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## **AFRICAN-AMERICAN NEWSPAPERS, GROUPS BACK NO ON PROP 10 CAMPAIGN**

*New Ad Focuses on African-American Community That Would Be Hurt by Flawed Ballot  
Measure*

SACRAMENTO – Two of the state’s leading African-American newspapers and seven of the community’s most prominent organizations today announced their opposition to Proposition 10, the measure on the November ballot that repeals the Costa-Hawkins Rental Housing Act, including protections for tenants and single-family homeowners.

The *Los Angeles Sentinel* and the *Los Angeles Watts Times* both urged their readers to vote no on the ballot measure. They were joined by the Greater Los Angeles African-American Chamber of Commerce, Recycling Black Dollars, Mothers in Action, My Brother’s Keeper, The Tribe Collective, Graysons Awareness Outreach and the National Association of Minority Contractors, Southern California. The California NAACP previously had announced its opposition to the measure.

In addition, Californians for Responsible Housing today released a new ad targeted at African-American voters urging them to vote against Proposition 10. The 30-second ad features Los Angeles real estate expert Malcolm Bennett who criticizes Proposition 10 because “it makes a bad problem worse” and decreases the value of single-family homes. The ad cites news articles and newspaper editorials that conclude that Proposition 10 will result in a reduction in affordable housing construction, rent increases, and apartments and single-family homes being taken off the rental market.

Bennett notes “For many people of color buying our own home is a dream we once thought was impossible. It represents a vital step up the economic ladder. But Prop 10 is an assault on that ladder. Prop 10 eliminates protections for homeowners, decreases the value of the value of homes we rely on to save for our retirement...It’s an attack on homeowners.”

The ad will run on digital platforms across the state beginning today. It was produced by California-based SCN Strategies.

Proposition 10 is opposed by both California gubernatorial candidates, the State Building Trades and Construction Council of California, the California Senior Advocates League, and more than a dozen veterans groups.

The ad can be viewed here and here: <https://vimeo.com/noprop10/attackonhomeowners>

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