

June 9, 1988

FROM: Californians Against Unfair Tax Increases, a committee sponsored by the tobacco industry

RE: Analysis of radio spot for the Cigarette and Tobacco Tax Initiative

SPOT: #3 - CAR

ANALYSIS:

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Paid for by Californians Against Unfair Tax Increases, a committee of the tobacco industry.

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Californians Against Unfair Tax Increases, a committee sponsored by the tobacco industry, is a California nonprofit corporation and authored and paid for this spot. This corporation has editorial control over all its spots and is registered with the California Secretary of State as a political committee. The Federal Communications Commission requires advertising to be identified by the "person" (entity) paying for it or furnishing it. (47 U.S.C. 317(A)(1); 47 C.F.R. 73.1212(a).)

- Tell me something, Jan, did you sign the petition for that tax proposition for the November ballot?

Introduction.

- Oh, which tax proposition for the November ballot?

The Secretary of State certified the Cigarette and Tobacco Tax Initiative for the November 8, 1988 statewide election ballot on June 1, 1988.

- The one they say will tax tobacco to raise money for health research.

Proponents' written statements say: "The funds would go to research on cancer, lung, heart and other tobacco related diseases;" and "\$30 million will go to research to cure cancer, lung and heart disease and other tobacco related diseases."
- No, but I thought about it.

Opinion.
- How about you?

Introduction to next sentence.
- Not on the longest day I ever lived.

Opinion.
- Why Jackie?

Introduction to next sentence.
- It would raise all that money for health research.

Proponents' written statements say: "The funds would go to research on cancer, lung, heart and other tobacco related diseases;" and "\$30 million will go to research to cure cancer, lung and heart disease and other tobacco related diseases."
- Well, that's what I thought at first.

Opinion.
- But didn't it say that . . .

Introduction to next sentence.
- Actually, only pennies of each dollar would go to research.

Proposed Revenue and Tax Code § 30124(b) of the initiative language states that research will receive 5% of the Cigarette and Tobacco Products Surtax Fund, or only five cents of every dollar.

- Oh, and the rest? Introduction to next sentence.
- The lion's share would go to those promoters behind that November tax proposition. The letterhead organizations of the proponents' campaign committee, and their individual members, would qualify to receive most, if not all, funds from the Cigarette and Tobacco Products Surtax Fund created if Revenue and Tax Code § 30122 (b) is enacted into law by this initiative.
- Well, they fooled me. Opinion.
- And you know where most of the money would come from? Introduction to next sentence.
- Not the millionaires. Opinion.
- Working families. Numerous newspaper articles and studies agree that excise taxes on tobacco products are unfair because they are regressive and fall disproportionately on middle and low income groups.
- And go to the promoters. The letterhead organizations of the proponents' campaign committee, and their individual members, would qualify to receive most, if not all, funds from the Cigarette and Tobacco Products Surtax Fund created if Revenue and Tax Code § 30122 (b) is enacted into law by this initiative.
- It's a ripoff. Opinion.

- They really fooled a lot of us. Opinion.
- But, we'll stop their scam in November. Opinion.
- Ah, speaking of "stop" Jackie, that's a red light up there . . . Concluding small talk.
- Whoops. . . Concluding small talk.

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For copies of the Cigarette and Tobacco Tax Initiative, proponents' documents, studies or other documents referred to above, please contact Chip Nielsen, Esq. or Diane Elan Wick, Esq., Nielsen, Merksamer, Hodgson, Parrinello & Mueller, 650 California Street, Suite 2650, San Francisco, California 94108, (415) 989-6800, legal counsel for Californians Against Unfair Tax Increases.