

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE, IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

68508 9 9 2 1

51

TARGET DATE

CALIFORNIANS FOR COMMON SENSE

TOBACCO FAMILY

-1-

April 1-10

Distribution of requested Q & A materials to
California distributors and vendors.

April 10

Tobacco companies report to Jack Kelly on:

- (1) Names and responses of CEO's contacts with
suppliers of goods and services.
- (2) Names and responses of company executives'
contacts with California business and pro-
fessional leaders.

April 17

Initial CCS speakers bureau spokesmen in
place for major media markets.

CATCD officers and staff continue personal contacts
with distributors regarding financial contributions
and recruitment of their employees and families for
literature distribution, women for coffee hours,
phone bank personnel and talent for speakers bureau
volunteers.

April 25

Tobacco companies provide to Jack Kelly lists of
celebrities contacts that might be considered for
use in advertising.

April 26

Publicity program begins:

- (1) Announcement of statewide CCS Advisory
Committee co-chairmen.
- (2) Beginning of on-going statewide and regional
publicity of endorsements by key California
community, industrial, labor, medical,
governmental, ethnic and others of the "Vote
No" position. Each will be quoted on why he
or she opposes the proposition.
- (3) Major releases devoted to reports of fiscal
impact on private sector, impact on taxpayer
costs, significant organization endorsements, etc.

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE. IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

68508 9 9 2 2

TARGET DATE

CALIFORNIANS FOR COMMON SENSE

TOBACCO FAMILY

-2-

Late April, May	Focus Group Studies	
Week of April 24	ERA report on taxpayer fiscal impact report due.	
April, May, June, July	CCS field staff concentrates on endorsements for "Vote No" campaign by political and community leaders, associations, and organizations.	
May 1		Companies will provide computer tapes of lists (California premium buyers, visitors, etc.) to Jack Kelly for direct mail (see June 15).
May 1-15	Letters co-signed by Henning and Flournoy go to California public officials seeking endorsement and support.	
May 1-31	Mailing of literature and remit envelopes to company provided lists (premium buyers, etc.)	Tobacco company sales personnel will contact direct sales customers seeking endorsements, literature distribution, financial contributions and speakers bureau volunteers.
May 1-31		Company representatives will recruit employees and families for literature distribution, women for coffee hours, phone bank volunteers.
May 12-17	CCS booth operation at Union-Industries Show, Los Angeles Convention Center. Young women will staff the 10' X 40' booth area. Appropriate panels will display strong campaign points on walls. Chairs and literature tables will be provided. 500,000 pamphlets with perforated tear-out sign-up cards (postage free business reply) will be on hand. Contribution envelopes will also be available.	Outline of voter contact programs will be available to company representatives for recruitment purposes.

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE. IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

68508 9 9 2 3

TARGET DATE

CALIFORNIANS FOR COMMON SENSE

TOBACCO FAMILY

-3-

May 12-17 (continued)	We will be in touch with major donors through Jack Kelly soon on plans for a labor leader cocktail party to be held May 12.	
May	Make early reservations of television and radio time and outdoor (billboards, transit signs, etc.) space for summer and fall use.	
Early May	CCS counsel, armed with Minnesota study and ERA public sector fiscal impact study confer with Legislative Analyst re voter handbook fiscal impact analysis.	
May 15	Speakers bureau should be fully organized and operational. Solicitation of speaking engagements and scheduling will be under way with a full-time staffer in charge.	
May 16	Major Donor Group meeting, Washington	Major Donor Group meeting, Washington (Final pre-election meeting outside California).
May 20 - June 10		Distributors, vendors and company representatives should complete rosters of volunteer employees and families for voter-contact assignments.
June-July	Visits to news media executives seeking "Vote No" endorsements.	Manuals for voter contact programs will be available.
June 12		Begin distribution of campaign literature to retail outlets via distributors, vendors and company sales staffs.
June 15	Major Donor Group meeting, San Francisco	Major Donor Group meeting, San Francisco
Mid-June	800 phone interview panel-back survey	

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE. IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

685089924

TARGET DATE	CALIFORNIANS FOR COMMON SENSE	TOBACCO FAMILY
June 29	Final day for legislative measures or initiative propositions to qualify for November ballot.	
June 30	November ballot proposition numbers assigned and announced by Secretary of State. Final day for initiative proponents to submit voter handbook arguments to Secretary of State. (CCS will submit opponents' arguments on or about this date).	
July 1	CCS public campaign title will change to: CALIFORNIANS FOR COMMON SENSE/VOTE NO ON PROPOSITION X (Corporate name remains unchanged)	
July 1- October 28	Neighborhood coffee hours for voter contact, literature to retail outlets via distributors, vendors and company sales staffs.	Neighborhood coffee hours for voter contact, literature to retail outlets via distributors, vendors and company sales staffs.
July 10	Final day for submission of opponents' arguments to Secretary of State.	
July 11	Final day for Attorney General to provide official ballot propositions titles, summaries and for Legislative Analyst to submit public fiscal impact analyses to Secretary of State.	
July 15	Begin letters-to-editors program.	Begin letters-to-editors program.
July 20	Final day for submission of rebuttal arguments to Secretary of State for voter handbook.	

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE. IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

68508 9 9 2 5



TARGET DATE

CALIFORNIANS FOR COMMON SENSE

TOBACCO FAMILY

- 5 -

Mid-August	Phone bank concept will be pre-tested to determine if program should be canvass-oriented or message-oriented.	
Late-August	800 phone interview "brushfire" survey.	
September 11- November 7	Phone bank and door-to-door canvassing. Neighborhood literature distribution.	Phone bank and door-to-door canvassing. Neighborhood literature distribution.
October 15- November 6	Organize and activate Get-Out-the-Vote effort, utilizing employees and their families of the companies, CATCD and vendors.	Organize and activate Get-Out-the-Vote effort, utilizing employees and their families of the companies, CATCD and vendors.
October 1- November 6	Nightly tracking survey of 200 phone interviews.	
November 7	Election Day. Massive door-to-door and phone bank Get-Out-the-Vote operation, focusing on turning out voters who have been identified as favorable through the literature drops, phone bank and door-to-door canvassing programs.	Election Day. Massive door-to-door and phone bank Get-Out-the-Vote operation, focusing on turning out voters who have been identified as favorable through the literature drops, phone bank and door-to-door canvassing programs.