

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. 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 AB 2573"). Then ask to speak to the staff member who tracks opposition to bills going to the Governmental Organization Committee. If that staffer answers, use the talking points below. If you get a voice mail, use the talking points to leave a brief (60 second) message. 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 business owner in your district and I urge the Assembly Member to protect the rights of beer manufacturers in California by voting NO on AB 2573.
- In current form, the bill would drastically increase the amount of money that international companies can spend to induce retailers to carry their brands over our local craft breweries – many of which are my organization's clients and business partners.
- AB 2573 will instantly disadvantage the 900 plus 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 business in your district, we have relied on the growth of craft breweries to grow our organization.
- AB 2573 threatens the future of an industry we are a part of that contributed \$6.5 billion to the state economy in 2014.
- I urge you to vote no on AB 2573 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.