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## Inventory of the Braun & Company Records

Processed by David O'Brien

California State Archives

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## Inventory of the Braun & Company Records

### Collection number: C100

California State Archives  
Office of the Secretary of State  
Sacramento, California

Processed by:

David O'Brien

Date Completed:

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Encoded by:

Sara Kuzak

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### Descriptive Summary

**Title:** Braun & Company Records

**Dates:** 1936-1988

**Collection number:** C100

**Creator:** Braun & Company

**Collection Size:** 13 cubic feet

**Repository:** California State Archives

Sacramento, California

**Abstract:** The Braun & Company records span the years 1936 to 1988 and contain 13 cubic feet of textual records, as well as several media items, such as audiocassettes, film reels, and computer diskettes. Researchers interested in political strategy, especially in initiative campaigns, will find much of value in this collection. Many of the textual records are internal memoranda between Braun & Company and the various organizations and candidates for whom they worked. These memoranda often discuss campaign strategy, media planning, fundraising, and other important aspects of political campaigns.

**Physical location:** California State Archives

**Languages:** Languages represented in the collection: English

### Access

Collection is open for research.

### Publication Rights

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### Preferred Citation

[Identification of item], Braun & Company Records, C100.[series number], [box and folder number], California State Archives, Office of the Secretary of State, Sacramento, California.

### Acquisition and Custodial History

The California State Archives acquired the records of Braun & Company through a donation.

### Administrative History

Braun & Company Business and Public Relations Consultants was founded in 1930 by T.W. Braun. Upon its incorporation as a California corporation in 1936, it listed its primary purpose as "to promote, manage, aid, advise and assist, financially or otherwise, corporations, copartnerships, joint stock companies, syndicates, trustees, associations and individuals..." By the 1970s, Braun listed its primary services offered as financial and investor relations, governmental relations, public affairs, business and marketing counsel, and media relations. The main offices of Braun & Company were located in Los Angeles, but other offices were in San Francisco, New York, and Washington, D.C. Among the prominent political consultants who

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worked for Braun & Company over the years was Herb Baus, cofounder of the Baus and Ross political consulting firm. In politics, Braun & Company specialized in initiative campaigns; the first statewide initiative they worked on was Proposition 22 in 1936, and they continued for over fifty years. There was no noticeable ideological bent to which campaigns they chose; however, they were hired multiple times by organizations opposing local rent control policies, and favoring increased spending on emergency services such as police and firefighters.

The branch of Braun & Company assigned to political campaigns was formally known as Braun Campaigns, Inc.; however, in this collection the standard name Braun & Company is used.

### **Scope and Content**

The Braun & Company records span the years 1936 to 1988 and contain 13 cubic feet of textual records, as well as several media items, such as audiocassettes, film reels, and computer diskettes.

Researchers interested in political strategy, especially in initiative campaigns, will find much of value in this collection. Many of the textual records are internal memoranda between Braun & Company and the various organizations and candidates for whom they worked. These memoranda often discuss campaign strategy, media planning, fundraising, and other important aspects of political campaigns.

Of particular interest in this collection are local initiatives in Los Angeles which helped finance the establishment of the 911 emergency call system (Charter Amendment 1 of 1977), repealed the city's "prevailing wage" statute for city workers' salaries (which failed as Proposition O in 1978 but succeeded in 1983 as Charter Amendment 1), and reformed pension systems for city police officers and firefighters (Proposition G of 1980 and Charter Amendment H of 1982).

In addition to specific initiatives, Braun & Company worked on a number of local issue campaigns, in which their goal was simply to raise awareness of the issue in question and influence public opinion. These included medical malpractice reform (1975-1976), rent control (1977-1979), school integration (1978), and no-fault auto insurance (1980).

Although Braun & Company played a role in (unsuccessfully) opposing Proposition 13, the Jarvis-Gann initiative of 1978, the files contained in this collection are minimal. However, researchers will find in-depth material on Proposition 4, the so-called "Spirit of 13" initiative promoted by Paul Gann in 1979; and Proposition 9, the "Jarvis II" income tax reduction initiative of 1980. Despite working for the Proposition 13 opposition, Braun & Company was hired by Gann in 1979 to help qualify Proposition 4 for the ballot; they successfully opposed Proposition 9, however.

Also of interest is Proposition 9 of 1982, which would have authorized construction of the controversial Peripheral Canal to carry water from Northern to Southern California. Although Proposition 9 was defeated overwhelmingly, receiving just 37 percent of the vote, the issue is still being discussed and is among the most heated debates in California. The Proposition 9 files should be of interest to those researching the politics of water.

### **Indexing Terms**

The following terms have been used to index the description of this collection in the library's online public access catalog.

Braun & Company

Campaign management

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C100.01, Box  
1/1-Box 1/4

### **Series 1 Proposition 22 Files (Retail Store License) 1936**

**Physical Description:** 4 file folders

#### **Arrangement**

Arranged alphabetically by subject.

#### **Scope and Content Note**

Proposition 22 was a statewide initiative on the November 3, 1936 general election ballot which would have required retail store owners to obtain state licenses to operate such stores, and prescribed specific fees for such licenses. It failed by a margin of 44 percent in favor to 56 percent against. Braun & Company worked to defeat Proposition 22.

This series contains campaign material, weekly reports, and strategy memoranda. Background files consist of documents with information relating to retail sales statistics and taxation in California. Campaign material consists of brochures, fact sheets, and newspaper advertisements. Also included in this series are press releases and information regarding the "No on 22" radio campaign, and documents relating to Braun's strategy for the "No on 22" campaign, such as weekly reports and strategy memoranda.

C100.02, Box  
1/5-Box 1/11

**Series 2 Proposition 13 Files (College Exemption, Extension of) 1962**

**Physical Description:** 7 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 13 was a statewide initiative on the November 6, 1962 general election ballot which modified California law regarding property tax exemptions for private colleges and universities. Existing law exempted private institutions of higher education from paying property taxes on up to 100 acres of property. Proposition 13 lifted the 100-acre ceiling, exempting all property used exclusively for educational purposes. It passed by a margin of 72 to 28 percent. Braun & Company worked with the Association of Independent California Colleges and Universities (AICCU) to pass Proposition 13.

This series contains campaign organization and strategy files, interest group files, legislation, and media files. Campaign organization and strategy files consist of documents related to the organization and strategy of the Proposition 13 campaign, such as memoranda to campaign staff and volunteers, and recommendations to college faculty on how to promote Proposition 13 both among their colleagues and to their students. Endorsements consists of official documents of endorsement from organizations and individuals who endorsed Proposition 13. Of interest are statements of support from both Edmund G. Brown and Richard Nixon, the respective Democratic and Republican candidates in that year's gubernatorial election. Also included are legislation files, consisting of bills introduced in the California legislature regarding property tax exemptions for colleges and universities. Of particular interest is Senate Constitutional Amendment (SCA) 32, the legislation that became Proposition 13. Media files consist of press clippings, editorials from newspapers, radio and television, and press releases from the "Yes on 13" campaign.

C100.03, Box  
1/12-Box 1/15

**Series 3 Proposition 8 Files (Insurance Company Home Office Deduction) 1966**

**Physical Description:** 4 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 8 was a statewide initiative on the November 8, 1966 general election ballot which allowed insurance companies to deduct certain property taxes paid on their office buildings from their general state income tax. It passed by a margin of 57 to 43 percent. Braun & Company was hired by the Citizens Committee for Fair Taxation, the main organization supporting Proposition 8.

This series contains files from Braun & Company, campaign material, endorsements, and media files. Braun & Company files consist of minutes of two "Yes on 8" campaign strategy meetings and a memorandum showing public opinion poll results on Proposition 8. Campaign material consists of several "Yes on 8" postcards, brochures, advertisements, bumper stickers, fact sheets, and sample editorials. Endorsements consists of lists detailing which statewide newspapers and interest groups endorsed Proposition 8. Media files consist of press releases from the "Yes on 8" campaign, as well as newspaper and radio editorials arguing in favor of Proposition 8.

C100.04, Box  
1/16-Box 1/17

Series 4 **Proposition 14 Files (The Watson Initiative) 1972**

**Physical Description:** 2 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 14 (also known as the Watson Initiative, after its sponsor, Los Angeles County Assessor Philip E. Watson) was a statewide initiative on the November 7, 1972 general election ballot. It would have limited property tax rates and required the State to fund certain services, such as welfare and education, from revenue sources other than property taxes. It failed, receiving 34 percent of the votes in favor to 66 percent against. Braun & Company worked with Californians Against Higher Taxes to defeat the measure.

This series contains campaign material, which consists of postcards, brochures, fact sheets, advertisements, and a button from the "No on 14" campaign. Of particular interest are fact sheets showing how the campaign against Proposition 14 was targeted at specific demographic groups - young people, local government, agriculture, and churches. Also included is Braun's Report on the Campaign Against Proposition 14, an extensive report containing election results, the ballot language and arguments of Proposition 14, newspaper and radio editorials against Proposition 14, and other materials related to the campaign.

C100.05, Box  
1/18-Box 2/4

Series 5 **Proposition A Files (Rapid Transit Measure) 1974**

**Physical Description:** 5 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition A was a Los Angeles County initiative on the November 5, 1974 general election ballot which would have financed the construction and upgrade of several public transit systems within the county by increasing the local sales tax rate one cent per dollar. It failed by a margin of 47 percent in favor to 53 percent against. Braun & Company worked with Californians for Better Transportation (CBT) in favor of Proposition A.

This series contains campaign material, campaign organization and strategy files, press releases from Californians for Better Transportation (CBT), media files, files on Proposition 5, and publications. Campaign material consists of "Yes on A" fact sheets (including one in Spanish), maps of the proposed transit system upgrade, advertisements, postcards, brochures, and bumper stickers. Campaign organization and strategy files consist of documents relating to how Braun & Company and CBT ran the "Yes on A" campaign. Included are correspondence, memoranda detailing campaign strategy and recommendations from Braun & Company, lists of individuals invited to serve on the CBT Executive Committee, budget and finance documents for the campaign, and charts detailing the structure of the campaign. Correspondence consists of correspondence to and from individuals relating to Proposition A and mass transit in general. Of particular interest are several letters, telegrams and postcards received in opposition to Proposition A. Media files consist of newspaper, radio and television editorials regarding Proposition A, press clippings regarding Proposition A and mass transit in general, and the "Yes on A" media strategy. In June of 1974, California voters passed Proposition 5, which for the first time allowed fuel tax dollars to be spent on mass transit programs. Its passage at the state level was seen as a prerequisite for Proposition A at the local level, and the "Yes on 5" campaign was also managed by Californians for Better Transportation. Included in the Proposition 5 files are press clippings, news releases, bumper stickers and photographs related to Proposition 5.

C100.06, Box  
2/5-Box 2/12

**Series 6 Charter Amendment 1 Files (Fire Department and Emergency Protection Improvements) 1975**

**Physical Description:** 8 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Charter Amendment 1 was a Los Angeles city bond measure on the May 1975 municipal election ballot, which provided approximately \$4.75 million per year over a ten-year period to the city fire department for improving emergency services. It passed by a margin of 59 to 41 percent. Braun & Company worked with Citizens for Fire and Emergency Protection (CFEP) to pass the measure.

This series contains campaign material, correspondence, endorsements, Executive Committee files, fundraising files, media files, press releases, and reports. Campaign material consists of fact sheets, brochures, and correspondence from the "Yes on 1" campaign. Executive Committee files consist of lists of members of the CFEP Executive Committee, as well as correspondence from individuals replying (both positive and negative) to invitations to join the Committee. Fundraising files consist of fundraising letters, remittance envelopes, lists of donors and the amount they donated, campaign budget documents, and correspondence from individuals in response to fundraising solicitations. It also contains an extensive list of companies from which the Los Angeles fire department ordered products or services, presumably with the intention of soliciting those companies for donations. Media files consist of lists of newspapers and radio stations to contact, scripts for radio spots, and newspaper editorials regarding Amendment A. Also included are two reports - an extensive report by the Los Angeles City Fire Department on the likely effects of Amendment 1, and the Braun & Company Final Campaign Report.

C100.07, Box  
2/13-Box 2/15

**Series 7 Fran Savitch Campaign Files 1975**

**Physical Description:** 3 file folder

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Fran Savitch was a candidate for Los Angeles City Council, District 5, in 1975. In the first round of the election, in April, Savitch came in first place with 33 percent of the vote. She and second-place candidate Zev Yaroslavsky (who received 19 percent) advanced to a run-off election, in which Yaroslavsky defeated Savitch to win the seat.

This series contains campaign material, campaign organization and strategy files, and media files. Campaign material consists of brochures, newsletters, postcards and correspondence for the Savitch campaign, as well as two brochures advertising for Savitch's opponent, Zev Yaroslavsky. Campaign organization and strategy files consist of documents relating to the Braun campaign for Savitch. Included are drafts of campaign newsletters, speeches and addresses, charts detailing religious and party affiliation for various parts of the district, a map of several Los Angeles City Council districts, public opinion poll results, and some information on the campaign strategy to defeat opponent Roz Wyman. Media files consist primarily of news clippings regarding Roz Wyman, who had been a controversial member of the council during her twelve-year tenure. Also included are press clippings with the first-round election results, as well as other news stories relating to the Savitch campaign.

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C100.08, Box  
2/16-Box 2/28

Series 8 **Medical Malpractice Reform Files 1975-1976**

**Physical Description:** 13 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

In 1975, Braun & Company was hired by the California Physicians Crisis Committee (CPCC), a group of physicians concerned with the rising cost of medical malpractice insurance. A new group, the California Committee for Malpractice Reform (CCMR), was formed to lobby the legislature and the governor. The legislature eventually passed Assembly Bill 1XX by Assemblymember Barry Keene in September 1975, and it was signed into law by Governor Edmund G. (Jerry) Brown that month.

This series contains files from Braun & Company, the California Committee for Malpractice Reform (CCMR), the California Physicians Crisis Committee (CPCC), and the California Trial Lawyers Association (CTLA). Also included are background files, correspondence, interest group files, legislation, media files, and press releases. Included in background files are fact sheets, legislative reports, hearing testimony, and publications (such as a 1975 issue of Newsweek magazine with a cover story on the malpractice issue). Braun & Company files consist largely of internal documents of Braun & Company relating to the campaign to pass medical malpractice reform legislation, such as memoranda and progress reports on the campaign. Of particular interest is Braun's Proposal for a Public Affairs Program, written for the Orange County Medical Association, which documents how doctors and interest groups can convince the public via a media campaign that a medical malpractice insurance crisis exists. Correspondence consists largely of correspondence between those heading up CCMR's legislative campaign and policymakers, such as then-Governor Jerry Brown. Interest group files consist of memoranda and publications from groups involved in the malpractice issue, such as the Chamber of Commerce and local women's groups.

Legislation consists of correspondence, publications, and other documents relating to the eventual legislation that was passed as a result of the malpractice campaign (AB1XX) as well as several other bills proposed to the deal with the issue. Of particular interest are proposals from other states, such as Indiana, which were used as models for the California legislation. Media files consist of news clippings, radio and news editorials, advertisements, and documents relating to Braun's strategy for a media campaign to educate the public on malpractice reform. Also included press releases from CCMR and CPCC on the subject of malpractice reform.

C100.09, Box 2/29

Series 9 **Proposition 3 File (Safe Drinking Water Bond Act) 1976**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition 3 was a statewide initiative on the June 8, 1976 primary election ballot which provided \$175 million in bonds to upgrade and improve California's drinking water systems. It passed by a margin of 63 to 37 percent. Braun & Company worked with Californians for Safe Drinking Water to pass the measure.

This series largely contains technical documents relating to the "Yes on 3" campaign, such as budgets, invoices, and fundraising documents. Also included is information relating to Assembly Bill 121, the legislation that placed Proposition 3 on the ballot; the ballot arguments for and against Proposition 3; and some correspondence between Braun and Californians for Safe Drinking Water.

C100.10, Box 3/1

Series 10 **Proposition 4 File (Community College Bond Act) 1976**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition 4 was a statewide initiative on the June 8, 1976 primary election ballot which would have provided \$175 million in general obligation bonds for expansion of the California Community College (CCC) system. It failed by a margin of 44 percent in favor to 56 percent opposed. Braun & Company worked with Californians for Community Colleges to pass the measure.

This series contains remittance envelopes for campaign contributions, fact sheets and brochures, two Braun campaign reports, ballot arguments in favor of Proposition 4, information on the campaign's radio advertisement purchases, and some press clippings.

C100.11, Box  
3/2-Box 3/16

Series 11 **Proposition 6 Files (Insurance Company Home Office Deduction) 1976**

**Physical Description:** 15 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 6 was a statewide initiative on the June 8, 1976 ballot which eliminated the home office income tax deduction granted to life insurance companies in California. It passed by a margin of 67 to 33 percent. Braun & Company was hired by the California Insurance Tax Equity Committee, which worked to defeat Proposition 6.

This series contains files from the Association of California Life Insurance Companies (ACLIC) and from Braun & Company. Also included are background files, ballot language and arguments, campaign literature, correspondence, interest group files, legislation, media files, and polling files. Background files consists of documents related to Proposition 6 and general issues of insurance company taxation, such as question-and-answer sheets, reports, and publications. Braun & Company files consist largely of internal Braun documents, such as invoices, memorandum, and campaign strategy. Also included is Braun's extensive Final Report on the Proposition 6 campaign. Interest group files consist of correspondence and publications from groups with a vested interest in Proposition 6 and other issues of insurance company taxation, particularly the state and local branches of the Chamber of Commerce. Legislation consists of files relating to Assembly Constitutional Amendment 69, a bill relating to insurance company taxation that ACLIC supported and was working to get passed when Proposition 6 was on the ballot. Media files consists of invoices for television, radio and print advertisements, scripts of radio spots, news clippings and editorials related to Proposition 6 and general issues of insurance company taxation.

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C100.12, Box  
3/17-Box 3/31

Series 12 **Proposition 8 Files (Deposit of Public Monies in Savings and Loan Institutions)**  
**1976**

**Physical Description:** 15 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 8 was a statewide initiative on the June 8, 1976 ballot which allowed the state treasury to deposit tax revenues in savings-and-loan institutions rather than just banks, which had been the law prior to 1976. It passed by a margin of 74 to 26 percent. Braun & Company worked with Californians for Fiscal Responsibility to pass the measure.

This series consists of files from Braun & Company, Californians for Fiscal Responsibility (CFR), the California Savings and Loan League (CSLL), and the Chamber of Commerce. Also included are background files, ballot arguments, campaign material, correspondence, editorials, endorsements, legislation, and files relating to newspaper advertisements. Braun & Company files consist of internal Braun documents relating to the planning and organization for the "Yes on 8" campaign, such as the campaign budget, internal memoranda on how to begin the campaign, and lists of statewide regional coordinators. Chamber of Commerce files consist of publications and correspondence from state and local branches of the Chamber of Commerce. Of particular interest is an internal Braun memorandum detailing the progress the "Yes on 8" campaign was making in lobbying the Chamber for its endorsement. Editorials and endorsements consist of newspaper and radio editorials regarding Proposition 8, as well as lists of endorsements received by prominent individuals and organizations. Newspaper files consist of Braun documents relating to the "Yes on 8" newspaper campaign, such as schedules of when advertisements were to run in newspapers, and lists of newspapers to contact for editorial endorsements. Opposition files consist of a fact sheet from Californians for Effective Money Management, the main organization opposing Proposition 8, as well as an internal Braun memorandum mentioning the opposition campaign. Radio and television files consist of several documents detailing the radio and television campaigns for Proposition 8. Included are proposed budgets for radio and television, demographic information regarding key radio markets, and rate sheets for advertising on several radio and television stations.

C100.13, Box  
4/1-Box 5/12

Series 13 **Proposition 13 Files (Greyhound Racing Initiative) 1976**

**Physical Description:** 37 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 13 was a statewide initiative on the November 2, 1976 ballot which would have allowed parimutuel betting on greyhound dog races in California, similar to existing betting on horse races. It failed by a margin of 25 percent in favor to 75 percent against. Braun & Company worked with People Against Proposition 13 (PAP13) and People Against Dog Racing (PADR) to defeat the initiative.

This series contains a variety of files collected and created by Braun & Company during their campaign against Proposition 13 in 1976. Braun & Company files consist of internal documents of Braun & Company. Of particular interest are Braun's extensive reports on campaign strategy to oppose Proposition 13, and the Final Report on the Campaign Against Proposition 13. Campaign material consists of buttons, remittance envelopes, postcards, brochures, fact sheets, stationery, and other campaign literature from the "No on 13" campaign. Clippings and editorials consist of press clippings and news editorials related to the Proposition 13 campaign, and to greyhound racing in general. Of particular interest is the wealth of editorials opposing Proposition 13. Don Bolles files consist of news clippings relating to Arizona Republic reporter Don Bolles. In June of 1976, Bolles - who had written several pieces for the Republic critical of the Arizona dog racing industry - was assassinated by a bomb placed in his car, ostensibly by organized crime forces tied to dog racing. The opponents of Proposition 13 in California used this news story to illustrate how dog racing is often linked to organized crime, in an effort to convince voters that similar situations could find their way to California if Proposition 13 were passed. Fair Political Practices Commission (FPPC) files consist of documents relating the FPPC's attempts to get accurate information from dog racing promoter George Hardie and the "Yes on 13" campaign regarding its finances and contributions. George Hardie files consist of documents relating to the controversial backer of Proposition 13 and dog racing in California, George Hardie. Opponents of Proposition 13 claimed that its passage would be of significant benefit to Hardie financially, and that he was corrupt and dishonest. Included in these files are dozens of news clippings regarding these controversies, as well as radio show transcripts and background information on Hardie. Speech and debate files consist of the text of several speeches and debates regarding Proposition 13. Of particular interest is an anti-Proposition 13 editorial written by then-San Diego Mayor (and future Governor) Pete Wilson.

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C100.14, Box  
5/13-Box 6/1

Series 14 **Proposition C Files (Establishment of Cancer Hospital and Systems Institute) 1976**

**Physical Description:** 2 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition C was a Los Angeles County bond measure on the November 2, 1976 general election ballot which would have provided \$40 million in bond funding for the construction of a new cancer hospital, to be jointly run by the County of Los Angeles and the University of Southern California. It received 57 percent of the vote at the polls, but state law at the time required a two-thirds supermajority (66.7 percent) for bond measures to pass, and thus the initiative failed. Braun & Company worked with Citizens for the Cancer Center to pass the measure.

This series contains files from Braun & Company, clippings and editorials, legislation, media files, polling files, press releases, and files from the University of Southern California (USC). Braun & Company files consist of Braun's official report on the campaign for Proposition C, issued after the election, as well as internal memoranda from Braun regarding the Proposition C campaign. Also included are handwritten and typed budgets and spreadsheet documents for Proposition C. Media files consist of budget documents regarding the media campaign for Proposition C, such as the planned schedule of newspaper and television advertisements. Polling files consist of summaries of three local polls conducted to determine voter attitudes toward Proposition C. Of particular interest is the comprehensive report by Corey Research, which breaks down poll results by demographic information such as race, union membership, gender, and age. USC files consist of information from USC regarding Proposition C, cancer in general, and cancer treatment facilities, such as newsletters and brochures. This file is significant because it details the involvement USC, a private university, had in the Proposition C campaign.

C100.15, Box  
6/2-Box 6/11

Series 15 **Proposition K Files (School Revenue Limit Increase) 1976**

**Physical Description:** 10 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition K was a Los Angeles Unified School District (LAUSD) initiative on the June 8, 1976 primary election ballot which would have increased per-pupil spending in the LAUSD by approximately \$41 per student, costing \$28 million annually. This increase would have been funded by a property tax increase of 28 cents per \$100 in property value. It failed by a margin of 48 percent in favor to 52 percent opposed. Braun worked with the Citizens Committee For Schools (CCFS) to pass the measure.

This series contains background files, campaign material, campaign organization and strategy files, and files related to Propositions A, B, and C. Campaign material consists of postcards, remittance envelopes, brochures, fliers, fact sheets, and correspondence from the "Yes on K" campaign. Also included are foreign-language advertisements, in Spanish and Samoan. Campaign organization and strategy files consist of internal documents from Braun and CCFS concerning the Proposition K campaign. Included are correspondence, memoranda, and budget proposals. Media files consist of documents relating to the radio, television and newspaper campaign for Proposition K. Included are budget plans, internal memoranda, and scripts for radio and television spots. Also included are files on Propositions A, B, and C Files, three earlier LAUSD measures that passed prior to Proposition K being placed on the ballot.

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C100.16, Box  
6/12-Box 6/15

Series 16 **Proposition VV Files (Proposed Formation of the La Habra Heights County Water District) 1976**

**Physical Description:** 4 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition VV was a local initiative on the November 2, 1976 general election ballot which would have created the La Habra Heights County Water District in the La Habra Heights neighborhood of Los Angeles. Braun & Company worked with the La Habra Heights Homeowners Committee to oppose the measure.

This series contains ballot arguments, campaign material, campaign organization and strategy files, and files on the district formation process. Ballot arguments consist of the official ballot arguments prepared for and against Proposition VV as printed in the official voter guide, as well as a sample ballot for that election. Campaign material consists of several postcards and pieces of correspondence opposing Proposition VV. Campaign organization and strategy files consist of memoranda, budget plans, and correspondence from Braun and the La Habra Heights Homeowners Committee regarding the campaign against Proposition VV. District formation files consists of documents relating to the proposed formation of the water district. Included are copies of the proponents' application to the Local Agency Formation Commission of Los Angeles County, maps of the proposed district boundaries, and recorded minutes of the County Board of Supervisors and the Local Agency Formation Commission, as each body considered the proposed district formation.

C100.17, Box  
6/16-Box 7/6

Series 17 **Charter Amendment 1 Files (Tax Override for Police Department Communications) 1977**

**Physical Description:** 18 file folder

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Charter Amendment 1 was a Los Angeles County initiative on the May 31, 1977 municipal election ballot that provided \$40 million in funding for the Los Angeles Police Department to install a new emergency communications system. It passed by a margin of 64 to 36 percent. Braun & Company worked with Citizens for a Safer Los Angeles to pass the measure.

This series includes background files, files from Braun & Company, campaign material, campaign organization and strategy files, files from the Executive Committee and the Finance Committee of Citizens for a Safer Los Angeles (CSLA), and files related to an earlier initiative, Proposition BB. Background files consist of documents relating to the Los Angeles Police Department and to crime in Los Angeles generally. Included are crime statistics, background information, and reports. Braun & Company files consist of internal Braun documents regarding the campaign. Most significant is Braun's extensive final report on the Charter Amendment 1 campaign. Also included are internal memoranda and correspondence. Campaign organization and strategy files consist of internal memoranda and campaign progress reports from Braun & Company and the "Yes on 1" campaign. Media files consist of documents relating to the media campaign for Charter Amendment 1. In particular, most of the documents included are either transcripts of radio and television broadcasts or campaign memoranda from Braun. Proposition BB files consist of documents relating to Proposition BB of 1976, which was a failed predecessor initiative to Charter Amendment 1. Included are endorsement lists, the ballot language, a lengthy campaign proposal by the Los Angeles Chief of Police, correspondence, and budget documents.

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C100.18, Box  
7/7-Box 8/8

Series 18 **Coalition for Housing, Rent Control Files 1977-1979**

**Physical Description:** 22 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

From 1977 through 1979, Braun & Company worked with the Los Angeles-based Coalition for Housing to oppose implementation of various proposed rent controls and regulations by city governments in the Los Angeles area. They engaged in public relations campaigns to convince voters and elected officials to oppose rent control in cities such as Los Angeles and Santa Monica. This series will be of particular interest to those researching the politics of the rent control issue in California, as it is still a contested political issue in many communities.

This series contains material from the Coalition for Housing and the California Housing Council (CHC), two organizations who played a key role in the struggle against rent control. Also included are Braun & Company reports, campaign material, publications, and senior citizen files. Braun & Company reports consist of extensive reports for the Coalition for Housing on how to successfully oppose local rent control measures. Campaign material consists of several postcards, brochures, and fliers opposing various rent control measures. Coalition for Housing files consist of internal memoranda from, and correspondence to and from, the Coalition for Housing. The memoranda should be of particular interest to researchers, as it details the Coalition's strategies for defeating various rent control measures in the Los Angeles area. Los Angeles rent control files consist of documents relating to an unsuccessful attempt by the city of Los Angeles to enact rent control ordinances in 1979. Files include Coalition for Housing memoranda, correspondence to and from the Coalition regarding the proposed ordinances, and background information on the proposed ordinances. Legislation consists of documents relating to a failed attempt by the state legislature to require all apartment landlords to rent to families with children. It was included by the Coalition for Housing because of its relevance to the subject of government regulations on apartment owners. Media files consist of transcripts of local and national media programs, both radio and television, on the subject of rent control. Of particular interest is a 1978 transcript of a 60 Minutes program on the subject. Opposition files consist of documents relating to individuals and organizations in the Los Angeles area that supported rent control. Included are fliers and brochures from such pro-rent control groups as the California Housing Action and Information Network (CHAIN), and the Coalition for Economic Survival (CES) Tenants Rights Committee, as well as press clippings on such groups and their activities.

C100.19, Box 8/9

Series 19 **Proposition 5 File (Regulation of Smoking) 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition 5 was a statewide initiative on the November 6, 1978 general election ballot which would have required the establishment of separate smoking and nonsmoking sections in indoor public facilities such as restaurants and theaters, and all indoor work areas. It failed by a margin of 46 percent in favor to 54 percent against. Based on the brevity of the file included in this series, it does not appear that Braun & Company took an active part in the Proposition 5 campaign.

This series contains campaign material from the Campaign for Clean Indoor Air, an organization in favor of Proposition 5, the official ballot language and arguments for and against Proposition 5, and a newspaper clipping regarding public opinion poll results on Propositions 5 and 6.

C100.20, Box 8/10

Series 20 **Proposition 12 File (State Salary Setting Commission) 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition 12 was a statewide initiative on the June 6, 1978 primary election ballot which would have established a state commission to set the salaries of elected officials such as the governor and the legislature, not unlike the Citizens Compensation Commission (CCC) which was created in 1990. It failed by a margin of 38 percent in favor to 62 percent against.

This series consists almost entirely of documents relating to the "Yes on 12" fundraising campaign; most are letters either to or from campaign contributors, or remittance envelopes. Also included are some radio and newspaper editorials regarding Proposition 12, and an endorsement from the Los Angeles Area Chamber of Commerce.

C100.21, Box 8/11

Series 21 **Proposition 13 File (Jarvis-Gann Initiative-Property Tax Limitations) 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 13, arguably the most famous and influential statewide initiative in California history, was on the general election ballot of June 6, 1978. It sharply limited California property taxes, by reducing the rate at which property tax assessments could grow, and by requiring any local tax increases to be approved by voters by a two-thirds margin. It passed by a margin of 65 to 35 percent. Braun & Company worked to defeat the measure.

This series contains Braun's Campaign Plan to Defeat Proposition 13, as well as a report by the Assembly Revenue and Taxation Committee on the likely effects of Proposition 13 (the committee was chaired at the time by future Speaker Willie Brown), some campaign material from the "Yes on 13" campaign, and press clippings.

C100.22, Box 8/12

Series 22 **Proposition C File (To Create a County Executive for Los Angeles) 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition C was a countywide initiative on the November 6, 1978 Los Angeles County general election ballot which would have authorized the creation of a single directly elected County Executive Officer to effectively act as a mayor figure in running the county government. It was defeated. Braun worked with the County Taxpayers Coalition to pass the measure.

This series contains financial and budget documents, press clippings and editorials, and internal memoranda regarding the "Yes on C" campaign.

C100.23, Box  
8/13-Box 8/20

Series 23 **Proposition O Files (Repeal the Prevailing Wage of City Workers) 1978**

**Physical Description:** 8 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition O was a Los Angeles city charter amendment measure on the November 7, 1978 general election ballot which would have repealed a clause requiring the city to pay its employees an amount equal to the prevailing wage for similar work done in the private industry, known as a "prevailing wage" clause. It failed by a margin of 49.8 percent in favor to 50.2 percent against (about 2,800 votes). Braun & Company worked with the Campaign to Repeal the Prevailing Wage (CRPW) to pass the measure.

This series contains campaign material, files from the Campaign to Repeal the Prevailing Wage (CRPW), fundraising files, and media files. Ballot language and arguments consist of the official ballot language of Proposition O, as well as the ballot argument for it. Campaign material consists of fliers, fact sheets, and advertisements arguing for repealing the prevailing wage, most of which is for Proposition O specifically. Also included are correspondence to and from Braun, various city officials, and CRPW regarding prevailing-wage laws and Proposition O in particular. Media files consist of documents relating to the television and radio advertising campaign for Proposition O, such as budgets, schedules, and internal memoranda.

C100.24, Box 8/21

Series 24 **Proposition W File (Prohibition of All Off-Site Advertising Signs) 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition W was a San Francisco citywide initiative on the November 7, 1978 general election ballot which would have prohibited all billboard advertising within the city limits. Its primary opponent was the California State Outdoor Advertising Association, but based on the brevity of files included in this series, it does not appear that Braun & Company took an active part in the Proposition W campaign.

This series contains ballot arguments and language regarding Proposition W, as well as several fact sheets and advertisements, which are mostly from the "No on W" campaign.

C100.25, Box 8/22

Series 25 **Proposition Y File (Sohio Long Beach Marine Terminal) 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Proposition Y was a Long Beach citywide initiative on the November 7, 1978 general election ballot which allowed Standard Oil of Ohio (Sohio) to open and operate a marine terminal at the Port of Long Beach, for the purpose of transporting crude oil extracted from Alaska to the west coast. It passed by a margin of 61 to 39 percent.

This series contains campaign material from both the "Yes on Y" and "No on Y" campaigns, unofficial election results, background information on Sohio, press clippings, and internal memoranda from the "Yes on Y" campaign regarding strategy.

C100.26, Box 8/23

Series 26 **Judge Irwin Nebron Campaign File 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Irwin J. Nebron was a Los Angeles County municipal court judge who successfully sought a superior court judge seat in the November 7, 1978 general election. Braun & Company worked on behalf of his campaign. This series contains budget documents, internal campaign memoranda, campaign material, press releases, contribution letters, and endorsement lists.

C100.27, Box 8/24

Series 27 **Rita Walters Campaign File 1978**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Rita Walters was a successful candidate for the Los Angeles Unified School District (LAUSD) Board of Education, District 1, in the November 7, 1978 general election. Braun & Company worked on behalf of her campaign. This series contains letterhead, campaign advertisements, correspondence, memoranda, and press clippings.

C100.28, Box  
8/25-Box 9/4

Series 28 **School Integration Files 1978**

**Physical Description:** 8 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

In 1978, Braun & Company worked with local Los Angeles-area citizens groups such as the Council for Peace and Equality in Education (CPEE) to help the Los Angeles Unified School District (LAUSD) implement recent school desegregation court rulings.

This series contains files from Braun & Company, the Council for Peace and Equality in Education (CPEE), other public relations firms that applied to manage the CPEE campaign, and reports. Braun & Company files consist of memoranda to various individuals and groups, such as teachers, school administrators, and interest groups, relating to the public campaign for school integration. CPEE files consist of memoranda, correspondence, lists of committee members, meeting agendas and minutes. Also included are proposals to the CPEE from firms other than Braun & Company to manage the school integration campaign. Most proposals are lengthy and detailed.

C100.29, Box  
9/6-Box 9/20

Series 29 **Proposition 2 Files (Loan Interest Rates) 1979**

**Physical Description:** 15 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 2 was a statewide initiative on the November 6, 1979 special election ballot which relaxed the state constitutional limit of 10 percent on loan interest rates, allowing higher rates for loans not intended for personal, family, or household purposes. It passed by a margin of 65 to 35 percent. Braun & Company worked with Citizens for Fair Interest Rates on behalf of Proposition 2.

This series contains campaign organization and strategy files, files from Citizens for Fair Interest Rates (CFIR) and the California Independent Mortgage Brokers Association (CIMBA), as well as industry contact files, media files, and radio and television files. Campaign contribution files consist of a Braun-prepared list of all contributions to the "Yes on 2" campaign, sorted by the industry of the person, company, or committee who gave the donation. Campaign organization and strategy files consist of Braun's official campaign proposal for Proposition 2, which breaks down the recommended campaign budget, timetables, advertising schedule, and other plans for the "Yes on 2" campaign.

Correspondence consists of letters and memoranda to and from officials from CFIR, Braun, and the "Yes on 2" campaign, including endorsement solicitations from public officials such as then-Attorney General George Deukmejian. Executive Committee files consist of files from the Yes on Proposition 2 Executive Committee, such as member lists, meeting minutes and agendas, and committee reports. Finance Committee files consist of files from the Yes on Proposition 2 Finance Committee, such as member lists, meeting minutes and agendas, and committee reports. Media files consist of press clippings, editorials, and transcripts of radio and television broadcasts regarding Proposition 2. Radio and television files consist of scripts for radio and television advertisements for Proposition 2, from Braun and CFIR.

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C100.30, Box  
9/21-Box 9/25

Series 30 **Proposition 4 Files (Spirit of 13-Limit State and Local Government Spending)  
1979**

**Physical Description:** 5 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 4 (also known as the "Gann Amendment," after its main proponent, activist Paul Gann) was a statewide initiative on the November 6, 1979 special election ballot which limited the growth rate of state and local government spending to a specified formula relating to population growth and the annual inflation rate. It passed by a margin of 74 to 26 percent. It was also known as the "Spirit of 13" initiative, an attempt to connect it to the popular Proposition 13 of 1978, of which Paul Gann was also a major proponent. Braun & Company briefly worked with Gann's organization, Spirit of 13, to get Proposition 4 on the ballot; Braun did not actually handle the Proposition 4 campaign, but rather just the signature-gathering drive to place the initiative on the ballot.

This series contains campaign material, campaign organization and strategy files, correspondence, media files, and press releases. Campaign material contains fundraising solicitation letters, fact sheets, newsletters, and brochures from the Spirit of 13 campaign. Campaign organization and strategy files consist of agendas and meeting minutes from the Spirit of 13 Board of Directors, as well as a lengthy campaign proposal for the Spirit of 13 initiative. Correspondence consists largely of correspondence between Braun and the Spirit of 13 organization, including Paul Gann's letter informing Braun that the Spirit of 13 organization had chosen not to employ Braun's services for the Proposition 4 campaign. Media files consist of documents relating to the media campaign for the signature-gathering drive for Spirit of 13, such as memoranda from Braun regarding the media strategy, as well as some editorials and press clippings regarding the initiative. Also included are press releases from Braun & Company and the Spirit of 13 organization regarding the signature-gathering drive to qualify the initiative for the ballot.

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C100.31, Box  
9/26-Box 10/1

Series 31 **Proposition A File (Rent Control) 1979**

**Physical Description:** 6 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition A was a Santa Monica citywide initiative on the April 10, 1979 municipal ballot which enacted a rent control system for the city of Santa Monica. It passed by a margin of 56 to 44 percent. Braun & Company worked with the Santa Monica Taxpayers and Residents Committee to oppose the initiative. Many of the files in this series relate to Proposition P, a 1978 rent-control initiative that was defeated, as well as previous unsuccessful campaigns for rent control in Santa Monica.

This series contains background files, campaign material, campaign organization and strategy files, fundraising files, and media files. Background files consist of documents with information regarding apartment ownership, construction, and permits in Santa Monica. Ballot language and arguments consist of the official ballot arguments for and against Proposition A and its predecessor initiative, Proposition P, as well as the official language of the initiative as placed on the ballot. Campaign material consists of extensive campaign materials regarding Proposition A and several other rent control initiatives both in and outside of Santa Monica. Included are postcards, newspaper advertisements, fact sheets, fliers, and brochures. Campaign organization and strategy files consist of extensive documents relating to the campaign against Proposition A, such as spreadsheets, memoranda, estimated budget expenses, and Braun's campaign proposal for defeating rent control in Santa Monica. Fundraising files consist of contributions to the "No on P" and "No on A" campaigns, as well as weekly financial reports of the "No on A" campaign, detailing contributions received and expenditures. Media files consist of press clippings and editorials (print, radio, and television) regarding Propositions A and P, as well as the subject of rent control in general.

C100.32, Box  
10/2-Box 10/9

Series 32 **Proposition 3 Files (State Life Insurance Guarantee Fund) 1980**

**Physical Description:** 8 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 3 was a statewide initiative on the November 4, 1980 general election ballot which would have used public funds to guarantee the life and disability insurance policies of every California resident. It failed by a margin of 28 percent in favor to 72 percent against. Braun worked with the Association of California Life Insurance Companies (ACLIC) and the Yes on Proposition 3 Committee to pass the measure.

This series contains files from Braun & Company, campaign material, clippings and editorials, financial files, and media files. Braun & Company files consist of reports and memoranda from Braun & Company. Most prominent are two reports issued before and after the Proposition 3 campaign - the Proposal to Win Voter Approval of ACA 30 (the legislative proposal which became Proposition 3), and the post-campaign Report on the Campaign for Proposition 3. Campaign material consists of pamphlets, newspaper advertisements, fact sheets, and press releases from the "Yes on 3" campaign. Media files consist of documents relating to the media strategy for Proposition 13, such as lists of newspapers in which to place advertisements, newspaper ad rates, lists of newspaper endorsements, and tables documenting newspaper advertisements purchased. Polling files consist of the results of two public opinion surveys conducted on Proposition 3, both of which correctly predicted its failure. Radio and television files consist of documents relating to the radio and television campaign for Proposition 3, such as scripts for advertisements and tables documenting radio and television advertisements purchased.

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C100.33, Box  
10/10-Box 11/6

Series 33 **Proposition 9 Files (Jarvis Tax Initiative) 1980**

**Physical Description:** 19 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 9 was a statewide initiative on the June 3, 1980 primary election ballot which would have reduced California personal income tax rates by 50 percent across the board, effective immediately. It was promoted by Proposition 13 proponent Howard Jarvis and dubbed "Jarvis II" by the media. It was defeated by a margin of 39 percent in favor to 61 percent against. Braun & Company worked for several months in early 1980 with Citizens for California to oppose the measure; however, in April 1980, Braun resigned as the public relations firm in charge of the "No on 9" campaign, two months before the election. This series includes various files from the Proposition 9 campaign. Of particular interest are files relating to the Braun & Company resignation as the "No on 9" campaign consultants, campaign organization and strategy files, and files related to Proposition 9 proponent Howard Jarvis. Braun resignation files consist of files relating to Braun's abrupt April 1980 resignation as the public relations firm managing the "No on 9" campaign. Following Braun's resignation, Citizens for California demanded a refund of part of their management fees; when Braun refused, Citizens threatened legal action and a settlement was eventually reached. Included are correspondence between Braun, Citizens for California, and attorneys representing both organizations. Campaign organization and strategy files consist of documents relating to the organization and strategy of the "No on 9" campaign. Included are Braun's formal campaign proposal for managing the campaign, as well as memoranda and correspondence regarding the campaign. Distribution of tax savings files consist of documents relating to the distribution of savings in California personal income taxes paid if Proposition 9 were to pass. Included are numerous pie charts and fact sheets purportedly showing that the tax savings would be disproportionately slanted towards wealthier taxpayers, which was one of the staples of the "No on 9" campaign literature. Howard Jarvis files consist of documents relating to activist Howard Jarvis, his organization, and the "Yes on 9" campaign. These files contain campaign literature and material from "Yes on 9," fundraising solicitation letters, press releases, press clippings, and a large glossy photo of Jarvis. This series also contains extensive clippings and editorials from state newspapers regarding Proposition 9, Howard Jarvis, and state taxes in general.

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C100.34, Box  
11/7-Box 11/14

Series 34 **Proposition A Files (Thousand Oaks) 1980**

**Physical Description:** 8 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition A was a Thousand Oaks citywide measure on the April 8, 1980 municipal election ballot which limited growth and development in the Ventura County city of Thousand Oaks. Braun & Company worked with Citizens for Thousand Oaks to defeat the measure.

This series contains background files, campaign material, campaign organization and strategy files, polling files, press clippings, and press releases. Background files consist of official city reports regarding the growth of Thousand Oaks. Campaign material consists of correspondence, fliers, brochures, postcards, and fact sheets, all from the "No on A" campaign. It also consists of drafts of many campaign documents, with handwritten notes and corrections, which will be of interest to researchers studying how campaign advertisements are developed and edited. Campaign organization and strategy files consist of extensive materials from Braun & Company and Citizens for Thousand Oaks, documenting the unsuccessful campaign to defeat Proposition A. Included are maps of city council districts and election precincts, precinct walking instructions and memoranda, campaign budget documents, as well as Braun's January 1980 campaign proposal. Polling files consist of the results of several public opinion surveys and interviews done in Thousand Oaks to gauge public support for Proposition A and growth controls in general. Press clippings consist of extensive press clippings from local Thousand Oaks and Los Angeles-area newspapers on the subject of Proposition A, growth controls, and unrestricted growth in general. Press releases consist of press releases from the "No on A" campaign and Citizens for Thousand Oaks.

C100.35, Box  
11/15-Box 11/23

Series 35 **Proposition G Files (Pension Reform) 1980**

**Physical Description:** 9 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition G was a Los Angeles citywide measure on the November 4, 1980 municipal election ballot which reformed the pension system for city police officers and firefighters, by reducing cost-of-living increases, increasing the minimum retirement age, and requiring additional employee contributions beyond what was already required. It passed by a margin of 59 to 41 percent. Braun & Company worked with Citizens for Pension Reform to pass the measure. This series contains campaign organization and strategy files, media files, and files from the opposition "No on G" campaign. Campaign organization and strategy files consist of memoranda, correspondence, and campaign timelines, all from Braun & Company and the "Yes on G" campaign. Media files consist of documents related to media purchases and endorsements for the "Yes on G" campaign. Included are lists of endorsements from radio and television stations and newspapers, as well as charts and spreadsheets documenting the radio, television and newspaper advertisements purchased for "Yes on G." No on G files consist of documents related to the opposition campaign, such as correspondence from the United Firefighters of Los Angeles and a report from the Los Angeles Police Protective League. Radio and television files consist of transcripts of news stories, editorials and advertisements from local Los Angeles-area radio and television stations, regarding Proposition G.

C100.36, Box  
11/24-Box 12/3

Series 36 **No-Fault Insurance Initiative Files 1980**

**Physical Description:** 4 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

In 1980, Braun & Company was hired by Long Beach City Councilmember Ernie Kell to collect petition signatures to place an initiative on the statewide ballot. Dubbed the "No-Fault Initiative," Kell's proposal would have modified California's auto insurance system to exclude issues of fault in most accidents and thus limit personal injury lawsuits. The initiative failed to collect the required number of petition signatures in time to make the November 1980 ballot, however.

This series contains campaign material, campaign organization and strategy files, and press clippings. Campaign material consists of brochures, fliers, correspondence, and fact sheets regarding the initiative, urging voters to sign petition forms and send them in. It also contains a pamphlet from the California Trial Lawyers Association, the main group opposing the would-be initiative, "The Great No-Fault Hoax of 1980." Campaign organization and strategy files consist of memoranda, correspondence, and budget documents from Braun & Company, regarding the unsuccessful no-fault initiative campaign. Press clippings consist of news clippings relating to the no-fault initiative and to auto insurance in general, both in California and across the country.

C100.37, Box  
12/4-Box 12/8

Series 37 **Proposition A Files (Special Tax for Additional Police Protection) 1981**

**Physical Description:** 5 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition A was a Los Angeles citywide initiative on the June 2, 1981 municipal election ballot which would have increased parcel taxes on residence and business property to finance the hiring of approximately 1,300 new police officers in Los Angeles. It was defeated by a vote of 42 percent in favor to 58 percent against. Braun & Company worked with Citizens for a Safer Los Angeles (with whom they had been successful in passing Charter Amendment 1 in 1977) to pass the measure.

This series contains campaign material, campaign organization and strategy files, financial files, and media files. Campaign organization and strategy files consist of extensive files relating to the campaign for Proposition A. Included are Braun's extensive final report on the campaign, meeting minutes and agendas from the Citizens for a Safer Los Angeles Steering Committee, campaign time lines and strategy memoranda, and the contents of a speakers kit given to members of the speakers bureau for Proposition A. Financial files consists of budget spreadsheets and documents related to the fundraising for the Proposition A campaign, as well as several weekly financial reports from Citizens for Los Angeles detailing receipts and expenditures. Media files consist of press clippings and editorials regarding Proposition A, as well as documents relating to the media campaign for the initiative, such as spreadsheets listing radio, television and newspaper advertising purchases.

C100.38, Box  
12/9-Box 12/17

Series 38 **Proposition 9 Files (Water Facilities, Including Peripheral Canal) 1982**

**Physical Description:** 9 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 9, also known as the State Water Act, was a statewide initiative on the June 8, 1982 primary election ballot which would have authorized the construction of the Peripheral Canal in the Sacramento-San Joaquin Delta to provide water for the southern part of the state. It was defeated by a vote of 37 percent in favor to 63 percent against. Braun & Company worked with Citizens for Water to pass the measure.

This series contains background files, campaign material, campaign organization and strategy files, and press clippings. Background files consist of files with information about California's water situation, the Peripheral Canal, and Proposition 9 in particular. Included are several reports and speeches, most from sources sympathetic to Proposition 9 and the Canal. Campaign organization and strategy files consist of files relating to the campaign for Proposition 9. Included are two pre-campaign reports from Braun, as well as memoranda and correspondence regarding strategies for passing Proposition 9. Media files consist of documents relating to the media advertising purchases - radio, television and newspapers - for Proposition 9, as well as lists of newspaper and radio endorsements. Polling files consist of the results of three public opinion polls conducted on the subject of the Peripheral Canal and Proposition 9 in particular. Two of the polls were local, conducted in Los Angeles and in Orange County, while one was statewide. Press clippings consist of extensive news clippings from across the state regarding the Peripheral Canal and Proposition 9.

C100.39, Box  
12/18-Box 13/3

Series 39 **Charter Amendment H Files (Pension Reform) 1982**

**Physical Description:** 6 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Charter Amendment H, a Los Angeles citywide initiative on the 1982 ballot, was a companion measure to the successful Proposition G of 1980. Whereas Proposition G limited pensions for future police officers and firefighters hired, Charter Amendment H imposed these same limitations on existing police and firefighters. It passed. Braun & Company worked with Citizens for Pension Reform to pass the measure.

This series contains background files, campaign material, campaign organization and strategy files, media files, and press releases. Background files consist of information regarding pension costs for police officers and firefighters, in Los Angeles and in other California and United States cities and states, as well as files regarding the potential impact of Charter Amendment H. Campaign organization and strategy files consist of memoranda from Citizens for Pension Reform, campaign timelines, meeting agendas and minutes from the campaign Executive Committee, and campaign progress reports. Media files consist largely of press clippings and editorials related to Charter Amendment H and the subject of public pension reform in general. Included also is an internal memorandum detailing the purchase of radio commercials for the campaign. Press releases consist of press releases and official public statements regarding Charter Amendment H from Citizens for Pension Reform.

C100.40, Box  
13/4-Box 13/10

Series 40 **Charter Amendment 1 Files (Prevailing Wage Repeal) 1983**

**Physical Description:** 7 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Charter Amendment 1 was a Los Angeles citywide initiative on the April 12, 1983 municipal election ballot that repealed the city's prevailing wage clause for public employees. It was substantially similar to the unsuccessful Proposition O of 1978 (see series C100.23). Unlike Proposition O, however, Charter Amendment 1 succeeded. Braun & Company worked with Citizens for Fiscal Responsibility to pass the measure.

This series contains campaign material, campaign organization and strategy files, media files, press clippings, and press releases. Campaign material consists of general correspondence, fliers, brochures, stationery, fact sheets, and statements of city leaders speaking on behalf of Charter Amendment 1, such as Mayor Tom Bradley and several members of the city council. Some material from the "No on 1" campaign is also included. Campaign organization and strategy files consist of files related to the Charter Amendment 1 campaign, including Braun's initial campaign proposal, internal memoranda, lists of organizational endorsements, and information on the opposition campaign. Financial files consist of budget documents, spreadsheets, lists of campaign contributions, and daily cash flow statements. Media files consist of lists of television and radio commercials for Charter Amendment 1 and their cost, commercial scripts, lists of media endorsements, and radio and television editorial transcripts.

C100.41, Box  
13/11-Box 13/15

Series 41 **Proposition 41 Files (Welfare, Public Assistance) 1984**

**Physical Description:** 5 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

Proposition 41 was a statewide initiative on the November 6, 1984 general election ballot which would have limited state spending on public assistance programs to the national average spent on those same programs, plus 10 percent. It was defeated by a margin of 37 percent in favor to 63 percent against. Braun & Company worked with the California Health Task Force and Californians Against Prop. 41 to defeat the measure.

This series contains background files, campaign material, campaign organization and strategy files, media files, and press releases. Campaign organization and strategy files consist of lists of campaign staff, budget documents, campaign timetables, internal strategy memoranda, and meeting minutes and agendas of campaign committees. Media files consist of files relating to the media campaign for Proposition 41, including strategy memoranda, radio and television commercial scripts, budget documents, press clippings, and radio and television editorials.

C100.42, Box  
13/16

Series 42 **Measure A File (Kern County) 1985**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Measure A was a Kern County initiative on the November 5, 1985 municipal election ballot which would have raised the County's annual appropriations limit by \$91 million to fund road construction and repair; this amount came from a fund that would have otherwise been distributed to taxpayers in the form of property tax rebates. Braun & Company worked for the No on A Committee.

This series contains internal memoranda regarding campaign strategy, press releases, scripts for radio and television commercials, and agendas and minutes of campaign strategy meetings.

C100.43, Box  
13/17-Box 13/19

Series 43 **Park Plaza Campaign Files (Santa Barbara) 1985**

**Physical Description:** 3 file folders

**Arrangement**

Arranged alphabetically by subject.

**Scope and Content Note**

In 1985 in Santa Barbara, Braun & Company worked with developer (and former television actor) Fess Parker and the organization Citizens for Park Plaza to pass an initiative authorizing development of a downtown hotel and conference center. The measure passed, and the center was built.

This series contains campaign material, campaign organization and strategy files, and press clippings. Campaign organization and strategy files consist of correspondence, memoranda, and draft campaign material regarding the Park Plaza campaign.

C100.44, Box  
13/20

Series 44 **Los Angeles City Utility Users Tax File 1987**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

In 1987, Braun & Company worked with the Los Angeles Taxpayers Association (LATAX) to lobby against a Los Angeles City Council tax proposal. Since 1983, in order to increase city revenues, the City Council had enacted a "temporary" surcharge on residents' utility tax bills; opponents claimed that this surcharge was illegal under Proposition 13, which mandated that local taxes be imposed by a vote of the citizenry rather than by elected representatives. Braun and LATAX were unsuccessful in challenging the renewal of the surcharge, however; the Council reenacted it that year. This series contains campaign strategy memoranda, campaign timetables and budgets, press clippings regarding the utility tax issue, correspondence from and to city officials, and LATAX meeting agendas and minutes.

C100.45, Box  
13/21-Box 13/22

Series 45 **Measures A, B, and C Files (San Luis Obispo) 1988**

**Physical Description:** 2 file folders

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

Measures A, B, and C were San Luis Obispo County local initiatives on the June 7, 1988 ballot which would have authorized the construction of an onshore oil drilling facility, the San Miguel Project, to be owned and operated by the Shell Oil Company. All three measures failed by approximately 45 to 55 percent each. Braun & Company worked with Shell and the Yes on A-B-C Committee to pass the measures. This series contains campaign material, campaign strategy memoranda, news clippings and editorials, and budget documents, all relating to the Measures A, B, and C campaigns.

C100.46, Box  
13/23

Series 46 **Campaign Material 1936-1988**

**Physical Description:** 1 file folder

**Arrangement**

Arranged chronologically.

**Scope and Content Note**

This series contains several pieces of campaign material and ephemera - mostly fliers and brochures - from campaigns that were not managed by Braun & Company during their fifty-plus years of public relations management.