

**Californians for
Common Sense**

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

M E M O

July 8, 1978

TO: Directors,
Californians for Common Sense

FROM: Woodward & McDowell

RE: CCS Staff Assignments

DEPUTY CAMPAIGN DIRECTOR

Michael D. Meyers (HQ: Los Angeles)

Meyers, who splits his time between Los Angeles and San Francisco, serves as deputy to Dick Woodward and Jack McDowell. He has responsibility for immediate supervision of field staff operations and participates in campaign management policy and strategy decisions and execution.

LABOR TEAM

David Jenkins { HQ: San Francisco
Susan Trommald {
John Cinquemani { HQ: Los Angeles
Carol Marcuse {
Richard Browne { HQ: Sacramento

1. Secure endorsements from key labor officials, political leaders and public officials.
2. Distribute labor-oriented pamphlets (approximately 375,000) to local union halls.
3. Solicit and monitor endorsements from local and statewide labor organizations.
4. Make recommendations on advertising in labor publications.
5. Supervise mechanics of CCS participation in union slate cards.

File # J. Rand, CPA, Treasurer, Californians for Common Sense

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LABOR TEAM (cont'd)

6. Assist in securing key endorsements in Black and Chicano communities for direct mail program.
7. Assist in securing key individual endorsements of public interest group leaders.
8. Assist, if necessary, in securing endorsements from Republican and Democratic County Central Committees.
9. Jenkins will continue his work with agricultural community leaders.

NOTE: Dick Brown, currently on sick leave, is expected to return shortly.

REGIONAL COORDINATORS

Solem & Associates	(HQ: San Francisco)
Winner/Wagner & Associates	(HQ: Los Angeles)
Bud Porter	(HQ: San Diego)

1. Secure endorsements from county and city officials:
 - County supervisors
 - Sheriffs
 - District attorneys
 - County administrators
 - Mayors
 - City council members
 - City managers
 - Police chiefs
 - Fire chiefs
2. Move campaign material through local police and similar organizations.
3. Secure endorsements from key leaders in Black, Chicano and Jewish communities for the direct mail program.
4. Secure endorsements of individuals in leadership positions of various public interest groups. Attention is focused on:
 - Environmental movement
 - Consumer groups
 - League of Women Voters
 - Common Cause
 - AAUW
 - Women For
 - ACLU
 - California Tomorrow
 - CCEEB
 - PCL

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REGIONAL COORDINATORS (cont'd)

5. Monitor and solicit endorsements from Republican and Democratic State Central Committees.
6. Assist in the training and supervision of the Voter Contact Program.

WINNER/WAGNER & ASSOCIATES

In addition to their responsibilities as regional coordinators, Winner/Wagner also has these assignments:

1. Supervision of the endorsement program for Southern California Black, Chicano and Jewish communities.
2. Securing endorsements of CPDA, PORAC and PPOA.
3. Monitoring, on a statewide basis, various public interest groups mentioned previously. Although most of these organizations do not endorse state ballot propositions, Winner/Wagner will confirm the neutrality of these groups.

BUD PORTER

In addition to his regional coordinator responsibilities, Porter also has these assignments:

1. Work with Winner/Wagner in securing the endorsement of CPDA.
2. Securing the public endorsement and, hopefully, financial contribution from the California Real Estate Association.
3. Develop contacts with state and local Building Trades Councils.

RURIC TODD (HQ: San Francisco)

Todd's primary responsibility is the business community on a statewide basis. Among those with whom he has established contact:

- State Chamber of Commerce
- National Federation of Independent Businessmen (NFIB)
- California Manufacturers Ass'n
- California Taxpayers Ass'n
- L.A. and Bay Area Public Affairs Councils
- Individual corporation executives

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RURIC TODD (cont'd)

Todd also has contacted and arranged follow-ups with:

- Hotel and Motel Association
- Calif. Life Insurance Association
- Calif. Newspaper Publishers Ass'n
- Security Industry Ass'n
- Calif. District Attorneys Ass'n
- Northern Calif. Bowling Proprietors Ass'n
- California Savings and Loan League
- California Bankers Ass'n
- Calif. Council, AIA
- California State Bar
- Calif. Society of CPA's
- Northern Calif. Motor Car Dealers Ass'n
- Outdoor Advertising Ass'n of Calif.
- Shell Oil Company

Todd also is following up on tobacco company-provided contacts and, as the campaign progresses, will intensify his contacts with major corporations.

ANNI WILLIAMS (HQ: Los Angeles)

Supervisor of the Voter Contact Program. She has completed copy of a Voter Contact Manual which provides details for the preparation, operation and follow-up functions for volunteers handling literature distribution, coffee klatches, receptions, "Dear Friend" cards and display of signs.

JAMES KNAPP (HQ: Los Angeles)

Speakers Bureau supervisor. He has prepared a detailed manual for Speakers Bureau volunteers, is conducting a recruiting program and soon will start an active program soliciting appearances for our speakers, all of whom will attend a training and orientation session. Key speakers for broadcast appearances in the Los Angeles and San Francisco markets already are functioning.

TOBACCO FAMILY/VOTER CONTACT

Dennis Loper	(
Bonnie Hulse	(HQ: Sacramento
Chris Zimnoch	(
Lee Braly	(HQ: Los Angeles

1. Distributor and vendor participation
2. Retailers literature and signs program

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TOBACCO FAMILY/VOTER CONTACT (cont'd)

3. Inventory of tobacco family employees
4. Assistance in scheduling and operation of Voter Contact Program training sessions.

CHARLES WARN (HQ: Los Angeles)

1. Assistant to Deputy Director Meyers
2. Supervision of constituent group activities
3. Supervision of literature distribution to law enforcement and other groups
4. Supervision of political endorsements (Democratic State and County Central Committees)
5. Provide assistance to Ric Todd

PRESS

Edward O'Connor (HQ: Los Angeles)
Patricia Cameron (HQ: San Francisco)

Both work with Jack McDowell in preparation of news releases, news media relations and contact with key media personnel

SECRETARIAL

Kathi Reynolds (HQ: San Francisco)

Office manager, State Headquarters. Confidential campaign secretary to McDowell

Lyn Randall (HQ: San Francisco)
Marcia Herman (

Secretarial, phones, telecopiers

Judy Finlayson (HQ: Los Angeles)

Secretarial, phones, telecopier

Michael Cutt (HQ: Los Angeles)

Gopher

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