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# Grassroots Guide

## ARIZONA

### *Election 2016*

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**Pushing back  
against  
legalization in  
your state:  
Working Together  
for Success!**

# Overview

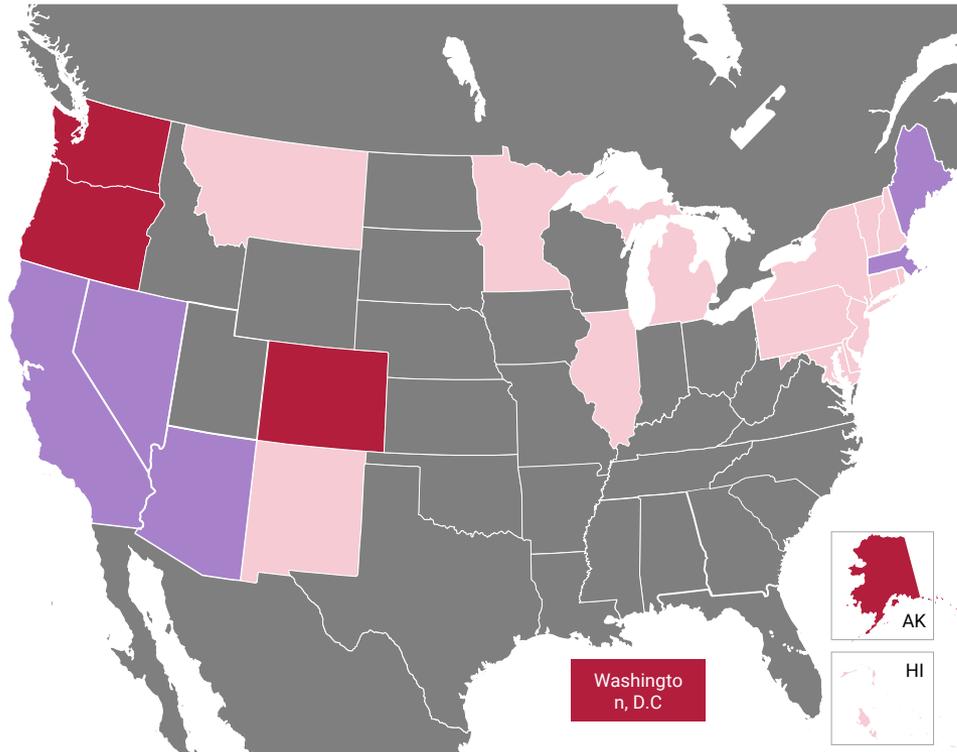
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**1** What is at stake

**2** The talking points to emphasize

**3** How to be heard

# A structured outreach campaign to defeat legalization is key



## Legend:

- = "Recreational" use legalized
- = "Medical" use legalized
- = "Medical" use legalized; 2016 initiative to legalize "recreational" use

- Working with your state campaign and SAM Action, **this presentation has information to help you get involved.**
- To be effective, it is important to:
  - **Have discipline** in following the main talking points of the campaign; and
  - **Deliver these talking points** via (free) traditional and social media in your state.

# You can make a difference!

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- Despite the rhetoric, legalization in Arizona is **NOT inevitable**
- The marijuana lobby's last two big pushes **failed** – in **Ohio (2015) and Vermont (2016)**
- This happened because of **focused campaigns and disciplined grassroots activism**
- **You can be a part of this success!**

# The Arizona initiative: basics

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- **Title:** Arizona Regulation and Taxation of Marijuana Act Initiative
- **Full text:** Available [here](#)
- **Sponsor:** The Marijuana Policy Project, a Washington, D.C.-based special interest group with strong ties to the marijuana industry

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# Stick to a few main Arizona talking points

- Legalization in Arizona is all about one thing: **money – it's about making a few people rich. It's Big Tobacco all over again.**
- The initiative **allows pot shops in your neighborhoods**—where your children live—to sell **kid-friendly pot products like lollipops and gummy bears** that are easily mistaken for ordinary candy. Since Colorado legalized marijuana, **it has the highest rate of youth pot use in the nation—a rate 70% higher** than the national average.
- The initiative **allows 12 plants to be grown at home, enough for thousands of joints a year, and unlimited smoking in one's backyard**—no matter how close neighbors are or if there are kids around.

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**Stop here if you are writing a letter to the editor, short article, social media post, or giving a quote to a media outlet – it's important to be brief and stick to just a couple of talking points, especially in the age of digital media**

# If you need more material...

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- The ballot question imposes **no limits or restrictions on potency** and expressly authorizes edible products.
- The ballot question allows for **unlimited advertising and promotion** by the pot industry.
- And it **packs the state oversight committee with pot industry representatives**, who can be expected to block attempts to enact health and safety regulations

# Agenda

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- 1 What is at stake
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# How can you be heard?

- **Write the editorial board** of your local newspaper and ask to meet with them about this issue
- Send [opinion pieces to your local paper](#) or appear on your local radio station
- Write and [submit letters to the editor](#) (these are shorter than opinion pieces, typically ~200 words)
- **Speak to local civic organizations**, parent groups, community coalitions, etc. to help spread the word and educate the public to speak out against this measure
- **Write your state and local elected officials** and ask them to publicly oppose the ballot initiative
- Write short **Facebook & [social media posts](#)**
- Ask local **health and medical organizations** to speak out (see, e.g., [this resolution by the National Alliance on Mental Illness](#))
- **Speak at city councils, neighborhood councils, city commissions or city boards** about marijuana issues (see this [sample city council resolution](#))

# Press outreach

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- **Arizona Daily Star**
  - Bobbie Jo Buel, Editor
  - Email: [bbuel@tucson.com](mailto:bbuel@tucson.com)
  - Phone: 520-573-4217
- **Arizona Republic**
  - Joanna Allhands
  - Opinions Digital Editor
  - Email: [joanna.allhands@arizonarepublic.com](mailto:joanna.allhands@arizonarepublic.com)
  - Phone: 602-444-8000
- **Yuma Sun**
  - Roxanne Molenaar, Editor
  - Email: [rmolenaar@yumasun.com](mailto:rmolenaar@yumasun.com)
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