

# LETTERS TO THE EDITOR

## A How to Guide for Opponents of Prop 26

Letters to the editor provide an opportunity to rebut or comment on articles, op-eds, or editorials written by your local newspaper. The brief guide below includes guidelines for an effective letter to the editor. Your voice matters and can help us defeat Prop 26.

### 1. Introduction

- a. Make sure to list the reporter and the article's title in the opening sentence – if the newspaper has not written about a subject, it is unlikely that they will publish a letter to the editor about it.
- b. Grab the editor's attention – why do you support, oppose, agree, disagree with the article?

### 2. Support

- a. Make sure that you concisely explain in as little as a sentence but not more than a paragraph why you take the position that you take.

### 3. Conclusion

- a. Reiterate your position made in the opening – but not using the exact same words.

### 4. Signature

- a. Include a closing phrase "Sincerely," or "Best regards"
- b. You must list your name, title, and if applicable, your organization
- c. Provide a telephone number, email, and the city you live in

### 5. Other Items to Keep in Mind

- a. Adhere to the paper's guidelines, typically not more than 150 to 200 words. If your letter is too short or too long, it will be rejected.
- b. Keeping the letter short and unique will ensure that the newspaper editorial staff will not edit it for brevity and clarity.

## EXAMPLES

### Example 1

This year, Californians will decide the fate of two sports betting propositions. However, only one— Proposition 26—threatens to harm disadvantaged communities disproportionately.

That's because Prop 26 contains a poison pill that will cost local governments \$500 million in tax revenue that funds vital services like police, fire protection, public health, and parks and will destroy 32,000 good-paying jobs statewide.

The problem with Prop 26 is that it allows its proponents to use predatory lawsuits to sue their legal competitors—community cardrooms—out of business. These cardrooms are a vital source of tax revenue and quality jobs. Losing them will devastate the communities of color where many cardrooms currently operate.

Legalizing sports betting should not come at the expense of harming vulnerable Californians. Voters should reject Prop 26 to protect California from lost jobs and reduced revenue for public services.

Sincerely,

[Name]

### **Example 2**

Proposition 26 is about far more than just sports betting—it's a financial bailout for California's horse racing industry.

The state's horse racing industry has a poor safety record and is responsible for more than 1,600 horse deaths over the last decade. On top of that, the sport's popularity has been declining every year as fewer and fewer people attend races.

Despite this, Prop 26 gives horse racetracks tens of millions of dollars in revenue and a new source of income by offering sports betting at racetracks.

Without Prop 26's bailout, horse racing will likely disappear in the future due to its declining popularity.

That's why animal welfare organizations across California are urging voters to vote NO on Prop 26. The last thing California needs is a bailout for a special interest like the horse racing industry.

I'm voting NO on Prop 26 this November.

Best regards,

[Name]

### **Example 3**

Proposition 26 is a flawed ballot measure that is generating opposition from across the political spectrum. Prop 26 is supposed to be about just sports betting, but there's much more to the story. The initiative will cut \$500 million in tax revenue for communities while providing a financial bailout to the troubled horse racing industry.

Both the California Democratic Party and California Republican Party have declined to support Prop 26 due to its poison pill that will flood community businesses with frivolous lawsuits. Without these businesses, communities will suffer job losses and lose valuable tax revenue.

The coalition opposing Prop 26 is extremely diverse. Local elected officials, small business organizations, veterans' advocates, and animal welfare groups are all saying no to this flawed initiative.

Regardless of how you feel about sports wagering, Prop 26 causes too much harm to California to win your support.

I will be voting NO on Prop 26 this November.

Sincerely,

[Name]