



League of Women Voters of California Education Fund

PROS & CONS

Writing State & Local & In Depths

Thank you for attending and for your interest in writing Pros & Cons

Please mute your device

Please ask any questions in the chat

Please do not use chat for anything but questions



Agenda

- The Why of Pros & Cons
- Who can write
- Information Sources
- Writing style
- Production Process
- Questions



WHY PROS & CONS?

- To serve the people of California with a concise explanation of the propositions on their ballot.
- In Depths designed to help presenters of Pros & Cons answer questions that might arise during the presentation.

Who can write Pros & Cons?

- Anyone interested and confident in their writing ability.
- No specific subject matter expertise is required.
- Objectivity is crucial.
- Can work in July and early August.
- Writing includes the In Depth associated with the proposition.

Resources for Statewide Pros & Cons

- Legislative Analyst Office reports
- Legislative Information (leginfo.gov)
- CalMatters Digital Democracy
- Public Policy Institute of California
- Institute of Governmental Studies (UC Berkeley)
- Ballotpedia

Resources for Local Pros & Cons

- City or County Clerk
- City or County Counsel
- Board of Supervisors or City Council meeting minutes
- District Offices or Boards related to topic (eg: Water District and State or County Water Boards)

Writing the Pros & Cons

- Plain language

Write for the audience...5th or 6th grade level

Example:

If any member of the board retires, the company, at the discretion of the board, and after notice from the chairman of the board to all the members of the board at least 30 days before executing this option, may buy, and the retiring member must sell, the member's interest in the company.

The company may buy a retiring member's interest.

- People First Language Guide
- Online analysis for readability
- Templates provided!

Pros & Cons Template

- Title & Type of Proposition
- The Question:
 - *Should the gas tax be repealed?*
- The Situation
- The Proposal
- Fiscal Effect
- Supporters/ Opponents Say

Production Process

- Props are assigned or volunteered for by June 30th.
- If possible use Google docs for ease of sharing and edit
- Deadline for 1st draft varies depending when LAO analysis is available. The analysis for the November election will be posted July 23rd.
- Drafts go through an editing process with rolling deadlines - targets are July 24 - August 1st.
- Final draft is not done until after Voter Information Guide is online and legal challenges to it are addressed - for November that date is August 12th.

How Can you help?

If you'd like to be a part of the State League Pros/Cons Process please Contact Jody Nunez by **June 28th**

Email: jnunez@lwvc.org

Cell: 510-541-0422 for texts

Questions

