

VOTE YES ON PROPOSITION 14 CAMPAIGN

Directors Meeting -- Proposed Agenda

I. PLANNING PROPOSITION 14 CAMPAIGN

A. Voter Statistics

- ✓ 1. General Voter Statistics
- ✓ 2. Democratic Registration by Assembly District & Categorized
- ✓ 3. Democratic and Independent Registration by Assembly District & Categorized
- 4. Directors and Coordinators
 - a. Registration Data Per:
 - 1) Supervisorial District
 - 2) Congressional District
 - 3) Senatorial District
 - 4) Assembly District
 - 5) Cities

B. State Map with Overlay of Assembly Districts throughout State

C. Area Maps of Assembly Districts for:

- 1) Los Angeles
- 2) San Diego
- 3) Orange County
- 4) Northern California

✓ D. Written Materials on Proposition 14

- 1. Ballot Title and Summary for Proposition 14
- 2. Legislative Analysis
- 3. Proponent's and Opponent's Arguments on Proposition 14
- 4. Rebuttal Arguments
- 5. Cesar's letter to March Fong Eu
- 6. Secretary of State's Reply to Cesar's letter

✓ E. Fred Ross's Explanation of Proposition 14

F. Miscellaneous

- ✓ 1. Members of the Assembly: County and District
- ✓ 2. Representatives in Congress
- ✓ 3. Members of the State Senate
- ✓ 4. Grower Add

II. BACKGROUND TO CAMPAIGN

✓ A. Proposed Organizational Structure

B. Campaign Breakdown

- 1. Media
- 2. Public Relations
- 3. Fundraising

4. People Campaign - Action Program
 - a. Organizations
 - 1) Community, Unions, Churches
 - a) Endorsement Campaign
 - 2) College Campuses and Schools
 - b. People to People
 - 1) Mass Canvassing Program
 - 2) Mass Leafletting
 - 3) Door-to-Door Canvassing
 - 4) Mass Billboarding Operation
 - 5) Recruitment Program
 - 6) Misc. Campaigns -- Lawn Signs, Freeway Signs, T-Shirts, Street Stencilling, Sniping
 - 7) Farm Worker Mobilization
5. Administration

*teaching
people
directly*

Vote Registration

III. ORGANIZATIONAL PLAN & TIMETABLE

- A. Timetable of Events
- B. Campaign Roles
 1. Director
 2. Coordinator
 3. Assembly District Organizer/Coordinators
 4. Organizer
- C. Administration Program
- D. Determine Final Organizational Structure
- E. Assignments
- F. Area Analysis Completed in April Signature Campaign
- G. Assembly District Maps

IV. MEETING LOGISTICS

Contact: Fr. Terrance 456-6631

- A. Location - Serra Retreat House
Directions: Santa Monica Freeway (West) → Pacific Coast Highway (North) → go about 10 miles and thru Malibu. Just past Jack in the Box turn right at sign "Serra Retreat House" → until you reach house (about 1 mile)