



Yes on Prop 16 Talking Points (v. 7.14.20)

Below are the latest Yes on Prop 16 talking points, which will continue to evolve as we hone our message through several rounds of research. Importantly, we have deliberately moved away from referencing the history of Proposition 209 -- our research has shown that voters are drawn to messaging that looks forward instead of to the past. When sharing personal stories, it's important that we focus on the "now" instead of anecdotes about gaining admissions to flagship universities in California.

Core Message

In California, we believe in giving everyone -- Black, white, Latino, Asian American or Pacific Islander, woman or man -- an equal shot at fair wages, good jobs and quality schools. But the truth is that many people in our communities are currently discriminated against in getting state contracts, employment, pay, and educational opportunities based on who they are or where they come from.

But Prop 16 would change all of that -- it's the systemic change we need to end discrimination as we know it. And it couldn't come at a better time as the calls for a more fair and just California grow by the day.

By uniting to pass Prop 16, we can ensure all working people in our state have equal access to the opportunities that will allow all of us to thrive. Together, we can make our systems more just and provide better jobs, higher wages, and quality schools for all.

Persuading those in the middle

In 2020 in California, women are paid 80 cents for every dollar a white man makes, and women of color are paid significantly less. As a result, a wealthy few are able to hoard money and power instead of investing it in our communities. There's no denying that wage discrimination hurts our ability to provide for our families, and we can start to fix it by voting for Prop 16.

There's absolutely no reason why women shouldn't be given the same opportunities we give men to get ahead. We can't allow the rich and powerful to divide us based on our gender while they rig the rules to keep women and people of color from advancing in our universities and workplaces.

All of us, no matter what we look like or where we come from, deserve equal opportunities to thrive. By coming together to support Prop 16, we can provide opportunities for good jobs, good wages, and quality schools for everyone.

Motivating our base

Women of color are on the front lines of the COVID-19 response, and contributing leadership in every field, yet white men are overrepresented in positions where money is made and power is exercised. As our national economic downturn continues, women of color are losing their frontline



jobs faster than anyone else, while CEOs are bailed out by the federal government. California needs to step in and restore balance where Washington won't.

In states without equal opportunity policies, nearly all public contracts, and the jobs that go with them, go to large companies run by older white men. Government contracts should be awarded in a fair and equal manner that benefits us all. We can make sure that happens by voting for Prop 16.

Our shared values and our diverse communities are under attack in America today. White supremacists are on the march, Black people are being shot and denied justice within our racist institutions, Latino children are in cages, COVID-19 is ravaging Native American communities, hate crimes against Asian Americans are on the rise, and many of us fear for our safety because of who we are.

There is something we can do. By supporting Prop 16, we can push back against Trump and the racism he promotes, building a better future in California.