
Guide to the Paul Loveday Proposition 10 Records, 1926-1983 (bulk 1980-1983)

Processed by Special Collections staff; machine-readable finding aid created by Brooke Dykman Dockter

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Note

History --History, California --GeneralBiological and Medical Sciences --Public Health --General

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Collection number: MSS 94-53

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Descriptive Summary

Title: Paul Loveday Papers,

Date (inclusive): 1926-1983 (bulk 1980-1983)

Collection number: MSS 94-53

Creator: Loveday, Paul

Extent: 1 manuscript box, 14 folders

Repository: University of California, San Francisco. Library. Archives and Special Collections
San Francisco, California 94143-0840

Shelf location: For current information on the location of these materials, please consult the Library's online catalog.

Language: English.

Access

Collection is open for research.

Preferred Citation

[Identification of item], Paul Loveday Papers, MSS 94-53, Archives & Special Collections, UCSF Library & CKM

Description

This collection documents the involvement of Paul Loveday in the *Proposition 10* campaign. Proposition 10 was a referendum on the California Ballot in 1980 which would have mandated the establishment of non-smoking areas in public buildings. The collection contains mostly information regarding the funding by the tobacco industry of television and radio advertisements opposing Proposition 10. The adds were supposed to be funded by a citizens group called Californians Against Regulatory Excess (CARE), but members of Californians for Smoking and NonSmoking Sections contended that CARE and the "No on 10" campaign were funded by tobacco companies. Therefore the tag line at the end of each ad should have stated that the ad was funded by the Tobacco Industry. The records include legal documents, such as Applications for Review and Declaratory Rulings; correspondence with the Federal Communication Commission and various television and radio stations; and information about Dobbs & Nielson, the law firm representing CARE. The collection is arranged according to subject, then chronologically.

Proposition 10

Box 1, Folder 1	CARE Petition Re. Ballot, 8/80
Folder 2	Correspondence with TV Stations Re. Sponsorship, 10/80
Folder 3	Dobbs & Nielson/CARE, 10/30/80-8/16/82
Folder 4	CARE - Opposition to Declaratory Ruling, 10/24/80
Folder 5	Californians for Smoking and No Smoking Sections - FCC Ruling, 10/30/80
Folder 6	Application for Review, 11/26/80
	Federal Communications Commission - Taglines
Box 1, Folder 7	Background Material, 1926-1982
Folder 8	Court Memos, 1981-1982
Folder 9	No on "A" Taglines, 1982
Folder 10	Californians for Smoking & No Smoking Sections, 2/24/82
Folder 11	Californians for Smoking & No Smoking Sections V. Federal Communications Commission 5/19/82
Folder 12	Californians for Smoking & No Smoking Sections, 5/17/83
Folder 13	Paul Loveday Notes - FCC Tagline, N.D.
Folder 14	CBS Reports "The Golden Leaf" 9/14-10/26/82