



Californians Against Proposition 98 (the Landlords' Attack on Renters)

Campaign Video Contest: Win a \$1,000 Prize

What: The No on Prop. 98 Campaign is hosting a statewide contest to expose Prop. 98's devastating flaws and its potential negative impacts for California renters. We are looking for short videos that explain to voters why they should vote no on Prop. 98. The best entries will be profiled on the campaign web site and with the press. The winning entry will receive a \$1,000 prize.

Video Profile / Outline of Content:

- Videos must be no more than 1 minute in length.
- All Videos must be submitted no later than March 28, but are welcome before that.
- Winning videos will focus on Prop. 98's hidden rent control provisions and will:
 - Highlight Prop. 98's disastrous impacts on renters, such as seniors, widows, young families, students and others; and/or
 - Expose the wealthy mobile home park and apartment owner landlords who have spent more than \$2 million to get Prop. 98 on the ballot. For a list of Prop. 98 funders, visit <http://calaccess.sos.ca.gov/Campaign/Committees/Detail.aspx?id=1296303>
- Creativity and thinking outside the box is encouraged. While Prop. 98 is serious, humor and light-hearted submissions are encouraged.

Submission Instructions:

- They should be posted on You Tube, with a link to the video sent to mcallahan@bickerassociates.com.
- Please include your name, phone number and e-mail address with your submission.
- Any questions should be sent to mcallahan@bickerassociates.com or kpalm@bickerassociates.com.

Background on Prop. 98: Prop. 98 on the June 2008 ballot would eliminate rent control in California and is an attack on other important renter protections that protect ALL renters against unfair landlords. Proposition 98 will strip away important renter protections, allowing landlords to pursue unjustified evictions of renters just so they can raise rents as soon as that tenant moves from the unit. Once rent control is lost, it is gone forever. Prop. 98 would jeopardize other laws for all renters, like laws requiring the fair return of rental deposits. Behind Prop.98 are wealthy landlords and mobile home park owners who are trying to pass Prop. 98 for their own financial gain. California Secretary of State records show that more than 85% of funding to put Prop. 98 on the ballot came from wealthy landlords and organizations representing them. These landlords are trying to trick voters into believing Prop. 98 deals with eminent domain. But these landlords don't care about eminent domain – they only care about provisions in the initiative that get rid of rent control laws and other important renter protections at the expense of seniors, veterans, single moms and working families. Prop. 98 is an attack on all existing and future renters in California. Visit www.noprop98.org for more information on the initiative.

PLEASE SEE DISCLAIMER ON FOLLOWING PAGE.

Paid for by No 98/Yes 99, Californians to Stop the Prop 98 Attack on Renters and in Support of Prop 99, the Homeowners Protection Act. A committee of seniors, homeowners, taxpayers, renters, educators, business, labor, environmentalists, local government and public safety, League of California Cities (Non-Public Funds) and Californians for Neighborhood Protection: Yes on Prop 99, No on Prop 98, a sponsored committee of conservationists and labor

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DISCLAIMER

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Employees (and their immediate families and household members) of the No on 98 Committee and its parent, subsidiaries, divisions, and affiliated entities are not eligible to submit material.

By submitting your material, for good and valuable consideration, the sufficiency and receipt of which you hereby acknowledge, you hereby grant to the No on 98 Committee and its affiliates a non-exclusive, perpetual, worldwide license to edit, telecast, rerun, reproduce, use, syndicate, license, print, sublicense, distribute and otherwise exhibit the materials you submit, or any portion thereof, as incorporated in any of their programming or the promotion thereof, in any manner and in any medium or forum, whether now known or hereafter devised, without payment to you or any third party. You represent and warrant to the No on 98 Committee that you have the full legal right, power and authority to grant to No on 98 Committee the license provided for herein, that you own or control the complete exhibition and other rights to the materials you submitted for the purposes contemplated in this license and that neither the materials nor the exercise of the rights granted herein shall infringe upon or violate the right of privacy or right of publicity of, or constitute a libel or slander against, or violate any common law or any other right of, any person or entity. This license shall be governed by the laws of the State of California.

The No on 98 Committee has the right to edit and/or alter any submission. The No on 98 Committee reserves the right not to use the material you submit at all and/or as little of the material as it chooses.

You acknowledge and agree that by submitting your material you are not entering into an employment relationship with the No on 98 Committee and that no relationship is created other than licensor/licensee.