



MEETING WITH LEGISLATORS

Know your audience.

Know how your legislator voted on past production incentive bills (cheat sheets available [here](#).) Know if they co-sponsored a bill. Be sure to say **thank you for their support**. For the legislators who didn't do the right thing in the past, be brave enough to say, **"I hope we can count on your support moving forward."**

Stay "on message."

Many meetings become ineffective because a participant brings up other issues or strays from the key talking points supporting the Motion Picture Competitiveness Program.

Our message is:

This year we will be in Olympia to tell legislators about the success of *Local Lens*. It's our groundbreaking new funding strategy that **makes Washington State the first production incentive program in the country to reserve its funding exclusively for projects driven by Washington residents**.

We know that local filmmakers will SHOP LOCAL, spending more money with local businesses and hire more local cast and crew.

And with many new legislators still learning about the *Motion Picture Competitiveness Program* and *Local Lens*, it's important that we remind them about the important role that film plays in building a robust creative economy across the state.

Motion Picture Competitiveness Program Stats:

- For every \$1 we invest in film, we generate \$10 in economic boosts for our communities.
- Since 2007, film projects approved for funding assistance have brought an estimated \$138 million in direct in-state spending and created over 21,700 jobs for Washington residents.
- Approved projects have spent money in every legislative district and no dollars are paid out until after project have invested in Washington State.
- Our creative economy depends on attracting and keeping film industry professionals working right here at home.

DON'T

- Go "off-message" or discuss unrelated issues.
- Engage in partisan critiques.
- Use threats.
- Be late.
- Get too comfortable.
- Forget to follow-up.

MORE TIPS

- Be present and listen.
- Ask questions.
- Speak honestly and tell your personal story.
- Breathe.

Go local. Really local. [Really, really local.](#)

Legislators want to hear your thoughts and opinions because you are a constituent. One of your most useful strategies is to relate your position on the issue to yourself. **Tell your personal story, why you care.** Facts and figures don't stick, but personal stories about why film is important do.

"This is important to me because..."