


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.

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



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.

March 12, 2009

The Honorable Mike Feuer
California State Assembly
State Capitol, Room 3146
Sacramento, CA 95814

**SUBJECT: AB 109 (FEUER) OUTDOOR ADVERTISING: DIGITAL ADVERTISING DISPLAY
SCHEDULED FOR HEARING – MARCH 12, 2009
OPPOSE**

Dear Assemblymember Feuer:

The California Chamber of Commerce **OPPOSES** your **AB 109**, which imposes a moratorium on the construction, conversion, enhancements or modifications of a billboard to a digital format if it can be seen from a highway. The bill also prohibits conversion of official highway digital displays to advertisements for commercial purposes.

Many California businesses use digital billboards to display and promote their products. With the economy being so slow, every opportunity to stimulate commerce must be pursued. When products move, people work. Restaurants, movie theaters, automotive dealers, hotels are just a few kinds of businesses that employ billboards to advertise their products.

Converting to digital media also provides jobs for a variety of skilled labor and construction crews that have had few opportunities for employment due to the downturn in commercial and residential developments.

Finally, regulating digital billboards should be left to local communities many of whom already have rules in place. Further, prohibiting digital billboards cuts off a source of revenue for local communities many of which are facing severe budgetary deficits.

For these reasons, the CalChamber **OPPOSES** your **AB 109**.

Valerie Nera

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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.

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.

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

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

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

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

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.

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.

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 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.