

Mainers Protecting Our Youth and Communities



Grassroots Guide **MAINE** *Election 2016*

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

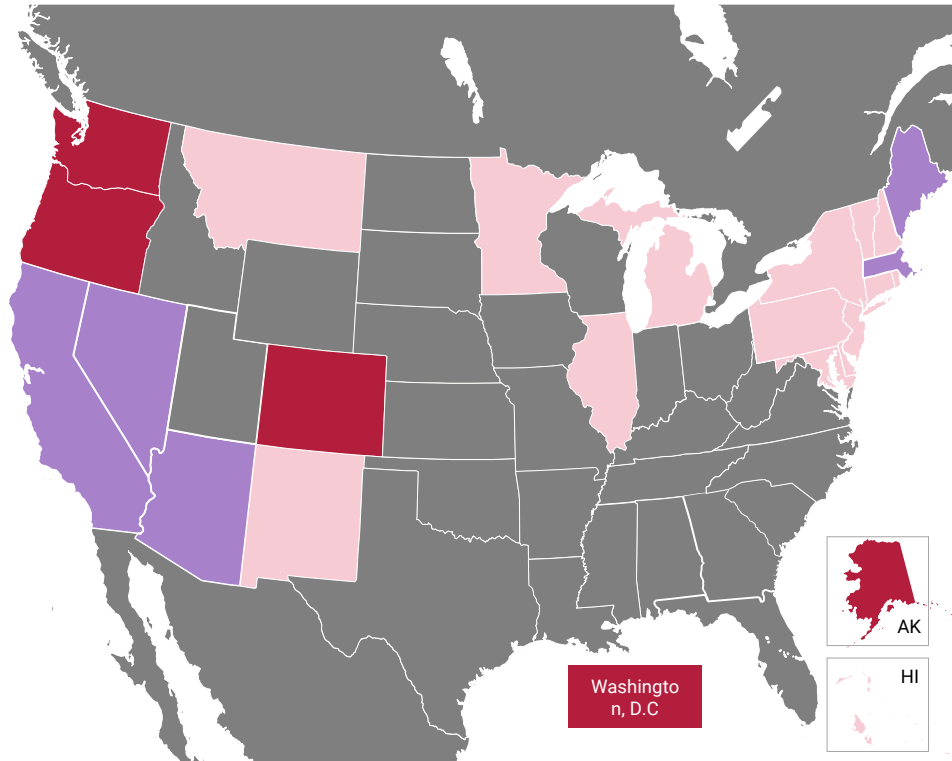
Overview

1 What is at stake

2 Talking points to emphasize

3 What we need to do

We need to have a more structured outreach campaign to defeat legalization



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!

- Despite the rhetoric, legalization 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 Maine initiative: basics

- **Title:** Marijuana Legalization Act
- **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 a few primary poll-tested talking points

1

Employees' rights to use marijuana

2

Pot clubs (legal immediately upon passage)

3

Edibles & concentrates

4

Weak penalties for selling to minors

Also worth mentioning

- The Maine initiative is funded by Washington D.C. special interests **who just want to get rich at the expense of you and your children.**
- 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.

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

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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

- **Bangor Daily News**
 - Matthew Stone, Editorial Page Editor
 - Email: mstone@bangordailynews.com
 - Phone: 207-990-8000

- **Portland Press Herald**
 - Greg Kesich, Editorial Page Editor
 - Email: gkesich@pressherald.com
 - Phone: 207- 791-6481

- **Lewiston Sun Journal**
 - Judith Meyer, Executive Editor
 - Email: jmeyer@sunjournal.com
 - Phone: 207-689-2902

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<http://www.samaction.net/maine/>