

STOP THE SPECIAL EXEMPTIONS ACT

When talking to fellow educators:

- **Connect personally to CTA members** on the consequences of the measure to THEIR JOBS, THEIR STUDENTS and THEIR FAMILIES.
- **Highlight the unfair, unbalanced nature of the measure** and its real agenda of stripping educators and other workers of their voice while giving even more power to corporate special interests.
- **Ask members to commit to taking an action** (vote no, talk to others, and volunteer to be part of the campaign).

Our overall message:

Proposition 32 on November's ballot is not what it seems. The Special Exemptions Act (Prop. 32) is misleading, unfair and unnecessary. This measure claims to be about stopping special interest money in politics, but it really prohibits educators and other union members from having a voice in politics while creating special exemptions that give even MORE power to corporate special interests and billionaires. Its real agenda is to weaken unions. It will effectively stop educators from speaking out for students, public schools and our profession. The anti-union millionaires behind this measure want to pass it now so they have an easier time privatizing public education, as well as cutting jobs, wages and our secure retirement to boost their own profits. This measure is bad for our students, families, communities and the state's middle class. **Vote NO on Prop. 32.**

Effective framework with core message points:

CONNECT A measure on this November's ballot threatens the work, rights, wages and retirement of educators like us.

DISCREDIT It's really an attack on educators and union workers disguised as being about "stopping special interests." Instead, it gives corporate special interests and billionaires even more power to write their own rules at the expense of everyone else.

DEFINE We can't fight for our students and the middle class if we don't have a voice. This measure was designed to appear balanced but really creates special exemptions allowing corporate special interests and Super PACs to spend with NO LIMITS in politics, while eliminating the voice of workers.

CALL OUT The people behind this measure aren't interested in reform. They are really anti-union multimillionaires and retired corporate CEOs with a history of spending big money trying to weaken unions and privatize public education.



**Vote NO on Proposition 32.
The Special Exemptions Act.**

GET INVOLVED

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