

Look at marketing efforts of no on Measure A

Why does Big Money think we are stupid enough to vote how they tell us to? They have two marketing angles. (1) The “If you care” angle, where they say “Here is a list of many important, prominent (rich, self-serving, self-aggrandizing) community members who care about our community, and know more than you do. So, if you are a caring community member, vote how we tell you to. Or (2) the “Be very afraid” angle, because “if the other side wins, they are coming after all of us — including you!”

Both of these approaches play entirely on our emotions and assumes that we are too lazy or too stupid to read. They count on our self-doubt. Our fear that they know something we don’t. Our fear that we won’t fit in. Our fear that we might be ostracized, punished, or even physically harmed if we don’t go along with the “masses.”

This is what the “No on Measure A” big money is doing. They have spent upwards of \$200,000 to try to convince us that Measure A is “BAD” for Humboldt County. \$200,000 that they could have spent paying cannabis taxes that were suspended for almost a year. Taxes that were only resumed after Measure A made it to the ballot. (See Lost Coast Outpost article dated October 4, 2023.) Please read Measure A. It is a very simple, straightforward, grassroots effort to save the small farmer and our watersheds.

— *Laura Peterson, McKinleyville*