

June 9, 1988

FROM: Californians Against Unfair Tax Increases, a committee sponsored by the tobacco industry

RE: Analysis of radio spot for the Cigarette and Tobacco Tax Initiative

SPOT: #4 - GARDEN

ANALYSIS:

Paid for by Californians Against Unfair Tax Increases, a committee of the tobacco industry.

Californians Against Unfair Tax Increases, a committee sponsored by the tobacco industry, is a California nonprofit corporation and authored and paid for this spot. This corporation has editorial control over all its spots and is registered with the California Secretary of State as a political committee. The Federal Communications Commission requires advertising to be identified by the "person" (entity) paying for it or furnishing it. (47 U.S.C. 317(A)(1); 47 C.F.R. 73.1212(a).)

- Hmmm. . . I like to come out here and sit in my garden when I need to get some really serious thinking done.

Introduction.

- Like right now . . .
oh, I don't know, I'm
feeling sort of
betrayed. Opinion.

- You see, some months
back I saw that
petition for a tax
proposition on the
November ballot . . .
and I almost signed it. Opinion.

- The promoters said it
would tax tobacco to
raise money for health
research. Proponents' written
statements say: "The funds
would go to research on
cancer, lung, heart and
other tobacco related
diseases;" and "\$30
million will go to
research to cure cancer,
lung and heart disease
and other tobacco related
diseases."

- Well, glad I didn't
sign it cause it turns
out that research would
get only pennies of
each dollar. Proposed Revenue and Tax
Code § 30124(b) of the
initiative language states
that research will receive
5% of the Cigarette and
Tobacco Products Surtax
Fund, or only five cents
of every dollar.

- Biggest chunk would go
to the promoters behind
the proposition. The letterhead
organizations of the
proponents' campaign
committee, and their
individual members, would
qualify to receive most,
if not all, funds from the
Cigarette and Tobacco
Products Surtax Fund
created if Revenue and Tax
Code § 30122 (b) is
enacted into law by this
initiative.

- Well, I think that's a self-serving ripoff. Opinion.
- Particularly since most of the money from that November tax proposition would come from working people. Numerous newspaper articles and studies agree that excise taxes on tobacco products are unfair because they are regressive and fall disproportionately on middle and low income groups.
- Well I was almost tricked into signing that petition. Opinion.
- But I'm voting against that tricky tax proposition come November. Opinion.

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For copies of the Cigarette and Tobacco Tax Initiative, proponents' documents, studies or other documents referred to above, please contact Chip Nielsen, Esq. or Diane Elan Wick, Esq., Nielsen, Merksamer, Hodgson, Parrinello & Mueller, 650 California Street, Suite 2650, San Francisco, California 94108, (415) 989-6800, legal counsel for Californians Against Unfair Tax Increases.