

**MEMORANDUM**

July 21, 1992

**TO:** T.I. Management Committee  
**FROM:** Robert S. McAdam  
**RE:** Initiative Update

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What follows is a summary of recent activities in the various states where initiatives are pending.

**COLORADO:**

Proponents of the 35 cent initiative have not appeared before the Secretary of State to have their petition certified for circulation. With only three weeks remaining for signatures to be gathered, it appears practically impossible for the proponents to gather enough signatures to qualify this initiative for the ballot this year. It appears certain that we will not have to fight an initiative in this state this year.

**NEBRASKA:**

The narrow margin of signatures submitted by the proponents of this initiative leads us to believe that through diligent efforts to disqualify signatures, we may be able to avoid facing this issue on the ballot this year. To that end, our legal team continues to focus on issues that can be raised in court that would result in this issue being stricken from the ballot. In the interim, we are working with Pancho Hays to use the computer program established for the Colorado effort to compare petition signatures with voter registration records with the hope that we will find enough incorrectly validated signatures to disqualify the petition.

We are currently awaiting the verification of signatures from the various county clerks. This process should be complete in a maximum of 40 days at which time we have a specific period of time to challenge their findings. At that point in time, when petitions become available for our use, we will launch the comparison.

We are also beginning to assemble a campaign organization should the disqualification effort prove unsuccessful. While we are looking for an on-site manager, we are also considering using Mark Nelson from Oregon to oversee the total campaign. A budget and campaign plan are being developed at this time.

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**ARKANSAS:**

Our review of the petitions submitted by the proponents of the initiative has yielded some clear mistakes made by both circulators and by the notaries used to verify the circulator signatures. We are in the process of trying to quantify the depth of error to determine whether or not we have enough to disqualify their effort. Absent any information which disqualifies the proponents on the face of their effort, it is likely that the Secretary of State will grant the proponents a "cure period" during which time they will have the opportunity to gather additional signatures to meet the required total.

In preparation for the campaign, we are beginning to define our media messages and are preparing television and radio concepts for consideration in the near future. Following our selection of these concepts, we will schedule focus groups to test their validity.

We are also beginning to assemble the voter lists for the future direct mail effort. Our efforts to recruit various coalition partners are ongoing.

**MASSACHUSETTS:**

We are now in the middle of various campaign tactics that are necessary for the fall campaign.

First, we are attempting to recruit a media consultant that will be appropriate for our purposes in Massachusetts. I have met with several and will be making a recommendation once I have reviewed their proposals.

Second, we are aggressively approaching our coalition building aspect of the campaign, that will expand our grass roots base, as well as give us the appropriate political cover.

Third, the labor development program continues with the State Fed. President touring the state, meeting with editorial boards concerning the lack of fairness in the state tax code and the unfairness of this proposed excise tax.

Fourth, we are assembling the voter lists for a rather aggressive direct mail effort for the fall. The complexity of the coalition we need to achieve victory is such that mail will comprise a more significant portion of the campaign effort that we have done in other races.