, Gary Gill, Arnold Morgado and Ann Kobayashi will take questions from an audience of about 30 voters, and follow-up queries from KHON reporters Leslie Wilcox and Bill Brennan and Advertiser editorial page editor Jerry Burris.

The forum will be broadcast on KHON-TV2 Tuesday from 7 p.m. to 8:30 p.m., and simulcast on Hawaii Public Radio's (KI-FO 1380 AM).



The mayor's race is wide open. The most recent Advertiser/Channel 2 Hawaii Poll showed Gill, Harris and Morgado in virtually a dead heat, with each getting support from 16 to 18 percent of the voters surveyed. Kobayashi got sup-

port from 11 percent.

However, 30 percent of the voters haven't decided whom to vote for, the poll found.

For more details on the forum, see the cover of today's TV Week section.

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POP '94
A nonpartisan community effort to elevate the 1994 political campaign
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August 29, 1994

MEMORANDUM

To: Mayoral Forum Audience
From: Randy Roth
Re: General thoughts and logistical information

1. All of you will be described as POP '94 supporters. If you have not yet filled out a declaration of support, please do so prior to the forum so the description will be accurate.
2. It is very important that none of you is publicly recognized as a staunch supporter, or critic, of any candidate for Mayor of Honolulu. If you have any doubts, tell me why and we'll figure out what to do. We need not just the reality of fairness but the perception as well.
3. We will gather between 5:45 p.m. and 6:15 p.m. in the parking lot fronting the Garden Office Building. Where is it? Picture yourself headed Diamond Head on Auahi Street with Ward Center on your right and KHON TV-2 just ahead on your left. The Garden Office Building is just 100 feet or so ahead on your left. It is where Auahi Street bends. We'll have volunteers wearing baseball caps at the entrance with POP '94 signs.
4. Wear the sort of clothes you might wear for a casual business meeting. For the men that probably translates into an aloha shirt and slacks.
5. We will be escorted as a group to the KHON TV-2 studio at about 6:15 p.m. That will give us time to get used to the studio and receive last-minute instructions.
6. The program itself will begin at 7:00 p.m. and end at 8:30 p.m., with two short commercial breaks at about 7:25 p.m. and 7:50 p.m.

7. Leslie Wilcox will be the moderator. Jerry Burris and Bill Brennan will be standing next to the audience with hand-held microphones. All questions will come from the audience (except Bill or Jerry may ask an occasional follow-up question). You may or may not get a chance to ask a follow-up question. Let Leslie, Jerry or Bill know if you want to do so but understand that it's their decision.
8. To keep from jumping around from issue to issue, we've broken the time into four segments. During the first 20 minutes, we'll ask only questions that relate to LAND USE & HOUSING. The next three segments are PUBLIC TRANSPORTATION, CITY SERVICES & TAXES (i.e., balancing the budget) and MISCELLANEOUS. Try hard to ask questions during the most appropriate segment so things can flow as smoothly as possible.
9. Do not read your question. Look at the person or persons to whom your question is directed and talk to them like you would in your living room. Ideally, you will briefly provide a context for your question. But keep it short. The last thing we want from the audience is a speech, diatribe or "the answer." Tell the candidates why this question is important to you, but don't tell them what you think is the right answer or who has it.

Good: I drive in from the Leeward area every day and the traffic is just terrible. I can't even imagine what it will be like in ten years if something major isn't done about it. What specific steps would you take as mayor to provide a long-term solution to the problem of traffic congestion and how would you pay for it?

Bad: Mayor Fasi talked big but produced little in the way of traffic solutions. It's obvious we need to limit the number of cars on this island. X is the only candidate who has had the courage to propose this . . .

10. You can direct your question to a specific candidate or to all four of them. None of the answers will be longer than one minute and the candidates will be allowed to comment on each other's answers, so don't feel like you have to direct your question to all four just to be fair. But don't direct it to one candidate in particular unless there is a reason for doing so. Ideally, your question will relate to what has just been said.

Good: Candidate X, you stated a few minutes ago that you would provide more parks and better roads, and that you would beef up the police force. I'm wondering what this might cost and how you would pay for it.

Good: Candidate Y, earlier tonight, in response to a question about the current housing shortage, you said the city needs to speed up the permitting process and build more infrastructure so more developers will enter the market. But on previous occasions you have spoken in favor of land use initiative, something that tends to discourage developers from entering the market. Do you see these positions as being inconsistent?

Bad: Candidate Z, what's your position on affordable housing.

Improvement: Candidate Z, you are the only candidate who hasn't yet said anything about affordable housing. What specific steps, if any, would you take to address this important issue:

11. I suggest that you jot down a few words or phrases about questions you think you would like to ask. Write them on something that will fit in your pocket or the palm of your hand.
12. Don't be thinking about the question you plan to ask when the candidates are answering someone else's question. LISTEN TO THE CANDIDATES. THINK ABOUT WHAT THEY ARE SAYING (OR NOT SAYING). REMEMBER, THIS IS A CONVERSATION. If your question is one you really want answered (i.e., it's important to you), the words will come out just fine. If we wanted the candidates to respond only to "perfectly worded" questions, we would simply send a professional journalist to do an interview. WHAT WE WANT IS A CONVERSATION WITH CONCERNED CITIZENS.
13. Ideally, your questions will call for reasonably specific answers.

Bad: So what's your stand on traffic?

Bad: Are you for protecting the environment?

Bad: Would you raise taxes?

- Good: What specific actions would you take as mayor to improve . . . ?
- Good: How will we know if your plan to . . . is working?
- Good: What is your timetable . . . ?
- Good: What you are proposing sounds like it would cost a lot of money. To fund it, would you raise taxes, cut services or put the city further in debt?

14. If you do get a chance to ask a follow-up question, don't be argumentative or judgmental. Let's draw out each candidate's position and let viewers decide for themselves which ones are best.
15. The bottom line is that it's your question and not mine. I hope you enjoy the forum and find it helpful in deciding how to cast your vote. If so, the forum will have been a great success. Aloha.

RWR:hns



"I don't wanna be a juror!
Can't I be a witness?"

MAYORAL RACE

ISSUE CATEGORIES AND POSSIBLE TOPICS

1. Land Use & Housing
 - *high cost of housing/restricted supply
 - *environmental concerns
 - *ad hoc exactions
 - *sewer and water
 - *affordable housing/rent control
 - *initiative & referendum
2. Public Transportation
 - *The Bus
 - *Fixed rail
 - *Handivans
 - *Roads
 - *Dedicated lanes
 - *Bike paths
 - *Other ways to relieve traffic congestion
3. Property taxes and delivery of city services
 - *uniform tax rates
 - *level of taxes/user fees
 - *privatization
 - *procurement
 - *mechanization of trash collection
 - *police
4. Miscellaneous
 - *crime
 - *government corruption
 - *likely appointments
 - *runaway elephants

DON'T FEEL CONSTRAINED BY THIS. It is provided simply to help stimulate your thinking about possible questions.

POP ACCOUNTABILITY PLAN

The group: The POP Accountability Group is a non-partisan group of citizens concerned about accountability in Hawai'i's government. This group grew out of POP '94—a group of citizens who organized to identify and focus the key questions facing Hawai'i and asked the candidates to answer these questions in a meaningful way. After the 1994 election, many members of the group asked how we can continue this process. We believe that in our system of self governance citizens have a responsibility to be informed, vote and hold candidates accountable—"democracy means paying attention."

Goal: The goal is to produce simple reports that will compare the elected officials' campaign promises and statements to their actions. These reports would be a matrix of the issues, measures and candidates (Governor and Mayor of Honolulu C&C). These reports would not be judgmental but would allow citizens to form their own evaluation of the elected officials' performances. It is also important to get this information widely disseminated through the media and other forums.

Process: The group will define the measures of accountability according to the nine issues identified through the POP Community Issues Conferences. We would meet with the Governor and Mayor to get agreement on these measures and track the accomplishments throughout 1995 and 1996. The group would continue to track the issues identified and produce reports on the Governor in 1997 and 1998.

Timeline: The group would meet and work on this project from February 1995 through August 1998.

Target dates:

May 1995 format or "architecture" of measures
December 1995: 1st report
July/August 1996 2nd report
July/August 1997
July/August 1998

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