

# The tobacco industry: How it snuffed out Proposition 2

million campaign—the most expensive in California history — by gathering support from the tobacco industry. We found that there was a law-intentionally designed to keep the industry from advertising in California newspapers. The tobacco industry began mapping out its strategy to take advantage of the Prop. 2 to 70 percent. The goal: raise public awareness on the advertising campaign. The industry separated its advertising campaign into three phases. "Find the enemy, focus on the regulators and read the fine print," said [redacted] in the industry campaign slogan for the industry.

"When IEE visited the battleground first smoking to government in Prop. 21 environment to our advantage." The tobacco industry began mapping its campaign. The goal: raise public awareness on the advertising campaign. The industry separated its advertising campaign into three phases. "Find the enemy, focus on the regulators and read the fine print," said [redacted] in the industry campaign slogan for the industry.

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Exhibit M

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