



# Democracy Reform Oregon

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Accessible politics, accountable government

**For Immediate Release:**

November 14, 2007

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## **Measure Campaigns Raise Nearly \$20 per Vote Cast Fundraising Underdogs Lose in Latest Round of Ballot Measures**

Four measure campaigns raised \$19.55 per vote cast in last week's election, according to campaign finance disclosure filings that now include all dollars available to the campaigns through Election Day.

Both fundraising winners prevailed. In ballot measure elections since 2000, fundraising winners have prevailed 55.7 percent and lost 29.5 percent of the time. The remaining ballot measures in this period drew no organized support or opposition.

Two measures were on the November 2007 ballot. Measure 49, asked voters to approve a land-use law to address concerns about Measure 37. Measure 37, which passed in 2004, requires local and state governments to compensate landowners for any loss in value caused by land-use regulations, or to waive those regulations.

Supporters of Measure 49 say that it restores fairness to the land-use system by allowing landowners to build a limited number of houses on their land while stopping unfettered commercial development. Detractors say that the referral guts Measure 37, taking away important property rights and ignoring the will of the voters. Measure 49 passed by 62 to 38 percent spread, in unofficial results.

The other legislative referral Oregonians faced this fall is Measure 50, a state constitutional amendment that would have raised cigarette taxes by \$0.85 per pack and dedicated the funding for children's health care and other health programs while also encouraging more smokers to quit because of the increase in cost for cigarettes.

Proponents argued that this was a sound way to provide basic health care for thousands of uninsured children across the state. Opponents argued that it would have been wrong to place a tax increase in the state constitution and that it is wrong to tax smokers to pay for children's health insurance. The measure failed by a 59 to 41 percent vote, in unofficial results.

The campaign to defeat Measure 50 attracted nearly \$12 million in contributions, almost all of which came from three tobacco companies. The \$12 million total dwarfed the last highest amount raised for a ballot measure campaign in Oregon. In 1992, forces opposing two measures to shut down the Trojan nuclear reactor raised \$7.1 million (as expressed in 2006 inflation-adjusted figures) for a combined campaign.

**Chart 1: Top 10 Contributors to No on 49 Campaign Committees (Fix Measure 49, Oregonians in Action PAC and Stop Taking Our Property)**

<b>Contributor</b>	<b>Amount</b>	<b>Percentage</b>
Stimson Lumber	\$495,000	20.1%
Seneca Jones Timber Co.	\$332,000	13.5%
A-Dec Dental Equipment	\$213,500	8.7%
Columbia Helicopters/Wes Lematta and Swanson Group Inc.	\$163,500 each	6.6% each
George Advertising, Inc.	\$117,063	4.7%
Hire Calling, Inc. (Dick Wendt)	\$100,000	4.1%
Freres Lumber Co., Inc.	\$75,000	3.0%
Cascade Timber Consulting, Inc	\$60,000	2.4%
Rosboro	\$50,000	2.0%
Top 10 Contributors Subtotal	\$1,769,563	71.8%
Miscellaneous Cash Contributions \$100 and under	\$185,188	7.5%
Remaining Contributions	\$510,962	20.7%
Total No on 49 Contributions	\$2,465,713	100.0%

Figures include cash and in-kind contributions and loans reported to the Elections Division by 10 a.m. Wednesday, November 14, 2007.

**Chart 2: Top 10 Contributors to Yes on 49 Committee**

<b>Contributor</b>	<b>Amount</b>	<b>Percentage</b>
The Nature Conservancy in Oregon	\$1,229,469	25.2%
Eric Lemelson	\$1,025,000	21.0%
Environment Oregon, Inc.	\$200,587	4.1%
Lemelson, Dorothy (Trust Account)	\$126,000	2.6%
John D. Gray	\$125,000	2.6%
1000 Friends of Oregon	\$123,249	2.5%
Philip Knight and Edmund Hayes, Jr.	\$100,000 each	2.0% each
Paul Brainerd	\$75,000	1.5%
William Swindells	\$50,500	1.0%
Top 10 Contributors Subtotal	\$3,154,805	64.6%
Miscellaneous Cash Contributions \$100 and under	\$260,237	5.3%
Remaining Contributions	\$1,465,875	30.0%
Total Yes on 49 Contributions	\$4,880,917	100%

Figures include cash and in-kind contributions and loans reported to the Elections Division by 10 a.m. Wednesday, November 14, 2007.

**Chart 3: Top 10 Contributors to No on 50 campaign committees (Oregonians against the Blank Check and Stop the Measure 50 Tax Hike)**

<b>Contributor</b>	<b>Amount</b>	<b>Percentage</b>
Philip Morris USA Inc.	\$6,778,417	57.3%
Reynolds American	\$4,863,392	41.1%
Altria Corporate Services, Inc.	\$166,623	1.4%
Santa Fe Natural Tobacco Company	\$7872	<1%
Taxpayer Defense Fund	\$3832	<1%
Rich & Rhine Distributors; Northern Sales Company, Inc. and Capitol Distributing, Inc.	\$1000 each	<1% each
Taxpayers Association of Oregon PAC, Oregon Neighborhood Store Association Political Action Committee and Plaid Pantries, Inc.	\$500 each	<1% each
Top 10 Contributors Subtotal	\$11,824,636	~100.0%
Miscellaneous Cash Contributions \$100 and under	\$152	<1%
Remaining Contributions	\$100	<1%
Total No on 50 Contributions	\$11,824,888	100%

Figures include cash and in-kind contributions and loans reported to the Elections Division by 10 a.m. Wednesday, November 14, 2007.

**Chart 4: Top 10 Contributors to Yes on Healthy Kids Plan (Yes on 50) campaign committee**

<b>Contributor</b>	<b>Amount</b>	<b>Percentage</b>
American Cancer Society Cancer Action Network	\$550,000	15.2%
Providence Health System	202,500	5.6%
American Cancer Society, Great West Division and Opportunity PAC II	\$200,000 each	5.5% each
Tobacco-Free Kids	\$172,000	4.7%
Healthy Communities Coalition*	\$168,000	4.6%
Regence BlueCross	\$165,773	4.6%
Oregon Education Association	\$150,000	4.1%
SEIU Local 503	\$142,406	3.9%
AFSCME Council 75	\$125,000	3.4%
American Heart Association	\$110,000	3.0%
Top 10 Contributors Subtotal	\$2,075,679	57.3%
Miscellaneous Cash Contributions \$100 and under	\$17,476	<1%
Remaining Contributions	\$1,530,658	42.2%
Total Yes on 50 Contributions	\$3,623,812	100.0%

\* The Healthy Communities Coalition, another "yes on 50" political committee, raised \$168,000 from Oregon Association of Hospitals & Health Systems (\$108,000), American Hospital Association (\$50,000) and St. Charles Medical Center (\$10,000), all of which it gave to Yes on Healthy Kids Plan. Figures include cash and in-kind contributions and loans reported to the Elections Division by 10 a.m. Wednesday, November 14, 2007.

“The money in these campaigns was a key part of the story this election. It is not legal to restrict contributions to ballot measure campaigns, but Oregonians have extraordinary access to information about who was financing each of these campaigns, thanks to the new ORESTAR system,” said Sarah Wetherson, research and outreach associate with Democracy Reform Oregon. ORESTAR is Oregon’s online campaign finance reporting system. Links to it can be found at [www.sos.state.or.us](http://www.sos.state.or.us).

*Democracy Reform Oregon (DRO) is a non-partisan, not-for-profit group working to increase accountability and opportunities for participation in politics and governmental decision-making. DRO has been working on democracy reform issues since 1999 and was formerly the Money in Politics Research Action Project.*

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