Finding Aid for the Garry South Political Campaign records, 1982-2004

Processed by Megan Hahn Fraser, with assistance from Brian Kovalesky and Daniella Perry, 2011; machine-readable finding aid created by Caroline Cubé.

UCLA Library Special Collections
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Descriptive Summary
Title: Garry South Political Campaign records
Date (inclusive): 1982-2004
Collection number: 1892
Creator: South, Garry.
Extent: 57 boxes (55 linear ft.)
Abstract: Collection of management files for the political campaigns of California Governor Gray Davis, compiled by Garry South, campaign manager.
Language: Finding aid is written in English.
Repository: University of California, Los Angeles. Library Special Collections.
Los Angeles, California 90095-1575
Physical location: Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact UCLA Library Special Collections for paging information.

Restrictions on Access
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Provenance/Source of Acquisition
Gift of Garry South, 2011.

Processing Note
Processed by Megan Hahn Fraser, with assistance from Brian Kovalesky and Daniella Perry, 2011.

Preferred Citation
[Identification of item], Garry South Political Campaign records (Collection 1892). UCLA Library Special Collections, Charles E. Young Research Library, UCLA.

UCLA Catalog Record ID
UCLA Catalog Record ID: 6787264

Biography
Garry South is a political consultant who managed Gray Davis's campaigns for Lt. Governor of California in 1994, and Governor in 1998 and 2002. He served as Davis's Chief of Staff during his term as Lt. Governor. He also advised or consulted on campaigns for Al Gore and Joe Lieberman, and has had an extensive career in Democratic Party politics. His firm, the Garry South Group, operates in Los Angeles.

Joseph Graham "Gray" Davis served as Chief of Staff for Governor Jerry Brown (1975-1981), a member of the State Assembly (1983-1987), state controller (1987-1995), Lt. Governor (1995-1999) and Governor (1999-2003). Davis's administration focused on education, the environment, healthcare issues and improving relations with Mexico. Davis left office in November 2003, after a special recall election was held ten months into his second term.

Scope and Content
The collection contains administrative files, research, correspondence, campaign materials, poll data, clippings, and recordings of commercials, news coverage and debates related to the political campaigns of Gray Davis from 1982 to 2003, compiled by Garry South.

The Gray Davis Record series (Series 1) is a gathering of statements, speeches, clippings and other materials that illustrate Davis's positions and opinions on a wide range of topics pertaining to the government of California, such as immigration, the environment, economics, health and subgroups of the population. Material on controversies during Davis's career is also included in this series.

Series 2 through 7 contain research materials, news clippings, schedules, publications, correspondence and recordings of commercials, debates and news coverage related to Davis's campaigns from 1982 through 2003. Records from the 1982 and 1984 Assembly campaigns, 1986 and 1990 Controller's campaigns and 1992 Senate primary campaign were not created by South, but became part of his files after he began working for Davis. These series also contain extensive
research on Davis's opponents, either in primaries or general elections, such as Al Checchi, Jane Harman, and Dan Lungren in 1998, and Bill Simon and Richard Riordan in 2002.

Garry South's professional correspondence, including letters from friends and colleagues mostly regarding his work for Davis, and additional office files are found in Series 10.

**Biography/History provided by the donor**

The following text was written and provided by the donor.

The Garry South Political Campaign Records represent substantial archival material from three successive statewide California campaigns, one for lieutenant governor and two for governor. It is thought to be one of the most complete campaign archives in existence, since South managed all three of the campaigns, and kept in his possession all of the files and materials from campaign to campaign. Often after campaigns, whether they win or lose, campaign offices are relinquished and cleaned out, files are thrown away and significant players scatter to the four winds.

**About Garry South**

Garry South, Principal of The Garry South Group, has been called "the Carville of California" by The New York Times and "one of the top political strategists in the Democratic Party" by DailyKos.net. Newsweek described him as "a one-man brain trust on the battlefields of Fort California." The National Journal finds him "shrewd and widely feared." The Hotline labeled South the "über California Democratic strategist." Capitol Weekly in 2011 named South one of the Top 50 most influential political players in California.

South has 40 years' experience at very high levels in government, politics and business consulting. He has worked for both the federal government and state governments in three different states, including as Special Assistant to a U.S. Cabinet Secretary, Senior Political Advisor to a Governor, Communications Director to another Governor, Chief of Staff to a Lieutenant Governor and Public Information Director of a state Legislature. In addition, he has managed or played leading roles in campaigns for president, U.S. Senate, governor, lieutenant governor, state Legislature, county executive, county supervisor, mayor and city council. He is also a former Midwest Regional Finance Director of the Democratic National Committee.

He is a member of the Council on American Politics of George Washington University's Graduate School of Political Management, a regular contributor of opinion pieces to major publications, such as POLITICO and The Huffington Post, and a frequent guest commentator on NPR. South also is a member of the Advisory Board of the Capitol Weekly.

A native of Montana, South graduated with honors with a double major in history and political science from the University of Montana, where he served as Student Body President. In 2008, he was the recipient of the University’s Distinguished Alumni Award, largely on the basis of his political campaign work.

Here are the three races documented in The Garry South Campaign Collection, each of which was historically significant in its own way:

**Gray Davis For Lieutenant Governor - 1994**

In 1992, California state Controller Gray Davis made what many considered an ill-advised run against former San Francisco Mayor Dianne Feinstein for the Democratic nomination for the U.S. Senate to take on appointed GOP Sen. John Seymour. In essentially a two-way race, Davis received only 32.75 percent of the primary vote. Many political observers and reporters thought Davis's political career might be over. After that debacle, and leading up to a run for lieutenant governor in 1994, Davis jettisoned his long-time campaign consultants and brought on a new team, including Garry South as Campaign Manager.

South's first challenge was to try to nudge out of the Democratic race Phil Angelides, the immediate past chairman of the California Democratic Party and a wealthy land developer. Davis was concerned that a full-out nomination battle in the June primary might drain all of his funds, and leave him with a depleted kitty for the five-month general election campaign in what was shaping up as a difficult year for Democrats nationally. Ultimately, the Davis operation and his supporters, including legendary Assembly Speaker Willie Brown, were able to encourage Angelides into changing his target to the race for state treasurer, and Davis won the primary handily against token competition.

In the general election, Davis's legitimate worry was that Gov. Pete Wilson might wrap up his race against state Treasurer Kathleen Brown so early that he might shift millions of dollars into helping the GOP nominee for lieutenant governor, state Sen. Kathie Wright (which Wilson eventually did). The Davis campaign launched ads against the extremely conservative Wright with the clever slogan, "On almost everything we care about, Wright is wrong." The spots reminded voters of her staunch opposition to abortion, her votes against reasonable gun-control measures, and even her having voted against the state's new indoor smoking ban - which had been signed into law by her own running mate, Gov. Wilson.

Despite 1994 being a horrible Democratic year - with the loss of the U.S. Senate and House, as well as Republicans winning a majority in the California Assembly for the first time since 1970 - Davis won a landslide victory, thrashing Wright 52-40.
One of only two Democrats to win statewide partisan office in California, he also received more votes (nearly 4.5 million) than any other Democratic candidate running for any office anywhere in America that year. South served as Lt. Gov. Davis's Chief of Staff from 1995-99.

**Gray Davis For Governor - 1998**

In 1998, Garry South managed the come-from-behind, landslide victory of then-Lt. Gov. Gray Davis for governor of California, the first sitting Lieutenant Governor of the state in 72 years to win the governorship in his own right, and one of only three - and the only Democratic Lieutenant Governor - ever to do so. But at one point in the campaign, Davis was running a poor fifth in the respected Field Poll, with only 8 percent of the vote. As late as March 1998, two months before the primary, he was mired in fourth place. One national magazine wrote him off as political "road kill."

Davis's two self-funding Democratic primary opponents between them spent nearly $60 million, still a national record for a state primary campaign. But through clever marshalling of resources, perfect timing, a highly targeted approach to voters - and a devastatingly effective slogan, "Experience Money Can't Buy" - Davis demolished the other Democrats, spending only $9 million but receiving more votes than both of them combined. The headline in the *San Diego Union-Tribune* said it all: "Davis defeats big money." He even received more votes than the only Republican running in the open primary, Atty. Gen. Dan Lungren.

In the general election, Davis swamped Lungren, the Republican nominee, by 58-38 - the biggest winning margin in an open-seat governor's race in the state in 40 years - becoming the first Democratic governor of California to be elected in 20 years, and only the fourth in the entire 20th century.

The *Sacramento Bee* described South as the "mastermind" behind Davis's victories, while the non-partisan *California Journal* described his work as "stunning" and "one of the greatest resurrections in California political history." For his achievement, he was named "Campaign Manager of the Year" by the American Association of Political Consultants, an honor he shares with Karl Rove, James Carville and the late Lee Atwater.

**Gray Davis For Governor Re-Election - 2002**

At the end of 2001, Gov. Gray Davis was in serious trouble, with a negative job rating brought about by his perceived mishandling of the state's electricity problems. And the most formidable Republican lining up to take him on was recruited by none other than Karl Rove and the Bush White House itself - former Los Angeles Mayor Richard Riordan, a moderate Republican who had won twice in an overwhelmingly Democratic city. In a December 2001 survey by the respected, nonpartisan Field Poll, Riordan was leading Davis 43-36, with only 39 percent of voters indicating they were inclined to re-elect Davis (and even 33 percent of Democrats saying they would probably vote against the Democratic Governor).

Riordan launched his primary campaign by ignoring the other two GOP candidates, Sec. of State Bill Jones, the only Republican then in statewide office, and newcomer William E. Simon Jr., a businessman and son of former Nixon Treasury Secretary William Simon. In a fall '01 Field Poll, Riordan sported a 27-point lead on Jones and a 41-point advantage over Simon. Riordan's primary pitch to GOP primary voters was that as a Republican who supported a woman's right to choose, he had the best chance of defeating Davis in this overwhelming pro-choice state.

But the Davis campaign, led by Chief Strategist Garry South, turned the tables on Riordan by running $10 million worth of ads in the Republican primary reminding voters of Riordan's previous financial support for anti-abortion groups and his national chairmanship of the campaign to confirm the anti-Roe v. Wade Robert Bork to the Supreme Court. Then, just as Riordan vehemently protested, the coup de grace: a videotape of Riordan himself, a devout Catholic, telling a TV interviewer in 1991 that he "strongly" supported the Catholic Church's opposition to abortion, calling it "murder." South had acquired and squirreled away the videotape in 1993 when he worked as Communications Director for the candidate Riordan beat in the Los Angeles mayor's race that year.

When the hypocrisy and mendacity of Riordan's flip-flop soaked in, his support evaporated almost overnight among both pro-choice GOP women and anti-abortion activists, with both groups just concluding he was lying. "I've never seen so much movement in such a short period of time like this," said Mark Baldassare, who conducts polling for the non-partisan Public Policy Institute of California. On Primary Election Day, Riordan received only 31 percent of the vote, buried by the novice Bill Simon, who got 49 percent. It was a nearly 60-point turnaround in a matter of several weeks.

*Newsweek*, in a story on the GOP primary upset titled "Southern Strategy," called South "a one-man brain trust on the battlements of Fort California [who's] shown a knack for foiling Rove's plans." Bruce Cain, Director of the Institute for Governmental Studies at UC Berkeley described South's strategy to *The New York Times* as a "political hall of fame" move. South went on to direct Davis's successful re-election effort, helping Davis become only the third Democratic Governor in the state's history to win a second four-year term, and the first since Jerry Brown 24 years before. In a strong Republican year nationally, in which the GOP took back control of the U.S. Senate, Davis was only one of two incumbent Democratic governors to win re-election.
As of 2012, South is still the only person in the last 74 years to have run a successful Democratic gubernatorial campaign in California for a candidate not named Brown, and the only one to have run two winning Democratic governor’s races in the state’s history (both Gvs. Pat Brown and Jerry Brown had different campaign managers in their respective winning races).

**Organization and Arrangement**
Arranged in the following series:
1. Gray Davis Record
2. Gray Davis 1994 Lt. Governor’s Race: Management Files
3. Gray Davis 1998 Governor’s Race: Management Files and Opposition Research
4. Gray Davis 2002 Governor’s Race Management Files
5. Gray Davis 2002 Governor’s Race Opposition Research
6. Gray Davis 2003 Recall Election
8. Videotapes
9. Polling data
10. Garry South Correspondence and office files

**Physical Characteristics and Technical Requirements**
COLLECTION CONTAINS DIGITAL MATERIALS: Special equipment or further processing may be required for viewing. To access digital materials you must notify the reference desk in advance of your visit.

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

**Subjects**
Garry South---Archives.
Gray Davis.

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### 01. Gray Davis Record
Scope and Content Note
Clippings, statements, biographical sketches and other materials that articulate Davis’s positions on political and social issues.

- **Box 1, Folder 1**
  - **Gray Davis record – Controversies 1998-1999**

- **Box 1, Folder 2**
  - **Gray Davis record – Controversies 1993-1997**
    Scope and Content Note
    Especially regarding University of California referrals and Rosenberg contract.

- **Box 1, Folder 3**
  - **Gray Davis record – Controversies: Cosby reward 1997**
    Scope and Content Note
    Reward offered for information leading to arrest and conviction of murderer of Ennis Cosby.

- **Box 1, Folder 4**
  - **Gray Davis record – Controversies: probate referees 1993**

- **Box 1, Folder 5**
  - **Gray Davis record – Personal, introductions**

- **Box 1, Folder 6**
  - **Gray Davis record – Biographies**
    Scope and Content Note
    Includes 50th birthday party program

- **Box 1, Folder 7**
  - **Gray Davis record – Personal, income taxes 1987-1989**

- **Box 1, Folder 8**
  - **Gray Davis record – Profiles 1987-2001**
    Scope and Content Note
    Publications and press.
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<td>Box 1, Folder 12</td>
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<td>Box 1, Folder 13</td>
<td>Gray Davis record - 1986 controller campaign</td>
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<td>Box 1, Folder 14</td>
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<td>Box 1, Folder 16</td>
<td>Gray Davis record - Brown administration</td>
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**Scope and Content Note**

Report: “Some Highlights from the Administration of Governor Edmund G. Brown, Jr.”

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**Scope and Content Note**

See also Box 50, folder 3.

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**Scope and Content Note**

See also Box 50, folder 7 Gay Marriage.

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<td>Box 2, Folder 21</td>
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<td>Gray Davis record - Labor 1997-2002</td>
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<td>Gray Davis record - Mexico relations 1997-2001</td>
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<td>Box 2, Folder 27</td>
<td>Gray Davis record - Seniors 1995-1999</td>
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<td>Gray Davis record - Tobacco 1997-2002</td>
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<td>Box 2, Folder 29</td>
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**Scope and Content Note**

See also Box 50, folder 20
01. Gray Davis Record

Box 2, Folder 32  Gray Davis record – Women 1993-1998
Box 50, Folder 1  Gray Davis record -- State budget
Box 50, Folder 2  Gray Davis record -- Bush and Davis
Box 50, Folder 3  Gray Davis record -- Business
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   See also Box 2, folder 4.

Box 50, Folder 4  Gray Davis record -- Car tax
Box 50, Folder 5  Gray Davis record -- Clinton
Box 50, Folder 6  Gray Davis record -- Drugs in schools
Box 50, Folder 7  Gray Davis record -- Gay marriage
   Scope and Content Note
   See also Box 2, folder 15 Gays and Lesbians

Box 50, Folder 8  Gray Davis record -- HMOs
Box 50, Folder 9  Gray Davis record -- Juvenile justice and crime
Box 50, Folder 10  Gray Davis record -- Law enforcement
Box 50, Folder 11  Gray Davis record -- Lottery and books
Box 50, Folder 12  Gray Davis record -- Minimum wage
Box 50, Folder 13  Gray Davis record -- Parental involvement in schools
Box 50, Folder 14  Gray Davis record -- School CFO
Box 50, Folder 15  Gray Davis record -- Speech, City Club
Box 50, Folder 16  Gray Davis record -- Speech, Comstock
Box 50, Folder 17  Gray Davis record -- Speeches
Box 50, Folder 18  Gray Davis record -- UC Merced
Box 50, Folder 19  Gray Davis record -- Utility deregulation
Box 50, Folder 20  Gray Davis record -- Water (2 of 2)
   Scope and Content Note
   See also Box 2, folder 31.

Box 50, Folder 21  Gray Davis record -- Photographs 1999
Box 57  Caricatures
   Scope and Content Note
   Copies of caricatures by political cartoonists throughout Davis's career.

02. 1994 Lt. Governor’s Race: Management Files

Scope and Content Note
Research, news clippings, budget statements, schedules and publications related to Davis's campaign for Lt. Governor of California in 1994.

Box 7, Folder 3  Announcement swing
Box 7, Folder 4  Ballot statements
Box 7, Folder 5  Broadcast media
Box 7, Folder 6  Broadcast media - scripts
Box 7, Folder 7  Broadcast media time buy (1 of 2)
Box 7, Folder 8  Broadcast media time buy (2 of 2)
Box 7, Folder 9  Broadcast media - shoot expenses
Box 7, Folder 10  Contracts
Box 7, Folder 11  Correspondence - incoming (1 of 3)
Box 7, Folder 12  Correspondence - incoming (2 of 3)
Box 7, Folder 13  Correspondence - incoming (3 of 3)
Box 7, Folder 14  Correspondence - outgoing (1 of 2)
Box 7, Folder 15  Correspondence - outgoing (2 of 2)
Box 7, Folder 16  Debates
Box 7, Folder 17  Election night
02. 1994 Lt. Governor's Race: Management Files

Box 7, Folder 18  Endorsements - editorial
Box 7, Folder 19  Endorsements - organizational (1 of 3)
Box 7, Folder 20  Endorsements - organizational (2 of 3)
Box 7, Folder 21  Endorsements - organizational (3 of 3)
Box 7, Folder 22  Endorsement requests - primary
Box 7, Folder 23  FFPC
Box 7, Folder 24  Fundraising and finance
Box 7, Folder 25  Legal
Box 7, Folder 26  Letters to the Editor
Box 8, Folder 1   Media advisories
Box 8, Folder 2   Newsletter "GrayGram"
Box 8, Folder 3   News releases
Box 8, Folder 4   Opposition research
Box 8, Folder 5   Print advertising
Box 8, Folder 6   Printed materials

Scope and Content Note
Opponents advertising (Kathleen Brown, Cathie Wright, et al)

Box 8, Folder 7   Questionnaires (1 of 3)
Box 8, Folder 8   Questionnaires (2 of 3)
Box 8, Folder 9   Questionnaires (3 of 3)
Box 8, Folder 10  Research - focus groups
Box 8, Folder 11  Schedules - primary (1 of 2)
Box 8, Folder 12  Schedules - primary (2 of 2)
Box 8, Folder 13  Schedules - general
Box 8, Folder 14  Slates - primary election
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Box 8, Folder 17  Strategy
Box 8, Folder 18  Survey research (1 of 2)
Box 8, Folder 19  Survey research (2 of 2)
Box 8, Folder 20  California Statewide survey research June 1994

Scope and Content Note
Report by Fairbank, Maslin, Maullin & Associates

Box 8, Folder 21  News coverage (1 of 2)
Box 8, Folder 22  News coverage (2 of 2)
Box 8, Folder 23  News coverage
Box 8, Folder 24  News coverage
Box 49, Folder 3  1994 Election analysis (1 of 2)
Box 49, Folder 4  1994 Election analysis (2 of 2)
Box 51, Folder 1  News coverage 1994
Box 51, Folder 2  News coverage 1994
Box 52, Folder 3  Research tracking surveys 1994

03. 1998 Governor's Race: Management Files and Opposition Research

Scope and Content Note
Research (including opposition research on opponents) news clippings, budget statements, schedules and publications related to Davis's campaign for Governor of California in 1998. Also includes material from during Davis's term in office, especially from the Democratic National Convention held in Los Angeles in August 2000.

Management Files

Scope and Content Note

Box 4, Folder 9  Analysis '98 primary 1998
## Management Files

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<td>Box 4, Folder 12</td>
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<td>Box 4, Folder 13</td>
<td>Candidates - '98</td>
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<td>Box 4, Folder 14</td>
<td>Caricatures</td>
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**Scope and Content Note**
Includes some original artwork, and clippings.

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<th>Box 4, Folder 15</th>
<th>Contracts</th>
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**Scope and Content Note**
Clippings and copies of newspaper editorial endorsements.

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**Scope and Content Note**
California Fair Political Practices Commission.

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<tr>
<th>Box 5, Folder 6</th>
<th>FPPC (2 of 2) - Lippo Contributions</th>
</tr>
</thead>
</table>

**Scope and Content Note**
California Fair Political Practices Commission.

<table>
<thead>
<tr>
<th>Box 5, Folder 7</th>
<th>Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 5, Folder 8</td>
<td>Grimes Memos</td>
</tr>
</tbody>
</table>

**Scope and Content Note**
Memoranda from Frank Grimes.

<table>
<thead>
<tr>
<th>Box 5, Folder 9</th>
<th>Intros - GD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 5, Folder 10</td>
<td>Master Position Documents (Davis-Lundgren Matrix) 08/11/98</td>
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<tr>
<td>Box 5, Folder 11</td>
<td>Issues/Policy Positions</td>
</tr>
<tr>
<td>Box 5, Folder 12</td>
<td>Kick-off Swing</td>
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<td>Box 5, Folder 13</td>
<td>Legal</td>
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<td>Box 5, Folder 14</td>
<td>Letters to the Editor</td>
</tr>
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<td>Box 5, Folder 15</td>
<td>Lists</td>
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<td>Box 5, Folder 16</td>
<td>Mailings</td>
</tr>
<tr>
<td>Box 5, Folder 17</td>
<td>Media advisories</td>
</tr>
<tr>
<td>Box 5, Folder 18</td>
<td>Media analysis report</td>
</tr>
<tr>
<td>Box 5, Folder 19</td>
<td>Media buys</td>
</tr>
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<td>Box 5, Folder 20</td>
<td>Media lists</td>
</tr>
<tr>
<td>Box 5, Folder 21</td>
<td>Media scripts (1 of 2)</td>
</tr>
<tr>
<td>Box 5, Folder 22</td>
<td>Media scripts (2 of 2)</td>
</tr>
<tr>
<td>Box 5, Folder 23</td>
<td>Meeting notes</td>
</tr>
<tr>
<td>Box 5, Folder 24</td>
<td>Memoranda - internal</td>
</tr>
<tr>
<td>Box 5, Folder 25</td>
<td>Message development</td>
</tr>
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<td>Box 5, Folder 26</td>
<td>News releases</td>
</tr>
<tr>
<td>Box 5, Folder 27</td>
<td>Office holder account</td>
</tr>
<tr>
<td>Box 5, Folder 28</td>
<td>Op-eds</td>
</tr>
</tbody>
</table>

---

**Finding Aid for the Garry South**

**Political Campaign records,**

1982-2004
Management Files

| Box 5, Folder 29 | People/Volunteers |
| Box 6, Folder 1 | Printed material |
| Box 6, Folder 2 | Questionnaires |
| Box 6, Folder 3 | Schedules - general (1 of 2) |
| Box 6, Folder 4 | Schedules - general (2 of 2) |
| Box 6, Folder 5 | Schedules - primary |
| Box 6, Folder 6 | Slates - primary |
| Box 6, Folder 7 | Speeches/remarks (1 of 2) |
| Box 6, Folder 8 | Speeches/remarks (2 of 2) |
| Box 6, Folder 9 | Statements/talking points (1 of 3) |
| Box 6, Folder 10 | Statements/talking points (2 of 3) |
| Box 6, Folder 11 | Statements/talking points (3 of 3) |
| Box 6, Folder 12 | Survey research - general (1 of 2) |
| Box 6, Folder 13 | Survey research - general (2 of 2) |
| Box 6, Folder 14 | Survey research (1 of 2) |
| Box 6, Folder 15 | Survey research (2 of 2) |
| Box 6, Folder 16 | Survey research - primary (1 of 2) |
| Box 6, Folder 17 | Survey research - primary (2 of 2) |
| Box 6, Folder 18 | Strategy |
| Box 6, Folder 19 | Telemarketing |
| Box 6, Folder 20 | Transcripts |
| Box 6, Folder 21 | Video clips (1 of 2) |

Scope and Content Note

Invoices for video monitoring services.

Box 6, Folder 22

Video clips (2 of 2)

Box 7, Folder 1

Video project

Box 7, Folder 2

Website

Box 28

Broadcast media coverage 1998 Governor’s race

Scope and Content Note

34 VHS videotapes.

Box 29

Broadcast media coverage 1998 Governor’s race

Scope and Content Note

• Videotapes of media coverage of 1998 California Governor’s campaign.
  • Coverage of candidates Gray Davis, Dan Lungren, and Jane Harman campaigns (27 VHS videotapes).

Box 30

1998 Governor’s race, Davis spots

Scope and Content Note

• Commercial spots for the Gray Davis 1998 California gubernatorial campaign (12 VHS videotapes).
  • Videotape labeled “Davis Campaign Stockton 8/19/98” (1 Beta videotape).
  • Videotape labeled “Davis, Lungren & You – State Building & Construction Trades Council Presents” (1 VHS videotape).
  • NARAL commercial spots (2 VHS videotapes).
  • Videotapes labeled “California Correctional Peace Officers Association, 1998 Independent Expenditure Campaign, Gray Davis for Governor” (2 VHS videotapes).
## Management Files

### Box 31
**1998 Governor’s Race, Focus Group Tapes**

*Scope and Content Note*

Accordion folder containing focus group transcripts and analysis. Videotapes of Gray Davis for Governor focus groups: 1997-1998 (8 VHS videotapes).

### Box 32
**1998 Governor’s Race Focus Group Tapes**

*Scope and Content Note*

- Videotapes of 1998 Gray Davis focus groups (25 VHS videotapes).
- Videotapes of 1997 Gray Davis focus groups (11 VHS videotapes).
- Videotape labeled “Gray Davis For Lt. Governor Primary Night, 6/94” (1 VHS videotape).
- Videotapes of 1998 California gubernatorial campaign debates (2 VHS videotapes).
- Also a master list of the video tapes.

### Box 43
**News coverage**

*Scope and Content Note*

Clippings

### Box 44
**News coverage**

*Scope and Content Note*

Clippings

### Box 50, Folder 22
**Roundtable Discussion on Infrastructure 1997**

### Box 50, Folder 23
**Transition, Wilson to Davis (1 of 2) 1998-1999**

### Box 50, Folder 24
**Transition, Wilson to Davis (2 of 2) 1998-1999**

### Box 50, Folder 25
**Inauguration 1999**

### Box 50, Folder 26
**Inauguration programs 1999**

### Box 50, Folder 27
**Inauguration invitations 1999**

### Box 50, Folder 28
**Governor’s luncheon (1 of 2) 2000**

### Box 50, Folder 29
**Governor’s luncheon (2 of 2) 2000**

### Box 50, Folder 30
**Democratic National Convention invitations, programs 2000**

### Box 50, Folder 31
**Democratic National Convention media cocktail party 2000**

### Box 50, Folder 32
**Democratic National Convention delegates 2000**

### Box 50, Folder 33
**Democratic National Convention programs (1 of 2) 2000**

### Box 50, Folder 34
**Democratic National Convention programs (2 of 2) 2000**

### Box 51, Folder 3
**Audit (1 of 2) 1998**

### Box 51, Folder 4
**Audit (2 of 2) 1998**

### Box 51, Folder 5
**Debate briefing book 1998**

*Scope and Content Note*

Includes handwritten notes by Gray Davis.

### Box 52, Folder 1
**Leases for office space 1997-1998**

### Box 56
**Opposition research, Dan Lungren**

*Scope and Content Note*

Research, news clippings and other material reflecting Lungren's positions on issues such as abortion, the environment, crime and civil rights.

### Box 56
**Opposition research 1998**

**Opposition research, primary election**

*Scope and Content Note*
03. 1998 Governor's Race: Management Files and Opposition Research

Opposition research, primary election

Box 26

Lungren spots
Scope and Content Note
- Advertisements and promotional television spots from Dan Lungren's campaign for California Governor (22 VHS videotapes).
- Also 2 VHS videotapes labeled “The Winning Campaign, Lungren for Governor, A grassroots approach,” and a videotape labeled: “Abortion is Wrong” (1 VHS).

Box 27

Harman, Checchi and Lungren spots
Scope and Content Note
Videotapes labeled:
- “Competitive Commercials,” which contain commercial spots from the Al Checchi, Jane Harman, and Dan Lungren gubernatorial campaigns (schedule of spots included with each) (6 VHS videotapes).
- Also Videotape labeled: “Harman & Checchi Commercial Spots” (1 VHS videotape).
- Television commercial spots from Jane Harman's gubernatorial campaign.
- 1 folder containing lists of “1998 General Election Spots” and broadcast schedules (“Final Rotation”).

Box 33

Checchi spots
Scope and Content Note
- Videotape labeled “Press Conference with AL CHECCHI: 2/4/97” (1 VHS videotape).
- Videotape labeled “O.C.P. ALFRED CHECCHI” (1 VHS videotape).

04. 2002 Governor’s Race Management Files

Scope and Content Note
Research, news clippings, budget statements, schedules and publications related to Davis's campaign for Governor of California in 2002.

Box 9, Folder 1
Appointments
Box 9, Folder 2
Ballot statements
Box 9, Folder 3
Budget
Box 9, Folder 4
Cartoons
Box 9, Folder 5
Contracts (1 of 2)
Box 9, Folder 6
Contracts (2 of 2)
Box 9, Folder 7
Coordinated campaign
Box 9, Folder 8
Debates
Box 9, Folder 9
Direct mail
Box 9, Folder 10
Direct mail
Box 9, Folder 11
Election night - general
Box 9, Folder 12
Endorsements by
Box 9, Folder 13
Endorsements of - COPS
Scope and Content Note
California Organization of Police and Sheriffs.

Box 9, Folder 14
Endorsements of - editorial endorsements of others
Box 9, Folder 15
Faxfacts (1 of 2)
Box 9, Folder 16
Faxfacts (2 of 2)
Box 9, Folder 17
Finance
Box 9, Folder 18
FPPC
Scope and Content Note
California Fair Political Practices Commission.
Scope and Content Note
Racial profiling veto, Hein & CTA comments, Bridge warning and other issues.
Box 11, Folder 20  Press - veto of AB 60
Scope and Content Note
Assembly Bill 60 - driver's licenses for illegal immigrants.

Box 11, Folder 21  Bad press (1 of 2)
Scope and Content Note
Re: legislative process, “tirade at GOP caucus.”

Box 11, Folder 22  Bad press (2 of 2)
Box 11, Folder 23  Bad press (1 of 2)
Box 11, Folder 24  Bad press (2 of 2)
Box 11, Folder 25  Press - editorial analysis
Box 11, Folder 26  Press (1 of 2)
Box 11, Folder 27  Press (2 of 2)
Box 11, Folder 28  Press
Scope and Content Note
Newsclip highlights Jan-June 1999, Highlights of the Legislative accomplishments 1999 report.

Box 11, Folder 29  Press - education
Box 11, Folder 30  Press (1 of 2)
Box 11, Folder 31  Press (2 of 2)
Box 11, Folder 32  Press - public surveys
Box 11, Folder 33  Legacy
Box 11, Folder 34  Energy Strategy
Scope and Content Note
ask GS - this folder was in the Legacy folder

Box 15  Broadcast media coverage
Scope and Content Note
- Media coverage clips from 1998 and 2002 California gubernatorial campaign (25 VHS videotapes).
- Audio cassette tape of “Women's Town Hall Radio Coverage” on 5/24/02 (1 cassette tape).
- Governor Gray Davis on the Tonight Show, March 8-9, 2002 (3 VHS videotapes).
- Videotapes labeled “Sarah Brady, May 16, 2002” (3 VHS videotapes).

Box 19, Folder 1  Monterey Media Market Survey, Feb. 4-5, 2002
Box 19, Folder 2  California Statewide Survey, Feb. 5-7, 2002
Box 19, Folder 3  California Statewide Primary Tracking Week #2, Feb. 4-7, 2002
Box 19, Folder 4  California Statewide Tracking Survey, Jan. 29-31, 2002
Box 19, Folder 5  Governor Gray Davis (Survey), Jan. 13-15, 2002
Box 19, Folder 6  General Election Baseline Survey, March 21-26, 2002
Box 19, Folder 7  Polling Inventory for Governor Gray Davis, Nov. 2002
Box 20, Folder 5  Broadcast media spots analysis-CA Governor 2002 (1 of 4)
Box 20, Folder 6  Broadcast media spots analysis-CA Governor 2002 (2 of 4)
Box 20, Folder 7  Broadcast media spots analysis-CA Governor 2002 (3 of 4)
Box 20, Folder 8  Broadcast media spots analysis-CA Governor 2002 (4 of 4)
Box 20, Folder 9  2002 Governor’s race, news clips
Box 20, Folder 10  2002 Governor’s race, news clips
Box 20, Folder 11  2002 Governor’s race, news clips
Box 20, Folder 12  2002 Governor’s race, news clips
Box 20, Folder 13  2002 Governor’s race, news clips

Finding Aid for the Garry South Political Campaign records, 1982-2004
<table>
<thead>
<tr>
<th>Box 21</th>
<th>2002 Governor’s race, news clips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
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<td>12 folders.</td>
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<table>
<thead>
<tr>
<th>Box 22</th>
<th>Broadcast media coverage</th>
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<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
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<tr>
<td>• 21 VHS videotapes of broadcast news clippings.</td>
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</tr>
<tr>
<td>• 1 VHS videotape labeled &quot;Fox Trip March 21 &amp; 22.&quot;</td>
<td></td>
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<tr>
<td>• 1 VHS videotape labeled &quot;Debate 10.7.02.&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 23</th>
<th>Campaign focus group tapes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
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<tr>
<td>50 VHS videotapes.</td>
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<table>
<thead>
<tr>
<th>Box 24</th>
<th>California Statewide (Tracking Survey #10) Nov. 3-4, 2002</th>
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<tbody>
<tr>
<td>Box 24, Folder 1</td>
<td>California Statewide (Tracking Survey #9) Oct. 29-31, 2002</td>
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<tr>
<td>Box 24, Folder 2</td>
<td>California Statewide (Tracking Survey #8) Oct. 22-24, 2002</td>
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<td>Box 24, Folder 3</td>
<td>California Statewide (Tracking Survey #7) Oct. 15-17, 2002</td>
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<td>Box 24, Folder 4</td>
<td>California Statewide (Tracking Survey #6) Oct. 8-10, 2002</td>
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<tr>
<td>Box 24, Folder 5</td>
<td>California Statewide (Tracking Survey #5) Oct. 1-3, 2002</td>
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<td>Box 24, Folder 6</td>
<td>Gov. Gray Davis, ARS Session - Sept. 26, 2002</td>
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<tr>
<td>Box 24, Folder 7</td>
<td>California Statewide (Tracking Survey #4) Sept. 22-26, 2002</td>
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<tr>
<td>Box 24, Folder 8</td>
<td>California Statewide (Tracking Survey #3) Sept. 15-19, 2002</td>
</tr>
<tr>
<td>Box 24, Folder 9</td>
<td>California Statewide (Tracking Survey) Sept. 8-10, 2002</td>
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<tr>
<td>Box 24, Folder 10</td>
<td>California Statewide (Tracking Survey) Sept. 3-5, 2002</td>
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<tr>
<td>Box 24, Folder 11</td>
<td>California Statewide (survey), Aug. 26-28, 2002</td>
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<td>Box 24, Folder 12</td>
<td>California Statewide (survey), Aug. 18-20, 2002</td>
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<tr>
<td>Box 24, Folder 13</td>
<td>California Statewide (survey), July 31-Aug. 1, 2002</td>
</tr>
<tr>
<td>Box 24, Folder 14</td>
<td>Governor Gray Davis (survey), June 30-July 2, 2002</td>
</tr>
<tr>
<td>Box 24, Folder 15</td>
<td>Governor Gray Davis (survey), June 2-4, 2002</td>
</tr>
<tr>
<td>Box 24, Folder 16</td>
<td>Governor Gray Davis (survey), April 28-30, 2002</td>
</tr>
<tr>
<td>Box 24, Folder 17</td>
<td>Polling inventory for Governor Gray Davis, Nov. 2002</td>
</tr>
<tr>
<td>Box 24, Folder 18</td>
<td>Down Ballot Tracking</td>
</tr>
<tr>
<td>Box 24, Folder 19</td>
<td>2002 Governor’s Race Davis spots</td>
</tr>
<tr>
<td>Scope and Content Note</td>
<td></td>
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<tr>
<td>• Folder containing a “Market Tracking Update” list of television commercial spots.</td>
<td></td>
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<tr>
<td>• Television commercial spots for the Gray Davis for California governor reelection campaign, 2002 (22 VHS videotapes, 1 Beta videotape).</td>
<td></td>
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<tr>
<td>• Commercial spots for the Cruz Bustamante for Lt. Governor campaign, October 23, 2002 (1 VHS videotape).</td>
<td></td>
</tr>
<tr>
<td>• Videotape labeled &quot;W does California (He already did Texas)&quot; (1 VHS videotape-still sealed in plastic).</td>
<td></td>
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<tr>
<td>• Focus group video from Gray Davis for Governor, 2002 (1 VHS videotape).</td>
<td></td>
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<tr>
<td>• Radio commercial spots for Gray Davis for Governor, 2002 General Election (7 audio cassette tapes).</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 34</th>
<th>2002 Governor’s Race press clippings 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
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<td>9 folders.</td>
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<table>
<thead>
<tr>
<th>Box 38</th>
<th>2002 Governor’s Race press clippings 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope and Content Note</td>
<td></td>
</tr>
<tr>
<td>10 folders.</td>
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</tbody>
</table>
### Radio spots 2001

**Scope and Content Note**
18 audiocassettes, includes energy updates, spots for Americans for Tax Reform and American Taxpayers Alliance.

### Media clips and spots 2001

**Scope and Content Note**
- 10 VHS videocassettes, includes tapes labeled
  - "Saturday Night Live"
  - "American Taxpayers: Finger Pointing"
  - "First World Taxes, 3rd World"
  - "Gray Davis Left Us Powerl [sic]"
  - "Gray Outs"
  - "Davis Testimony"
  - "Red Tape"
  - "Windfall"
  - "The Governor Gray Davis Committee v. American Taxpayers Alliance: Complaint -- Exhibit B."
- Also an interview re: energy crisis and ads for energy conservation.

---

<table>
<thead>
<tr>
<th>Box 40, Folder 1</th>
<th>2002 Governor's Race press clippings 2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 40, Folder 2</td>
<td>2002 Governor's Race press clippings 2002</td>
</tr>
<tr>
<td>Box 40, Folder 3</td>
<td>2002 Governor's Race press clippings 2002</td>
</tr>
<tr>
<td>Box 40, Folder 4</td>
<td>Inventory of polling results 2002</td>
</tr>
<tr>
<td>Box 40, Folder 5</td>
<td>Polling results 1999 March</td>
</tr>
<tr>
<td>Box 40, Folder 6</td>
<td>Polling results 1999 April</td>
</tr>
<tr>
<td>Box 40, Folder 7</td>
<td>Polling results 1999 December</td>
</tr>
<tr>
<td>Box 40, Folder 8</td>
<td>Polling results 1999 January</td>
</tr>
<tr>
<td>Box 40, Folder 9</td>
<td>Polling results (1 of 2) 1999 April</td>
</tr>
<tr>
<td>Box 40, Folder 10</td>
<td>Polling results (2 of 2) 1999 April</td>
</tr>
<tr>
<td>Box 41, Folder 1</td>
<td>Polling results 2000 May, July</td>
</tr>
<tr>
<td>Box 41, Folder 2</td>
<td>Polling results 2000 September</td>
</tr>
<tr>
<td>Box 41, Folder 3</td>
<td>Polling results (1 of 2) 2000 October</td>
</tr>
<tr>
<td>Box 41, Folder 4</td>
<td>Polling results (2 of 2) 2000 October</td>
</tr>
<tr>
<td>Box 41, Folder 5</td>
<td>Polling results 2001 February</td>
</tr>
<tr>
<td>Box 41, Folder 6</td>
<td>Polling results 2001 April</td>
</tr>
<tr>
<td>Box 41, Folder 7</td>
<td>Polling results 2001 May-July</td>
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<tr>
<td>Box 41, Folder 8</td>
<td>Polling results 2001 October</td>
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<tr>
<td>Box 41, Folder 9</td>
<td>Statewide survey results 1999-2000</td>
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<tr>
<td>Box 41, Folder 10</td>
<td>Focus group transcripts (1 of 2) 2000 May</td>
</tr>
<tr>
<td>Box 41, Folder 11</td>
<td>Focus group transcripts (2 of 2) 2001 May</td>
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<tr>
<td>Box 41, Folder 12</td>
<td>Research report on Daniel Fessler 2000 April</td>
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<tr>
<td>Box 41, Folder 13</td>
<td>Research materials on energy issue 1999-2001</td>
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<tr>
<td>Box 41, Folder 14</td>
<td>Copy of energy briefing book Ca. 2001</td>
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<tr>
<td>Box 41, Folder 15</td>
<td>Press clippings on energy issues 2004-2005</td>
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<tr>
<td>Box 41, Folder 16</td>
<td>Press clippings on energy issues (1 of 2) 2001</td>
</tr>
<tr>
<td>Box 41, Folder 17</td>
<td>Press clippings on energy issues (2 of 2) 2001</td>
</tr>
<tr>
<td>Box 42, Folder 1</td>
<td>Press clippings on energy predictions 2001-2002</td>
</tr>
<tr>
<td>Box 42, Folder 2</td>
<td>Press clippings on conflict of interest in energy industry 2001</td>
</tr>
<tr>
<td>Box 42, Folder 3</td>
<td>Press clippings on GOP and energy 2001-2002</td>
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</tbody>
</table>

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**Finding Aid for the Garry South Political Campaign records, 1982-2004**
Box 42, Folder 4  Press clippings on Pete Wilson and deregulation 2001
Box 42, Folder 5  Press clippings on Loretta Lynch and Public Utilities Commission 2001
Box 42, Folder 6  Press clippings on out of state generators 2001-2002
Box 42, Folder 7  Press clippings on GOP and energy crisis 2001
Box 42, Folder 8  Press clippings on Gray Davis and Enron 2002
Box 42, Folder 9  Press clippings on long term energy contracts 2001-2006
Box 42, Folder 10 Press clippings on anti-Gray Davis ads 2001-2002
Box 42, Folder 11 Press clippings on Gray Davis ads 2001-2002
Box 42, Folder 13 Press binder on Republican political ad buys 2001-2002
Box 42, Folder 16 Press binder of fax updates 2001
Box 42, Folder 17 Press binder of Gray Davis's platform booklet 2001-2002
Box 48  News coverage 2002
  Scope and Content Note
  Clippings

Box 51, Folder 6  Taxes 2001
Box 51, Folder 7  Taxes 2002
Box 51, Folder 8  Debate briefing 2002
Box 51, Folder 9  Direct mail 2002

05. 2002 Governor’s Race: Opposition research
  Scope and Content Note
  Research on Davis’s opponents in the campaign for Governor of California in 2002.

Media

Box 16  Commercial spots for the Simon, Riordan and Jones 2002 California gubernatorial campaigns
  Scope and Content Note
  27 VHS videotapes, including "Riordan 1993 Campaign video" (2 VHS tapes) and "Governor Gray Davis Committee Compilation Reel."

Richard Riordan
  Scope and Content Note

Box 18, Folder 1  Print ads and press clippings from 1993 L.A. mayoral campaign
  Scope and Content Note
  Also includes photocopies of checks from Riordan and associates as donations to Gray Davis campaigns.
Box 18, Folder 2

**Anti-Riordan press clippings and documents (1 of 2)**

**Scope and Content Note**

Includes

- press clippings
- anti-Riordan promo text
- 5/01 field poll coverage
- schedules and phone messages
- records of monetary contributions to Gray Davis campaigns from Richard Riordan, Nancy M. Daly, Riordan & McKinzie PAC, and Ronald P. Spogli
- press clipping on Riordan and his decision to run for governor in 2001-2002
- press clippings re: political consultants Donald Sipple and Clint Reilly
- emails re: Richard Riordan's 2002 gubernatorial campaign
- a copy of an anti-Riordan advertisement.

Box 18, Folder 3

**Anti-Riordan press clippings and documents (2 of 2)**

Box 18, Folder 4

**Riordan press clippings (1 of 2)**

Box 18, Folder 5

**Riordan press clippings (2 of 2)**

Box 18, Folder 6

**Background on organizations supporting Riordan for Governor**

**Scope and Content Note**

Also includes press clippings and an anti-Riordan promotional document.

Box 18, Folder 7

**Riordan–LAPD**

Box 18, Folder 8

**Riordan–Letters**

Box 18, Folder 9

**Los Angeles Alliance for a New Economy report and “Riordan for Governor, Economic Vision To Turn California Around”**

Box 18, Folder 10

**Riordan–L.A. Record**

Box 18, Folder 11

**Riordan–Fundraising**

Box 18, Folder 12

**Riordan Negatives/Personal Conflict**

Box 18, Folder 13

**Riordan–Corporate Raider**

Box 18, Folder 14

**Riordan–LAUSD**

Box 18, Folder 15

**Riordan–The Economy**

Box 18, Folder 16

**Riordan–Negatives**

Box 18, Folder 17

**Riordan–Op Research**

Box 18, Folder 18

**Riordan–Energy**

Box 18, Folder 19

**Riordan Negatives-Choice**

Box 18, Folder 20

**Riordan–Transcripts**

Box 18, Folder 21

**Riordan–Media Buy**

Box 18, Folder 22

**Riordan–Releases**

Box 18, Folder 23

**Riordan–Mailers**

**Scope and Content Note**

Includes pro-and anti-Riordan political mailers.

Box 18, Folder 24

**California Statewide Survey, Feb. 28 & March 3-4, 2002**

Box 18, Folder 25

**California Statewide Survey, Feb. 26-28, 2002**

Box 18, Folder 26

**California Statewide Survey, Feb. 19-21, 2002**

Box 18, Folder 27

**California Statewide Survey, Feb. 13-14, 2002**

Box 18, Folder 28

**California Statewide Survey, Feb. 28-March 3-4, 2002**

Box 18, Folder 29

**California Statewide Survey, Feb. 26-28, 2002**

Box 18, Folder 30

**California Statewide Survey, Feb. 17-21, 2002**

Box 18, Folder 31

**California Statewide Survey, Feb. 12-14, 2002**

Box 42, Folder 12

**Press binder on Richard Riordan 2001-2002**

Box 51, Folder 11

**Riordan -- opposition research**

Box 51, Folder 12

**Riordan -- opposition research (1 of 2)**

Box 51, Folder 13

**Riordan -- opposition research (2 of 2)**
Finding Aid for the Garry South Political Campaign records, 1982-2004

William E. Simon, Jr.

Scope and Content Note

Box 17

Videotape labeled “KTVU Special Report 6.29.02 Simon & TBN”

Scope and Content Note

1 VHS videotape.

Box 17, Folder 1

Campaign Research Report, William E. Simon, Jr., Candidate for Governor of California, June 15, 2001

Box 17, Folder 2

Simon/General (1 of 2)

Box 17, Folder 3

Simon/General (2 of 2)

Box 17, Folder 4

Bill Simon mask

Box 17, Folder 5

Press clippings/Simon business background research (1 of 2)

Box 17, Folder 6

Press clippings/Simon business background research (2 of 2)

Box 17, Folder 7

Pacific Precision Metals

Box 17, Folder 8

Simon press clippings

Box 17, Folder 9

Simon-voting record

Box 17, Folder 10

Simon & Labor

Box 17, Folder 11

Simon & Veterans

Box 17, Folder 12

Simon & Women

Box 17, Folder 13

Simon's Financial Filings

Box 17, Folder 14

Simon-Environment

Box 17, Folder 15

Simon Foundation

Box 17, Folder 16

Simon & Latinos

Box 17, Folder 17

Simon-Business Record

Box 17, Folder 18

Simon & Privatization

Box 17, Folder 19

Simon & The Budget

Box 17, Folder 20

Simon-Prosecutorial Record

Box 17, Folder 21

Simon & Enron

Box 17, Folder 22

Simon & Abortion

Box 17, Folder 23

Simon-Pay to Play

Box 17, Folder 24

Simon-Letters

Box 17, Folder 25

Simon-Media Buy

Box 17, Folder 26

Simon-Ideology

Box 17, Folder 27

Simon & Income Taxes

Box 17, Folder 28

Simon-Energy

Box 17, Folder 29

Simon-Offshore Entities

Box 17, Folder 30

Simon Endorsements

Box 17, Folder 31

Simon & Bush

Box 17, Folder 32

Simon-Homeland Defense

Box 17, Folder 33

Simon & Guns

Box 17, Folder 34

Simon & Education

Box 17, Folder 35

Simon & College Record

Box 17, Folder 36

Simon-Polling

Box 17, Folder 37

Simon-Cartoons

Box 17, Folder 38

Simon-Opposition Research

Box 17, Folder 39

Simon-Releases

Box 17, Folder 40

Simon-Fundraising

Box 17, Folder 41

Simon-Transcripts

Box 17, Folder 42

Simon-Printed Materials

Box 17, Folder 43

Simon press clippings

Box 17, Folder 44

Early Simon research
| Box 42, Folder 14 | Press binder on William E. Simon, Jr. (1 of 2) 2001-2002 |
| Box 42, Folder 15 | Press binder on William E. Simon, Jr. (2 of 2) 2001-2002 |
| Box 51, Folder 14 | Simon -- Opposition research |
| Box 51, Folder 15 | Simon -- Opposition research |
| Box 51, Folder 16 | Simon -- Opposition research |

### 06. 2003 Recall Election

#### Scope and Content Note
Clippings and polling data regarding the gubernatorial recall election.

| Box 25, Folder 1 | Press clippings, correspondence, and polling results (1 of 2) |
| Box 25, Folder 2 | Press clippings, correspondence, and polling results (2 of 2) |
| Box 25, Folder 3 | Recall-clips |
| Box 25, Folder 4 | Recall-polling |
| Box 25, Folder 5 | Recall |
| Box 25, Folder 6 | Recall-FEC complaint |
| Box 25, Folder 7 | Issa-background |
| Box 25, Folder 8 | Californians Against the Costly Recall Calif. Statewide, Oct. 4-6, 2003 |
| Box 25, Folder 10 | Californians Against the Costly Recall Calif. Statewide, Sept. 23-25, 2003 |
| Box 25, Folder 11 | Californians Against the Costly Recall Calif. Statewide, Sept. 16-17, 2003 |
| Box 25, Folder 12 | Californians Against the Costly Recall Calif. Statewide, Sept. 9-10, 2003 |
| Box 25, Folder 13 | Californians Against the Costly Recall Calif. Statewide, Aug. 25-26, 2003 |
| Box 25, Folder 14 | Californians Against the Costly Recall Calif. Statewide, Aug. 3-4, 2003 |
| Box 25, Folder 15 | AFSCME California Statewide, May 7-12, 2003 |
| Box 25, Folder 16 | Taxpayers Against the Governor's Recall Calif. Statewide, July 14-17, 2003 |
| Box 51, Folder 10 | Bill Jones opposition research |

#### "California Recalled" 2003

Scope and Content Note
KPCC 89.3FM radio program produced and hosted by Frank Stoltze and Anthea Raymond, includes interview with Garry South.

Physical Characteristics and Technical Requirements
1 CD.
Special equipment or further processing may be required for viewing. To access digital materials you must notify the reference desk in advance of your visit.

#### "Also Ran: One man's Fight Against the Recall Election" 2006

Scope and Content Note
Documentary film written and directed by Paul Mariano.

Physical Characteristics and Technical Requirements
1 DVD.
Special equipment or further processing may be required for viewing. To access digital materials you must notify the reference desk in advance of your visit.


#### Scope and Content Note
Management files from Davis's early political career.

| Box 12, Folder 1 | Bio info |
| Box 12, Folder 2 | Announcement |
| Box 12, Folder 3 | Congratulatory letters 1994 |
| Box 12, Folder 4 | Fundraising and finance 1992 |
| Box 12, Folder 5 | Issues - education, environment, firearms |
Box 12, Folder 6  Issues – gay rights, housing, women
Box 12, Folder 7  Media advisories
Box 12, Folder 8  News releases
Box 12, Folder 9  News clippings (from binder) 1987-1989
Box 12, Folder 10  Opposition research
Scope and Content Note
Campaign research on Richard Lewis Thornburgh, candidate for US Senate 1991

Box 12, Folder 11  Opposition research 1991
Scope and Content Note
Opposition research on Dianne Feinstein and others

Box 12, Folder 12  Polls 1991
Box 12, Folder 13  Printed materials (1 of 2)
Box 12, Folder 14  Printed materials (2 of 2)
Box 12, Folder 15  Scheduling
Box 12, Folder 16  Strategy
Box 12, Folder 17  Polls -- articles 1986-1990
Box 12, Folder 18  Correspondence 1989
Box 12, Folder 19  Matthew (Kip) Fong 1989-1990
Scope and Content Note
News articles, correspondence, and other materials regarding Fong's run for Controller.

Box 12, Folder 20  State Controller 1978-1993
Box 12, Folder 21  Gray Davis vs. Bill Campbell
Box 12, Folder 22  Press
Box 12, Folder 23  State Controller
Scope and Content Note
Includes slates, clippings, information packets

Box 12, Folder 24  State Controller
Scope and Content Note
Includes clippings and reports

Box 12, Folder 25  State Controller
Scope and Content Note
Includes clippings and reports

Box 12, Folder 26  State Controller
Scope and Content Note
Includes clippings and reports

Box 12, Folder 27  1990 Endorsements
Box 13  Campaign spots
Scope and Content Note
• Videotapes of campaign commercials from 1986 and 1990 Controller's races and 1992 Senate Primary (9 VHS tapes).
• Also videotape labeled “Gray Davis For Lt. Governor Primary Night 6/7/94” (1 VHS videotape)
• videotapes of focus groups from 1994 (3 VHS videotapes)
• videotape labeled “Nursing Home Outtakes” (1 VHS tape).
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| Box 54          | Polls 1984                               |
| Box 55          | Investigation re: salaries during controller campaign 1988 |
|                 | Scope and Content Note                   |
|                 | Depositions.                            |

### 08. Videotapes

Scope and Content Note

Videotapes of Gray Davis speeches, inaugurations, special events, broadcast news coverage and commercials from throughout his career.

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<td>• Videotapes of debates from the 1998 California gubernatorial campaign (18 VHS videotapes).</td>
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<td>• Videotapes of debates from the 2002 California gubernatorial campaign (4 VHS videotapes).</td>
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<td>• Videotape of Voto Latino ’98, 5/23/98 (1 VHS videotape).</td>
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<td>• Broadcast media clips of 1998 California gubernatorial campaign debates (1 VHS videotape).</td>
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<td>• Gray Davis practice debate tapes – 1998 (5 VHS videotapes).</td>
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<td>• George Bush/Al Gore debate, 10/3/00 (1 VHS videotape).</td>
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<td>• Audio cassette tapes labeled “10/07/02 Debate” (2 cassette tapes).</td>
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<td>• Gray Davis speeches and videotaped statements and events (1994- 2002) (18 VHS videotapes).</td>
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<td>• Broadcast news coverage of Gray Davis (2000-2001) (3 VHS videotapes).</td>
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<td>• Commercial spots: “Stimulate tourism ad/go California” and “Postal Gov. PSA 12/27/01” (2 VHS videotapes).</td>
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<td>• Videotape labeled “California State Senate Television Program – Senate Floor Session 8/31/94” (1 VHS videotape).</td>
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<td>• Videotape labeled “Paul Kinney Productions ‘The Moderate Wing’” (1 VHS videotape).</td>
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08. Videotapes

Box 36

**Speeches, news coverage, inaugurations and events.**

**Scope and Content Note**

- Videotapes from various events with/involving Gray Davis: 1997-2001 (includes Davis' first gubernatorial inauguration, 1/4/99) (12 VHS videotapes; 1 Beta tape).
- Gray Davis speeches: 1997- (10 VHS videotapes).
- Videotape labeled “Paul Kinney Productions ‘The Moderate Wing’” (3 VHS videotapes).
- Press clippings involving Gray Davis (3 VHS videotapes).
- Videotape labeled“A Video Message From the Office of the Governor, Governor Gray Davis, March 25, 2000” (1 VHS videotape).
- Videotape labeled “8/30/97 Gray Davis” (1 VHS videotape).
- Videotape labeled “Californians For Gray Davis ‘Who Exactly Is This Man’”(1 VHS videotape).
- Videotape labeled “Sharon Davis address to Seniors” (1 VHS videotape).

Box 37

**Speeches, news coverage, events and selected commercials**

**Scope and Content Note**

- Gray Davis campaign videos, 1998 (3 VHS videotapes).
- Gray Davis For Governor footage, 1998 & California Footage, 2002 (2 Beta videotapes).
- Videotape labeled “Governor Gray Davis ‘This is California’” (1 VHS videotape).
- Videotape marked “California State Senate Television Program: 12/2/1996 Senate Floor Session Swearing-In Ceremony” (1 VHS videotape).
- Unmarked videotapes (3 VHS videotapes).
- *Unmarked yellow videotape (1 VHS videotape).
- *Empty videotape sleeve marked “Davis on Combat paid for by CCPOA.”
- Audio tape labeled “Gary Hart, Secretary of Education”, from December 3, 1998 (1 audio cassette tape).
- Unmarked audiocassette (1 audio cassette tape).
- Audio tape labeled “Selected Commercials 1982-1992” (1 audio cassette tape).

Box 53

**Speeches, news coverage, inaugurations and events. 1994-2002**

**Scope and Content Note**

VHS videotapes, CDs and microcassettes.

09. Polling data and research

**Scope and Content Note**

Poll results and research regarding California and national elections.

- Box 46, Folder 17  Presidential election Bush/Gore (1 of 2) 2000
- Box 46, Folder 18  Presidential election Bush/Gore (2 of 2) 2000
- Box 46, Folder 19  George Bush record
- Box 46, Folder 20  George Bush and anti-Bush spin (1 of 2)
- Box 46, Folder 21  George Bush and anti-Bush spin (2 of 2)
- Box 46, Folder 22  California Republican Party
- Box 49, Folder 1  Polling (1 of 2)
- Box 49, Folder 2  Polling (2 of 2)
- Box 49, Folder 3  1994 Election analysis (1 of 2)
- Box 49, Folder 4  1994 Election analysis (2 of 2)
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**Scope and Content Note**

Letters to and from Garry South, especially regarding his work for Davis's political campaigns. Other office files with internal memos and documents are also included in this series. Media reports about the campaigns and the donation of the collection are also found in this series.

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