



POB 1703, Mill Valley, CA 94942
CatalystsCA.org 415-686-4375

PRESS RELEASE: How to Personalize & Add Quotes

April 27, 2024

To: Local Neighborhood Groups, Homeowner Associations, and other Activist Groups

Picture This: (1) Media start publishing housing stories that reflect our point of view. *SB9 is unconstitutional. The unmet need is for affordable housing. RHNA is rigged. HCD is a bureaucracy that is out of control. 150 housing laws since 2017; few results!* and (2) Media start quoting our sources: Barnes, Bronstein, Filseth, Griffiths, Kalish, Lee, Silvestri, Testa, and Verville, among others.

Goal: Provide media with “new narrative” stories about CA housing policy on a regular basis using factual evidence.

Strategy:

1. Catalysts, maybe others, will write a press release and distribute it to local leaders as a word.doc, so you can personalize it.
2. Letterhead: Swap in your name, address, phone, and logo at the top.
3. Put in the current date.
4. Content: Use the content provided or edit it to be more locally relevant.
5. Quotes: Add a quote from someone in your group, use the quotes provided, or select a quote from individuals and groups listed below.
6. Media Contacts: On this example of the SB9 press release, keep Pam Lee’s name and contact info in top position. Add your name, a delegate from your group, or the name and contact info for the people you quote.
7. Length: one page! Font size: 11 or more
8. Intent: Inform the media of small victories. Show positive impact of grassroots efforts. Cultivate hope and optimism.
9. Send ASAP
10. Send a cc or blind cc to Susan@susankirsch.com

Quotes and Sources to use in your press release

Re: **Big Win for Charter Law Cities against the State; SB9 ruled “unconstitutional” (April 26, 2024)**

“This ruling signals an opportunity for cities across the state to join together against state overreach. The hundred state laws removing local authority are not and will not correct Housing Affordability. The state’s Housing Affordability crisis is not caused by a market rate inventory shortage. Legislators must stop blaming cities and address the economic forces at play.”

--Julie Testa, Pleasanton Vice Mayor, CA Alliance of Local Electeds (CALE) Executive Director,
(925) 872-6517, Julie.Testa@gmail.com



POB 1703, Mill Valley, CA 94942
CatalystsCA.org 415-686-4375

PRESS RELEASE: How to Personalize & Add Quotes

“This win over the State gives hope and courage to many cities in California that we can stand up and work together to fight bad bills. Local control over land use and zoning is something still worth protecting.”

“Congratulations to lead attorney Pam Lee of Aleshire & Wynder, LLP representing the 5 Charter Cities involved in this action.”

--Mike Griffiths, former Torrance City Council member and party to the lawsuit, founder California Cities for Local Control, 310-339-5522, mike.griffiths@att.net

“Pam Lee is a warrior for the people. Her legal prowess shows that we can take a bold stand and win in this David/Goliath battle for local control.”

--Susan Kirsch, Director, Catalysts Institute for Local Control, 415-686-4375,
susan@susankirsch.com

"The SB9 court decision soundly questions housing policy as a “matter of state importance.” It’s promoting a “housing emergency” using the cover of “affordability”— while it has provisions to provide none.

Legislators have passed hundreds of similar bills in a frenzy about the state housing crisis. But their actual effect overwhelms neighborhoods with more market-rate housing, reduces parking, and clogs emergency evacuation routes.

--Amy Kalish, Director, Citizen Marin, (415) 992-2364, amykalish@gmail.com

“The SB 9 ruling offers all of us a breath of hope that we might be able to get common sense legislation that cares about all residents including the ones that have invested in their communities by buying homes.”

--Maria Pavlou-Kalban, United Neighbors in Los Angeles, (818) 469-4796, mpkalban@gmail.com

MEDIA CONTACT:

Attorney Pam Lee, (949) 250-5415, plee@awattorneys.com

ADD contact info (name, agency, phone, email) for anyone else you quote in the press release.