



[No on Prop 5](#)

FOR IMMEDIATE RELEASE

October 9, 2018

Contact: Mike Roth, 916.444.7170

**POWERFUL [NEW AD](#) SPOTLIGHTS WHAT'S AT STAKE WITH PROP 5:
REALTORS BENEFIT, WHILE LOCAL SCHOOL FUNDING AND
VITAL LOCAL SERVICES EACH TAKE A \$1 BILLION ANNUAL HIT**

Sacramento, CA – The No on Prop 5 campaign launched the first in a series of ads that begin running on statewide TV and digital outlets today. The 30-second ad spotlights what's at stake with Prop 5: Realtors benefit while local school funding and vital local services each are cut by \$1 billion annually, according to the nonpartisan Legislative Analyst.

Viewers will learn that the California Association of Realtors is the only sponsor of Prop 5 and the only major contributor, having already spent more than \$7 million to pass the far-reaching initiative. By comparison, the ad lists dozens of respected groups that oppose the measure, from teachers, firefighters, and healthcare workers to groups representing seniors, middle-class taxpayers and healthcare and affordable housing advocates.

The ad also cites two of the most scathing editorials against Prop 5. The [Sacramento Bee](#) dismissed claims that Prop 5 would help California's housing crisis, calling the Realtor's argument "a sham." Likewise, the [San Francisco Chronicle](#) slammed the measure, saying "It's hard to describe how many different bad policies Prop. 5 would create..." and concluded Prop 5 should "go down in flames."

View the ad here: <https://www.youtube.com/watch?v=5H9G7rv1QEI&feature=youtu.be>

Script:

Visual	Audio
Prop 5 text	Wondering how to vote on Prop 5?

	Well – let’s see –the only sponsor is the California Association of Realtors
FPPC funding records	Just one major contributor....Hmmm... let’s check on whose opposed ...
<i>List of endorsers on a map</i> AFSCME California Coalition for Rural Housing California Democratic Party California Faculty Association California Federation of Teachers California League of Conservation Voters California Professional Firefighters California State Association of Counties California State Sheriffs Association California Teachers Association Congress of California Seniors Health Access League of Women Voters of California Middle Class Taxpayers Association Non-Profit Housing Association of Northern California Southern California Association of Non-Profit Housing SEIU California Legislative Analyst Information \$1 billion from Schools \$1 billion from local services	Wow ... and the bipartisan Legislative Analyst says Prop 5 will ultimately cut up to \$1 billion in local revenue from both our schools and another billion from vital local services (Screeching sound)
Schools Fire Services Emergency Room Ambulance Services Homeless Shelters Parks Libraries	Wait... all those services will lose funding so the realtors can sell more expensive homes?
<i>SF Chronicle</i> “It’s hard to describe how many different bad policies Prop. 5 would create....” <i>Sacramento Bee</i>	That’s why we urge you to vote NO on Prop 5.

"Supporters say Proposition 5 would help California's housing crisis. That's a sham."	
<i>Website:</i> <i>NoProp5.com</i>	

#

Paid for by No on Prop 5, Sponsored by Educators, Public Safety, Health Care and Local Government Organizations. Committee major funding from SEIU California State Council, California Teachers Association, and American Federation of State, County and Municipal Employees.

Funding details at <http://www.fppc.ca.gov>

[Who funded this ad?](#)