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FILE NUMBER

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: #1 - QUIZ

ANALYSIS:

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

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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).)

- Well dear, you ready  
- for your morning quiz?

Introduction.

- I'm not even ready to  
open my eyes.

Introduction.

- I can tell. You just poured juice in your coffee cup. Introduction.
- Oh, so I did. Oh, it's not bad. Introduction.
- Oh boy. Introduction.
- Okay, what's the quiz? Introduction.
- You know that tax proposition on the November ballot? The Secretary of State certified the Cigarette and Tobacco Tax Initiative for the November 8, 1988 statewide election ballot on June 1, 1988.
- Which tax proposition on the November ballot? Introduction to next sentence.
- The one they say taxes 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."
- They say? Introduction to next sentence.
- They say it's 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."
- It's not? Introduction to next sentence.

- No, no, only pennies of each dollar go to research.

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.
- Oh, and the rest?

Introduction to next sentence.
- The biggest chunk goes 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.
- Free enterprise at work.

Opinion.
- And guess where the money comes from?

Introduction to next sentences.
- Mmm, I don't know. Topeka, Kansas?

Introduction to next sentences.
- No.

Introduction to next sentences.
- Fargo, North Dakota?

Introduction to next sentences.
- No. The money would come from working families.

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.

