

SAMPLE TALKING POINTS AND CALL SCRIPT

Tips for Phone Calls to Your Legislator

State your name and address and identify yourself as the legislator's constituent. You will often be speaking with a secretary or aide. Ask to speak to the staff member who tracks opposition to bills going to vote in the Governmental Organization Committee. Briefly make known your position as they keep track of the issues that people call about to report to the legislator (state "I am calling to urge the Assembly Member to vote no on SB 1426). Have your thoughts organized in advance, which will help you to keep the call brief and to the point. It is also very helpful to share how the issue affects you personally. Thank them for their support.

Sample Talking Points

- I am a craft brewery owner in your district and I urge the Assembly Member to protect the rights of beer manufacturers in California by voting NO on SB 1426.
- In current form, the bill would erode our state's tied house laws, giving birth to "payola" in the alcohol retail world for the first time in California history.
- The ban on payments from alcohol manufacturers to retail licensees is a central component of tied house laws in California
- SB 1426 will instantly disadvantage the nearly 700 craft breweries in the state by allowing global beer manufacturers to exercise pay-to-play tactics in the marketplace, destroying equal access to market and the level playing field that has fostered the growth and success of the craft beer industry in your district and across the state.
- As the owner of a craft brewery in your district, we have relied on tied house laws to ensure equal access to marketplace for all beer brands, big or small.
- SB 1426 threatens the future of an industry that contributed \$6.5 billion to the state economy in 2014.
- I urge you to vote no on SB 1426 to protect our state's tied house laws and the level playing ground craft brewers rely on to continue to brew and sell craft beer in California.
- Thank you for your support and please feel free to reach out with any questions.