

SOUTH CAROLINA:

Taxes have been the #1 defensive issue in South Carolina for the past 2 years because of shortfalls in Medicaid funding and other areas of the state general, revenue fund. Gov. Carroll Campbell has used industry support to lobby effectively for his programs in exchange for assistance for the governor's office to defeat taxes. This should be the same agenda for 1994.

The Lobby Team will attempt to impact the state's use of "assist program" dollars.

Pro-actively, Charitable Disclosure legislation will be introduced using third party coalition, and public affairs support to assist with passage.

The antis are expected to introduce for the third year smoking bans in restaurants, and attempt to repeal current pre-emption law.

RESOURCES NEEDED:

PRO-ACTIVE AND DEFENSIVE AGENDA

POLITICAL CONTRIBUTIONS \$40,000.

STATE LOBBY TEAM: LOBBYISTS:	DWIGHT DRAKE	\$70,000.	EXP. \$3,500.
	(TBN) TOM SMITH	\$60,000.	EXP \$9,000.
	DERIAL OGBURN	\$28,000.	EXP \$1,400.

PUBLIC AFFAIRS SUPPORT: CHARITABLE DISCLOSURE
LTES MAJOR NEWSPAPERS 3 MARKETS
COALITION SUPPORT

PUBLIC AFFAIRS SUPPORT: ASSIST PROGRAM
STATE LOBBY TEAM

PUBLIC AFFAIRS SUPPORT: TAXES
MASS MOBILE, PHONE CALLS 1 HIT HOUSE AND SENATE
DIRECT MAIL, 1 HIT
LTES MAJOR NEWSPAPERS 3 MARKETS
MEDIA INTERVIEWS, 3 MARKETS
ORGANIZATION SUPPORT: TBN
GEO-POLITICAL STUDIES
CURRENT CROSS-BORDER STUDIES
POLL

PUBLIC AFFAIRS SUPPORT: SMOKING BANS
MASS MOBILE, 1 HIT
DIRECT MAIL, 1 HIT
LTES MAJOR NEWSPAPERS 3 MARKETS

ORGANIZATION SUPPORT: ALL ISSUES	CATEGORY TOTAL	\$4,000.
STATE CHAMBER OF COMMERCE	\$500.	
SC RETAIL FEDERATION	\$500.	
SC WHOLESALE GROCERS ASSOC	\$500.	
SC RESTAURANT ASSOC	\$500.	
SC RETAIL GROCERS ASSOC	\$500.	
SC ASSOC OF CONVENIENCE STORES	\$500.	
MISC. OTHER GROUPS THAT MAY COME INTO PLAY ON TAX ISSUES	\$1,000.	

EVENTS:	CATEGORY TOTAL	\$25,000.
CAROLINA CUP	\$500.	

2062404376

LEGISLATIVE RECEPTIONS	\$5,000.	
HOUSE WAYS AND MEANS COMMITTEE		
HOUSE APPROPRIATIONS COMMITTEE		
HOUSE HEALTH CARE COMMITTEE		
SENATE HEALTH CARE COMMITTEE		
FUNCTION FOR SPEAKER		
FUNCTION FOR LT. GOVERNOR		
FUNCTION FOR GOVERNOR		
SC BARBECUE/SHAG FESTIVAL	\$1,000.	
TBN EVENTS	\$10,000.	
BLACK CAUCUS RECEPTION	\$3,000.	
COLUMBIA URBAN LEAGUE	\$1,500.	
MISC. SUPPORT FOR PRO-ACTIVE AND DEFENSIVE ORIENTED EVENTS	\$4,000.	
501(C)(3) (OFF-BUDGET)		CATEGORY TOTAL \$4,000..
NAACP	\$4,000.	

2062404377