



COALITION PROVISIONAL AUTHORITY  
BAGHDAD

INFO MEMO

March 30, 2004

FOR: THE ADMINISTRATOR  
FROM: Don Hamilton  
SUBJECT: Small Focus Group on TAL, LEC Logos and Ministry of Electricity

On March 28, a nine-member, male-only focus group had some interesting observations on the TAL. This info memo does not address logo issues. The group was one-third Christian and unusually pro-American.

- The anti-TAL campaign has force. One member could cite his opposition to "Paragraph C of Article 61" but did not know the content of the paragraph. (2/3's/3 governates),
- Persuasive you men are going door-to-door to collect anti-TAL signatures.
- This group said they thought the anti-TAL brochure they were shown was "unconvincing" and the product of Islamic organizations.
- The idea that the TAL is "anti-Islam" has strong resonance.
- TAL is recognized as the first step in to Iraqi democracy and the departure of CF.
- Iraqiya is seen as improving, but none could name a time when information programming (apart from the news) was broadcast. I have spoken to Kristin Whiting about scheduling the TAL infomercials at established times each day.
- Poor electrical service attributed more to old equipment and stolen parts than the earlier CPA-is-punishing theory.

ATTACHMENTS: IRI Focus Group Report  
Distribution List

COORDINATION: NONE