

# How to Write an Effective Lobbying Letter

Address lobbying correspondence to the author of the bill with copies to members of the committee hearing the bill and to your local legislator.

Indicate immediately which bill you're addressing by its bill number (AB\_\_ if it originates in the Assembly, SB\_\_ if it originates in the Senate), by an identifying phrase and whether you support or oppose the bill. This will help legislative staff in routing your letter.

Be sure to make clear for whom you're speaking.

Be sure to be clear about what action you want the legislator to take.

If you have a personal relationship with the legislator, take a moment to write a quick, handwritten note to draw his or her attention to your letter.

Be sure to send a copy of your letter to the Governor. Also please send a copy to the CalChamber staff members assigned to the bill so they can include information on your support or opposition in their committee testimony.

Use your business letterhead when communicating your position on a bill.



## JOB CREATOR

April 17, 2018

The Honorable Anthony Portantino  
California State Senate  
State Capitol, Room 3086  
Sacramento, CA 95814

**SUBJECT: SB 832 (PORTANTINO) INCOME TAXES: CREDITS: MOTION PICTURES SUPPORT/JOB CREATOR – AS AMENDED APRIL 12, 2018**

Dear Senator Portantino:

We are pleased to **SUPPORT** your **SB 832**, as amended April 12, 2018 as a **JOB CREATOR**, which would extend California's tax incentive for motion pictures and television productions for an additional five years. This tax incentive has proven effective at maintaining jobs in California and growing jobs in this industry.

In 2014, the State Legislature enacted an expanded motion picture and television production tax credit program, which has proven to be a success in keeping more film and television productions -and the jobs these productions generate - here in California. According to the California Film Commission, 137 television and feature film projects located their productions in California because of this program. In the first three years of the current program, those projects are estimated to have spent an aggregate of \$5.1 billion here in California - on wages to the skilled professionals who create these movies and TV programs, and on payments to the California businesses that supply productions with goods and services. Thirteen television series that previously filmed outside of California have relocated to California, and seven large-budget films, a genre that had been all but lost to California, are being filmed here.

The current program has a sunset date of July 1, 2020. However, planning for both motion picture and television productions typically occurs several years in advance, and productions rely on the certainty that the incentive will be available, as location decisions are made. **SB 832** seeks an extension this year, in the third year of the current program.

For these reasons and others, we are pleased to **SUPPORT** your **SB 832** as a **JOB CREATOR**.

Sincerely,

Sarah Boot  
Policy Advocate

cc: Ronda Paschal, Office of the Governor  
District Office, The Honorable Anthony Portantino

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Keep your letter short. A succinct, one-page letter will have more impact than a longer one. If you have documentation of the bill's impact on your business, enclose it, but keep the letter short.

In many committees, staff members file correspondence according to the date of the bill's next hearing. If you know the date, be sure to include it. Including such information will help ensure your letter is read in time to have an impact.

Get to the point of your letter quickly: your support for or opposition to the bill.

Provide concrete, credible information on the impact of proposed legislation on your business.

Elected officials prefer to hear from persons in authority rather than just from staff members. A letter will have more impact if the business owner or person in a management position signs the letter.

Use boldface type, underlining or italics sparingly to emphasize important points.

Act promptly. Too many good lobbying letters arrive after a vote already has been taken.

Later...If the legislator does what you ask, be sure to send a thank you letter.

**CalChamberVotes.com**  
Easy-to-edit sample letters and links to more information about bills and legislators are available on the CalChamber grassroots website, [www.calchambervotes.com](http://www.calchambervotes.com).

# California Promise: Opportunity for All

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