

## BOX 1

**Proposition 99 - 1988** - Campaign Ex. Comm., budget, polling, press, Am. Lung Assoc. of CA (ALAC) action and memos, VHS of 2 pro and 2 con TV ads, campaign materials, post 99 implementation options, implementation legislation AB 75 (1990) and AB 99 & SB 99 (1991)

## BOX 2

**Tobacco Control Legislation (1991 - 1996)** Prop. 99 implementation + diversions (CHDP, AIM, MRMIB), Leg. Counsel Opinion, Smoke-free Capitol, workplaces (AB 13), free cigarettes, Coalition to Save Prop. 99, press, tobacco tax increase proposal - 1992, Project 90, Synar Amendment

## Box 3

**Lawsuits** - Ballot, Media \$, Diversions, Governor Wilson response  
**Post Lawsuit Campaign** - Coalition to Restore Prop. 99 "Keep the Promise to Our Kids" - 1996 PR contracts, Editorial Board meetings, CA Medical Assoc., press,  
**Robert Wood Johnson Foundation - Smokeless States Grants 1994-2000**  
Nobacco News, Grant Review Committee correspondence, multi-year grant summaries, National Conference "Creating Statewide Tobacco Control Programs After Passage of a Tobacco Tax" 1997

## Box 4

**No on 188 - Stop Philip Morris Campaign (1994)** Exec. Comm., budget, press, petition controversy, Senate hearing, analysis, campaign materials/mailings including "Wellness" ads, Fairness Doctrine  
VHS (4) - *Initiative Signatures Controversy 6/94 CNN*;  
*"Newscast - Channel 3, Sacramento 9/14/1994*;  
*"This Week in Sacramento" ½ hr. debate - Dan Walters, Carolyn Martin, Lee Stitzenberger for Philip Morris*;  
*Dr. C. Everett Koop ad.*

## **Box 5**

### **TEROC (Tobacco Education & Research Oversight Committee 1990-1994**

Correspondence, Local Coalition Report,- 1992; Revolt Against Tobacco Conference – 1992; press packet; TEROC notebook, newsletters

**Prop. 99 History** – Novotny - 1994, comments on Glantz manuscript, memos

**Smokefree Workplaces – Implementation** – VHS “*Bar Profits – Up in Smoke?*” Communications Kit – 1998; Impact 1999; Case Study 2001

**Prescription for Change** - CA Pharmacies project – 1999-2001

**Educating Key Opinion Leaders** – Sacramento Regional grant project & Sacramento Lung Assn. materials

**Seize the Initiative** – National training on passing tobacco tax initiatives – RWJ – 1993

## **Box 6**

**Department of Education** – Reports 1991-1995; publications, evaluation, memos to TEROC

### **VHS -**

\*6 video tapes of media including radio from CA Dept of Health

\* “*California’s Revolt Against Tobacco*” - GASP of Colorado

\*Proposition 10 – 1998 – 1 tape of “Yes” ads and 1 tape of “No” ads

\*Local Licensing – DHS – 2004

\*Television ads for Tobacco/History

**1 box of color slides** from American Lung Assn. of CA – Tobacco Control Program activities – 1991-1994.

### **3 Books**

Tate, Cassandra, Cigarette Wars, Oxford University Press, 1999

Pope, Tara Parker, Cigarettes – Anatomy of an Industry, The New Press, 2001

Wagner, Susan, Cigarette Country, Praeger Press, 1971.

CA Tobacco Education Program media campaign file, 1990-91

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**Box 7**

Press conference, February 20, 1992

“Freedom from smoking” TV campaign, 1991

Speeches Prop. 99, 1990-1991

Tobacco Education Oversight Committee, press conference, January 1991

Prop. 99, Governor’s budget, 1989-1990

Lawsuit, 1994