
Guide to the California Proposition 20, Coastal Initiative Collection

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Guide to the California Proposition 20, Coastal Initiative Collection 1972

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Overview of the Collection

Collection Title: California Proposition 20, Coastal Initiative Collection

Dates: 1972-1972

Bulk Dates: 1972

Identification: MS-0195

Creator: California Proposition 20, 1971

Physical Description: 1.25 linear ft

Language of Materials: English

Repository: Special Collections & University Archives

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Biographical Information:

The voters of California, by an 800,000 vote margin (55%-45%), passed the Coastal Initiative, Proposition 20, in November 1972. The proposition created six regional commissions and one statewide commission to oversee the use and development of California's 1,000 mile coastline. Members of the regional and state commissions were to be locally appointed in some instances, with a percentage of the appointments filled by the Governor, state Senate Rules Committee, and the Speaker of the Assembly.

Proposition 20 was designed to address the state legislature's failure to produce an acceptable compromise measure regarding coastal ecology, protection, and preservation. Ecology groups and interested private citizens drew up the initiative and obtained the required number of voter signatures to qualify the proposition for the November 1972 ballot within two months of the Legislature's final defeat of the previous coastal bill.

Proposition 20 was, from the start, very controversial. Business and labor banded together in their opposition to the initiative; two of every three daily newspapers in California joined this odd coalition, as did numerous civic and service groups. Although an effective and vigorous campaign by the proposition's opponents was the result, the Proposition's supporters were ultimately successful.

Access Terms

This collection is indexed under the following controlled access subject terms.

Genre/Form of Material:

Personal Papers

Geographic Name:

Coastal ecology -- California -- History -- 20th century -- Sources

Coastal zone management -- California -- Citizen participation -- History -- 20th century -- Sources

Coasts -- California

Title:

Referendum -- California -- History -- 20th century -- Sources

Topical Term:

Political participation -- California -- History -- 20th century -- Sources

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Related Materials:

Frederick C. Whitney Papers

Scope and Contents

The collection consists of materials regarding the Proposition 20 campaign from 1972, most of which are from organizations which worked to defeat the measure.

Box 1, Folder 1	Newspaper Clippings: San Diego Union, San Diego Evening Tribune, San Diego Labor Leader
Box 1, Folder 2	Post-Election Analysis of the Proposition 20 Campaign: by Whitaker & Baxter Advertising Firm (the PR agency of the opposition)
Box 1, Folder 3	News Releases: "San Diegans Against Proposition 20" September-October 1972
Box 1, Folder 4	Various Campaign Materials: "Citizens Against the Coastal Initiative" (a state-wide organization)
Box 1, Folder 5	Copy of San Diego Ballot November 1972
Box 1, Folder 6	Contribution List: Check log for "Citizens Against" campaign
Box 1, Folder 7	Copy of Proposition 20
Box 1, Folder 8	Municipal/Legal Opposition to Proposition 20
Box 1, Folder 9	Opposition Correspondence: Specific and form letters
Box 1, Folder 10	New Releases: "Citizens Against the Coastal Initiative"
Box 1, Folder 11	Operation Expenses: "Citizens Against the Coastal Initiative"
Box 1, Folder 12	List of Organizations Opposing Proposition 20
Box 1, Folder 13	Proponents of Proposition 20
Box 1, Folder 14	Information requests regarding Proposition 20: mostly to opponents
Box 1, Folder 15	"What's Wrong With Proposition 20: " An Opposition form speech.
Box 1, Folder 16	San Diego Convention and Visitors Bureau Memo regarding Proposition 20
Box 1, Folder 17	TV Schedules, Paid Advertising Spots: "Citizens Against"
Box 1, Folder 18	XEROX Billing to Whitaker & Baxter Advertising Agency
Box 1, Folder 19	Whitaker & Baxter San Diego Office Lease and Termination Notice
Box 1, Folder 20	Statewide Collection of Editorials/Columns on Proposition 20: mostly anti-20