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Grassroots Guide **NEVADA** *Election 2016*

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

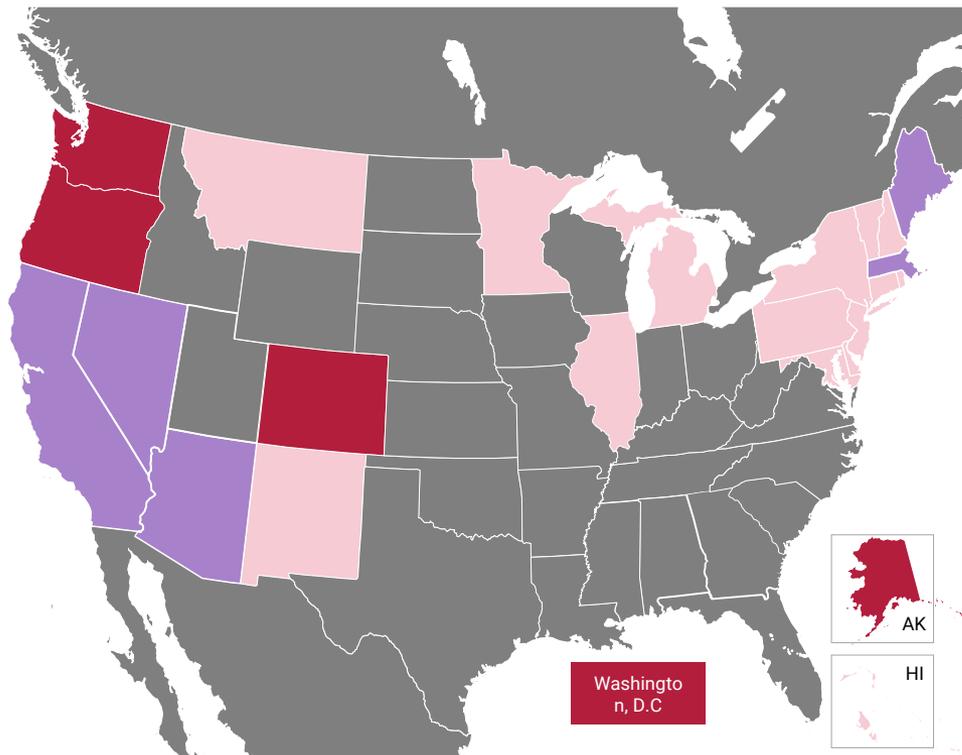
Overview

1 What is at stake

2 Talking points to emphasize

3 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!

- Despite the rhetoric, legalization in Nevada 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 Nevada initiative: basics

- **Title:** Initiative to Regulate and Tax Marijuana (Question 2)
- **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 one or two main Nevada talking points

- Question 2 is funded by Washington D.C. special interests **who just want to get rich at the expense of you and your children.**
- Question 2 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

If you need more material:

- Question 2 **permits pot products with very high potency levels**, which has led to many more marijuana poisoning cases in states with legalized pot. So Question 2 isn't about public safety, but about marketing a harmful drug for profit.
- Studies show **teenagers who regularly use marijuana have lower IQ, higher dropout rates, and do worse on college entrance exams**. Nevada is currently near the bottom of most U.S. rankings in education. At a time when skilled graduates are needed to fill Nevada jobs, we can't afford to fall any further.
- Question 2 gives **special treatment to corporate interests and select alcohol companies** investing in marijuana. So Question 2 isn't about business opportunities for average Nevadans, but about corporate handouts to a privileged few.

Agenda

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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

- **Las Vegas Review Journal**
 - J. Keith Moyer, Editor
 - Email: moyer@reviewjournal.com
 - Phone: 702- 387-2906

- **Reno Gazette Journal**
 - Bruce Bledsoe, Editorial Page Editor
 - Email: bbledsoe@rgj.com
 - Phone: 775-788-6312

 - Steve Falcone, Editorial Page Editor
 - Email: sfalcone@rgj.com
 - Phone: 775-788-6383

- **Nevada Appeal**
 - Adam Trumble, Editor
 - Email: atrumble@nevadaappeal.com
 - Phone: 775-881-1224



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