

# Californians for Common Sense

22 BATTERY STREET, SUITE 404, SAN FRANCISCO, CALIFORNIA 94111 • (415) 392-3304

## M E M O

May 4, 1978

To: Directors,  
Californians for Common Sense

From: Woodward & McDowell

Re: Campaign Update

We are happy to report that final approval of press statements has been completed and the appointment of John F. Henning and Houston I. Flournoy as co-chairmen of the Californians for Common Sense campaign will be announced in a statewide news release for publication on Monday, May 8. (A copy will be sent to each of you).

### Nutshell backgrounds:

HENNING -- executive secretary-treasurer of the California Labor Federation (AFL-CIO), regent of the University of California, former U. S. Undersecretary of Labor (Kennedy administration) and former ambassador to New Zealand (Johnson administration). He is California's No. 1 labor official.

FLOURNOY -- Dean of the University of Southern California Center for Public Affairs, 1974 Republican candidate for Governor, former state legislator and twice elected California State Controller.

The political balance between Democrat Henning and Republican Flournoy is delicate as well as impressive and all of us must keep the nature of this bipartisan leadership in mind. CCS, of course, is prohibited from contributing to any candidate, but if one of our principal supporters -- such as a tobacco company -- makes a contribution to a political party or candidate in California, our co-chairman of the opposite party will publicly withdraw from our campaign immediately.

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We are continuing to fill out our professional campaign staff -- particularly in Southern California.

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John Cinquemani & Associates has been retained to obtain endorsements for the vote-no campaign from organized labor and political figures in the Los Angeles area. Cinquemani is a veteran in the labor-political arena and is working in close coordination with David Jenkins, our No. 1 labor contact representative who is based in the San Francisco office. Jenkins's activities encompass the entire state.

The Bud Porter organization, headquartered in San Diego, has been retained for recruitment of public officials, community leaders and organizational endorsements in Orange, San Diego, San Bernardino, Riverside and Imperial Counties.

These five southernmost counties contain more than 2,000,000 registered voters.

We also are negotiating for the services of other Southern California campaign professionals who will be available after the June 6 primary election.

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On Saturday, May 6, the first indoctrination meeting of tobacco family grass roots volunteers will be held in Los Angeles under the direction of Dennis Loper.

Volunteer action plans will be explained and the troops rallied with emphasis on the how-to-do-it aspect of their participation in the grass roots action. From the nucleus of those attending this session, the volunteer activity will be expanded with focus on recruitment of others for volunteer assignments.

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Our list of opinion-influencing leaders who have consented to public use of their names in opposition to the smoking prohibitions proposition is growing.

Prominent recent additions include:

Assemblyman Willie L. Brown, Jr., (D-San Francisco), chairman of the Assembly Revenue and Taxation Committee and the most prominent black legislator in the West.

Senator John F. Foran (D-San Francisco), a leading legislator who also is a member of one of the most politically-active law firms of the Bay Area.

Assemblyman Vincent Thomas (D-San Pedro), dean of the California Legislature.

Dale Marr, business manager of Operating Engineers Local 3 -- the largest local of any union in the world.

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UNION-INDUSTRY SHOW, Los Angeles Convention Center, May 12-17 -- Plans and materials are complete for the large Californians for Common Sense booth that will operate throughout the show with a staff of attractive hostesses on hand to distribute literature and welcome visitors.

Any of your personnel who would like to attend the labor leadership cocktail party in the downtown Los Angeles Hilton Hotel (from 10 p.m. to midnight opening night, May 12) will be welcome. Merely have them identify themselves to a CCS staffer at a table at the entrance.

For company personnel needing admission tickets to the show: Please communicate their names to Ed O'Connor in the CCS Southern California headquarters, Suite 614, 6151 West Century Boulevard, Los Angeles, California 90045, (213) 641-2051 and tickets will be waiting for them in the Convention Center box office.

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MAY 8 1973  
A. J. STEVENS

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