

AMENDMENT 1 TIPS ON WRITING A GUEST COLUMN (“MY VIEW”)

Respect the paper’s standard length. The typical guest column in a local paper is usually between 500 and 750 words. It is very important to stay within those limits. Any shorter and your column will run as a “letter to the editor.” Any longer and it will either be edited by the paper or rejected as being too long.

Provide a local perspective. Generally, the paper will want a local perspective on how a statewide initiative will impact the local community. As a locally elected leader, your perspective is exactly what is needed. Feel free to be specific or use local examples.

AMENDMENT 1 TIPS ON GIVING A SPEECH ABOUT AMENDMENT 1

Stay Out of the Weeds. Do not try to explain the mechanics of the amendment. Amendment 1 is a confusing revision to an already-convoluted tax system. Instead of trying to explain its many complex components, talk primarily about its effects and how it will hurt taxpayers and your community.

Keep It Short and Simple. The best message is one that the audience will remember. Keep to a few key points and try not to inundate people with too much information.

Keep It Local. Generally speaking, your audience will want to know how it affects them and their neighbors. As an elected leader, you have the very best perspective to be able to share a local perspective.

Be Clear and Concise. A public speech is not the place to recite every reason why Amendment 1 is bad. Nor is it the place to provide too much historical context. It is, however, perfect for letting listeners know in clear and concise terms that Amendment 1 will hurt local taxpayers.

Speak in Your Own Voice. While we have provided a sample speech, it is not intended to substitute for your words, nor for your perspective. Share your opinion in your own voice and in your own way—your listeners will appreciate that.

Speak to a Common Audience. Your speech should be easy to understand. Write your speech so that most audiences can understand it. Try to avoid technical or arcane language and especially stay away from bureaucratic-sounding buzzwords or phrases that may be common inside city hall, but are rarely used at the dinner table.