

**CALIFORNIANS AGAINST UNFAIR TAX INCREASES
CHART OF ACCOUNTS**

MANAGEMENT

5101	Townsend & Company Fees	\$	270,000
5102	Phones		6,000
5103	Travel		6,000
5104	Miscellaneous Expenses		<u>3,000</u>
		\$	285,000

PAID BROADCAST ADVERTISING

5201	TV Production/Ailes	\$	470,000
5202	Radio Production/Ailes		106,000
5203	Ailes' Production Fees		50,000
5204	Larson Production Fee		25,000
5205	TV Buys (Net)		5,413,500
5206	Radio Buys (Net)		2,652,000
5207	Cable TV Buys (Net)		820,000
5208	Ailes Commission		958,206
5209	Townsend Commission		345,000
5210	Action Media Commission		55,794
5211	Miscellaneous Expenses		<u>25,000</u>
		\$	10,920,500

PRINT/OUTDOOR ADVERTISING

5215	Newspaper/Magazine Ads (Net)	\$	21,000
5216	Slide Cards		300,000
5217	Billboards (Net)		209,000
5218	Townsend Commissions		<u>45,000</u>
		\$	575,000

DIRECT MAIL

5220	McNally Fees and Commissions	\$	50,000
5221	Townsend Commissions		30,000
5222	General Literature Production (Net)		180,000
5223	General Literature Postage		20,000
5224	Targeted Direct Mail Production (Net)		175,000
5225	Targeted Direct Mail Postage		70,000
5226	GOTV Production (Net)		100,000
5227	GOTV Postage		30,000
5228	Miscellaneous Expenses		<u>4,000</u>
		\$	659,000

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FREE MEDIA

5301	Raimundo Fees	\$	45,000
5302	Townsend & Company P.R. Dept. Fees		60,000
5303	Oglivy & Mather Fees		45,000
5304	Phones		9,000
5305	Travel		10,000
5306	Printing		15,000
5307	Miscellaneous Expenses		<u>5,000</u>
		\$	189,000

ISSUES RESEARCH

5401	Benchmark Research Group (Rodota) Fees	\$	36,000
5402	Phones		6,000
5403	Travel		6,000
5404	Miscellaneous Expenses		9,000
5405	Research Consultants		<u>27,000</u>
		\$	84,000

SURVEY RESEARCH

5501	Tarrance & Associates Fees	\$	185,000
5502	Phones		2,000
5503	Travel		<u>13,000</u>
		\$	200,000

FIELD/OUTREACH

5601	Basler Fees	\$	24,000
5602	Steve Presson Fees		11,000
5603	Field Representatives (5)		41,000
5604	Clerical Support (5)		46,000
5605	Office Space		22,000
5606	Phones		33,000
5607	Travel		20,000
5608	Office Equipment/Furniture		23,000
5609	Office Supplies		7,500
5610	Mike Allen Fees and Expenses		42,000
5611	Special Consultants		83,000
5612	Miscellaneous Expenses		<u>10,000</u>
		\$	362,500

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LEGAL/ACCOUNTING

5701	Nielsen, Merksamer, et al. Legal Fees	\$	120,000
5702	Nielsen, Merksamer, et al. Legal Expenses		20,000
5703	Nielsen, Merksamer, et al. Reporting Fees		35,000
5704	Nielsen, Merksamer, et al. Reporting Expenses		5,000
5705	Litigation		<over budget item>
		\$	180,000

SPECIAL CONSULTANTS

5801	Khachigian Fees and Expenses	\$	75,000
5802	Merksamer Fees and Expenses (Est.)		100,000
5803	Tarrance Fees and Expenses (Est.)		14,000
5804	Mike Allen Fees (if required)		20,000
5805	Additional Consultants		<u>-0-</u>
		\$	209,000

TOTAL:

\$ 13,564,000*

* Because of math error in previously submitted budget, approved budget is \$13,377,800.

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