

**For Immediate Release:**  
**Exploring Whose Quotes Appear in Local Government Press Releases**

Christie Maly  
University of California, Berkeley

**Abstract**

In Government, press releases are a communicative document that is used to directly communicate with the public. While press releases have many components, components in the body of press releases tend to have more variation. In my study, I aimed to explore the types of voices directly quoted in local press releases in comparison to the standard authority-figures directly quoted on a state and federal level. By analyzing a set of press releases by the city of San Jose regarding the minimum wage, I discovered that most of the voices in these press releases tend to also be of authority figures: thus conforming to counterpart press releases on the federal and state level. However, what I found interesting, was the heavy presence of non-representative quotes (i.e direct quotes from officials not of the city of San Jose). From this, I concluded that cities can influence the type of policy action each other take; therefore, non-representative figures can be seen as authority figure even in cities where they have no political power because of their ability to influence legislation. I also concluded that cities generally choose to avoid stakeholder voices in order to really depict the people who are in charge of the decision-making; however, they may strategically insert stakeholder voices at critical junctures in the course of passing a policy.

**Keywords:** Press Release, Minimum Wage, Local Government, Quotations

**Introduction**

Press releases “are formal, official announcements regarding something new or significant about you, your business, a speaking event, or something of that nature” (Wynne, 2016). Rather than belonging to a specific field, this communicative document can be viewed as a part of the larger and interdisciplinary field of public relations (Wynne, 2016). As a result of its interdisciplinary nature, the document has different motives based on the field it is trying to represent. In the private sector, press releases are commonly used as a cost-effective tool to advertise a product release and a “newsworthy” actions of a company, which wishes to publicize itself (Hayes, 2019). However, in the public sector, especially in governmental organizations, press releases are not necessary to sell products but are rather utilized to increase awareness of certain ideas or events to the general public (Hayes, 2019).

Press releases in the government have the important task of informing the general public of events, policy proposals, or changes that may be useful for constituents to know. With press releases, governments can offer a concise update on a specific proposal or change to constituents that are readily accessible online or in the press (Doyle, 2013). In governmental press releases, it is evident that there are specific components in the documents that are consistent across governmental institutions and over the past years (Doyle, 2013). Consistency is most often found in the header sections of press releases because these are components that logistically do not allow for variation. Here, components such as an organizational logo, media contact (including name, office, email, and phone number), and the phrase “For Immediate Release” are found throughout press releases across these governmental levels. However, deviations are more evident in the body components of press releases. When taking a cursory look at different press releases, deviations can be found in components such as types of contextual information, linked information, and quoted speakers, especially across governmental levels.

In press releases, direct quotes are used as a way to provide a voice to the people behind the actions that are being communicated through the document (Hayes, 2019). Especially in government, the inclusion of direct quotes is a purposeful attribution to identify leaders and highlight the decision-making process that was the reason behind the decision-making. Moreover, including such a quote can provide a more personable face to a specific action, rather than a seemingly dry government mandate that people are now forced to comply. While press releases dealing with policy tend to have quotes by policymakers or specific leadership on a national or state level, it is worth exploring how local governments with fewer resources and a seemingly closer connection to the public choose the voices that they want to highlight in their press releases.

In this pilot study, I aim to explore the variations on the type of speakers that are directly quoted in press releases on a city level. Therefore, in my research, I aim to answer the question: Does there exist variation in the types of speakers directly quoted on a city-wide press release compared to their other governmental counterparts, and if so, what are these variations?

### **Methodology**

To conduct my research, the first step in this process was to determine the way I wanted to narrow down and cluster a set of local press releases that I would examine for this project. The first layer that I considered for the press releases was locality. Since the focus of my research was local press releases, any press release that I would examine would have to be from a city in the U.S, which excluded state and governmental organizations. The second layer I decided to consider was the geographic area. Originally, I had considered doing a cross-American study of press releases in various cities; however, I decided that to maintain the simplicity and integrity of my project, I would narrow down my press releases to all come from the State of California. The third layer I considered when choosing the press releases was the topic. I wanted the sample press releases that I was analyzing to have some sort of relation to each other; therefore, I thought that tying the documents together by topic of discussion would be a good way of ensuring this. When choosing the topic, there were two factors that I needed to consider. Firstly, I needed to make sure that whichever topic I chose had enough literature (i.e samples for me to review). Secondly, I wanted to make sure that this was a topic that could potentially include a variety of voices (i.e the press release should not be addressing something so insignificant that one person or no one could speak about). Therefore, I tried to think about topics that cities in the Bay Area had been addressing in the last few years, which drew me to the topic of the minimum wage. Therefore, I look at an article by *The Sacramento Bee* to determine cities in California that had changed the minimum wage prior to 2019 (Sheeler, 2018). For each of these cities on the list, I compiled a document with the cities and recorded any press release that had to do with the minimum wage. I looked at whether a press release had the term “minimum wage” in its title to determine if a press release document was related to the minimum wage and thereby, eligible for my sampling. I also want to quickly note here that all of this information was found through the web as press releases are made available publicly online. Therefore, for all press releases and templates mentioned later in this paper, the reader can assume that these documents were found online unless specified otherwise. When looking at these compiled lists, I noticed an interesting set of press releases from the city of San Jose. These press releases recorded the different stages of the city’s effort to increase the minimum wage. Since this was the most linear and sequential set I could find, I decided to use the set of press releases from the City of San Jose as the samples for this research project.

The second step in my research was to look at templates to establish a baseline for how quotes commonly appear in press releases. To do so, I analyzed documents from the White House and the office of the Governor of California. The document from the White House that I analyzed was a retrofitted press release template that was released for localities to announce a White House initiative for a new drug

prevention program as it pertains to that specific city (ONDCP, 2018). Even though this template was created for local cities to announce a specific program, this template is still illuminating with regard to the type of material commonly expected in a local press release. In this template, there are indicator words that are placed in brackets and highlighted to suggest the type of information that should be inserted (Appendix A). With regard to the quotes specifically, the word [coalition representative] is placed next to a quotation section (Appendix A). I thought this was important because the bracketed words are indicating that someone with the means to affect a particular change as outlined in the press release should be the individual who has the voice in the press release (Appendix A). This is indicating that someone who is in a position of power is the voice that should be presented in the quotes of the press releases (Appendix A). However, this is not the only template we will look at. To see whether my initial thoughts were correct, in addition to analyzing the White House template, I decided to also analyze a bulk of 10 press releases most recently published by the CA Governor's office. Since the Governor of California (Gavin Newsom) assumed office this year, the bulk of press releases that I looked at were from the fall of this year (Ballotpedia, 2019). I specifically looked for press releases that discussed a policy change, since this was the focus of the San Jose Press Release set. I classified documents that discussed a policy change as having indicator words that referenced a policy, legislation, or initiative in the title and went from the most recent and back into the archives to find 10 press releases (Appendix B). After finding 10 press releases that matched the above criteria, I took a quick glance to confirm the number of direct quotes and indicate the type of individual who was being directly quoted (Appendix B). When looking at these 10 samples, I noticed two factors. Firstly, the number of direct quotes averaged 1-2 in the press release documents (Appendix B). Secondly, in these press releases, the voices who are being included tended to be governmental authorities who either had the power to create change or implement it (Appendix B). When looking at the White House template and state press releases in conjunction with each other, similarities are evident. As mentioned above, direct quotations tend to be towards 1-2 per press release; moreover, this is understandable as press releases are meant to be short because they are meant to communicate the *need to know* details. The direct quotations are of those who are authority figures and have the ability to shape policy; consequently, what is missing are the voices of stakeholders, public response, and even opposing voices. Acknowledging that there is limited space in press releases, there are therefore reasons for trends noted above; however, I will look to see whether this is a trend on the local level.

Having established a baseline expectation for the individuals who are typically directly quoted in a press release, the third step was to come up with a method that would allow me to analyze whether the press release set of San Jose conformed or deviated with this expectation. To do so, I decided to focus on who the speaker(s) of the direct quote(s) were in a press release and classify them as an authority figure with a “yes” or “no” based on their job description mentioned in the press release. In addition to this classification, I also decided to note down the number of quotes that appeared in the press release. I thought it would be interesting to see if the city also deviated from the established 1-2 quote norm; moreover, I thought that the number of quotes could be a potential indicator as to whether there is a chance that a different voice other than an authority figure could be present in a press release.

### **Limitations**

Since the sample size that I outlined in my methodology is small, I will be unable to make broad claims about local press releases as a whole. However, I will be able to use the data I gather to make inferences as to how I think my results are applicable to local press releases. Additionally, since this is a pilot study, I am forced to make conclusions about direct quotations solely based on a few samples from the State and a template from the White House. Therefore, my assumptions about typical direct quotes may not reflect

all the variations that are found across governmental levels, which in turn could affect the validity of my claims about deviations from a specific standard.

### Data Analysis

#### *Brief Introduction to Documents*

	Title	Data	Media Contact	1 Sentence Summary
1	“South Bay Mayors Launch Minimum Wage Effort” (Appendix C)	Sept. 3, 2015	Ragan Henninger	Announcing that the Mayor of San Jose was joined by other Bay Area mayors to study raising the minimum wage in this region.
2	City Council Approves Regional Minimum Wage Study (Appendix D)	Sept. 15, 2015	Ragan Henninger	Announcing that the city council, along with the mayor of San Jose, agreed to a regional minimum wage study, as a part of raising the overall minimum wage in the region.
3	“South Bay Leaders Come Together on a Regional Minimum Wage Proposal” (Appendix E)	June 16, 2016	David Low	Announcing that the cities association of Santa Clara County along with its mayors had agreed to a pathway leading to a \$15 minimum wage.
4	“S.J. City Council Approves Raising Minimum Wage to \$15 by 2019” (Appendix F)	November 15, 2016	David Low	Announcing that the City Council had voted to raise the minimum wage to \$15 in San Jose.
5	“San Jose Minimum Wage Rises to \$13.50” (Appendix G)	January 1, 2018	None	Announcing that the minimum wage that day was now \$13.50 with the new year.
6	“San Jose Minimum Wage Rises to \$15 Today (Appendix H)	January 1, 2019	David Low	Announcing that the minimum wage was now rising to \$15 with the new year.

#### *Observation on Press Release Quotations*

Below, we will now examine 6 press releases tracking the minimum wage policy exploring the individuals who are directly quoted and measuring if they tend to deviate or conform to the state or federal press release examples for direct quotations.

#### *Version 1: The Beginnings of a Policy (Appendix C)*

In version one, the number of direct quotations in the press releases totals nine. This is in contrast to the usual 1-2 quotes that can be found in press releases in higher levels of governments. When looking at the background of the individuals who are quoted, I noted that all of the individuals who were quoted were mayors of various cities in Santa Clara County, including the mayor of San Jose. While having the mayors being quoted is conforming to the idea of authority figures having a direct voice in press releases,

it is interesting to note that in this press release written by the City of San Jose, non-San Jose officials would be included. These are individuals who seemingly do not have a direct influence on the minimum wage policy in San Jose, so I thought it was interesting to include the thoughts of these other mayors who don't necessarily represent the public of San Jose. Noting this observation, I wanted to see whether this would continue throughout the following samples as well.

*Version 2: City Council Approval for a Policy (Appendix D)*

In version 2, the number of direct quotations was 4 quotes. This is marginally higher than the 1-2 quotes average that was established earlier. In this press release, we do see that two out of four of the direct quotes are from leadership figures who have a role in the city council; therefore, they were directly involved in the approval of a policy measure for a minimum wage study. However, what is interesting are the additional two quotes placed at the bottom of this press release who are mayors in Santa Clara County, speaking about a previous collaborative meeting to establish the proposal. Again this is an instance, of a non-representative governmental authority, having a direct quote in the San Jose press release, which I thought was interesting.

*Version 3: The Policy Proposal (Appendix E)*

In version 3, the number of direct quotations was 8 quotes. When looking at the number of quotes, it is evident that this is a deviation from the traditional 1-2 quotes in a press release document. Seven out of the eight quotes are from authority figures in Santa Clara County, not all of them representing San Jose as explained in previous versions. However, what is interesting is that one quote in this document is actually a stakeholder/public voice on this policy proposal. This direct quote came from Ben Field, Executive Director of a South Bay Labor Union and co-founder of a grassroots minimum wage campaign called Silicon Valley Rising. In his quote, Field praises elected leaders and referenced other cities that have already increased the minimum wage. Including Field's voice is atypical compared to what state and federal guidelines offer, so giving someone who has a stake in this legislation a voice to comment on its government through this official governmental document is an interesting and note-worthy choice. Moreover, it will be important to see if there is a trend looking at future legislations.

*Version 4: Policy Approved (Appendix F)*

In version 4, the number of direct quotes was 1. This is in line with the expectations for quoted material based on the template and analysis of state press releases. The quote in this document is by the S.J mayor Sam Liccardo. Since he is a member of the city council that spearheaded and approved this proposal, a direct quote from him in this press release conforms to what is generally typical of quoted individuals in press releases as being authority figures and decision-makers.

*Version 5: Announcement for Policy Implementation (Appendix G)*

In version 5, the number of direct quotes was only one. This is in line with the expectations for the number of directly quoted material based on the template and analysis of state press releases. The direct quote is of the Mayor of San Jose who is an authority figure over this policy change; therefore, the individual chosen for this direct quote does conform to what is traditionally seen in governmental press releases.

*Version 6: Announcement for Policy Implementation (Appendix H)*

In version 6, the number of direct quotes was only one. This is in line with the expectations for the number of directly quoted material based on the template and analysis of state press releases. The direct quote is of the Mayor of San Jose who is an authority figure over this policy change; therefore, the individual chosen for this direct quote does conform to what is traditionally seen in governmental press

releases. Additionally, since this document is similar in nature to version 5 with regards to the type of its information it is conveying, this serves as an explanation for why the findings in this sample were almost the same as in version 5.

### **Discussion**

From looking at these press releases, I have noted that there was general conformity with regard to the types of people who were directly quoted in the press release documents. Similar to the white house template and state examples, the city of San Jose had the vast majority of the direct quotations in their press releases come from powerful authority making individuals. However, the distinction was that some of these individuals were not exactly leaders in the City of San Jose, so including their voice in the city's press releases was a noteworthy choice: I termed these voices as "non-representative quotes". While this was initially strange to me, in reality, this choice makes a lot of sense for the context of the San Jose Press Releases. Considering that raising the minimum wage was a collaborative effort among the mayors in Santa Clara County, it is possible to consider the mayors of these other cities as having influence over the policy succeeding in cities across the county, including the city of San Jose. Therefore, their authority and influence in this matter justify their voice being included. Moreover, having the other mayor's voices was a way of San Jose to assuage the fears of residents that jobs may leave their city if the policy passed. Consequently, these assurances allowed for public support to let this policy pass.

In addition to the non-representative quotes, there was one instance of a stakeholder's voice, which was unexpected as the white house samples and the state samples had no indication of including this type of voice. Moreover, since the number of quotes generally deviated from the norm of 1-2 quotes, it is evident that there is definitely space to include stakeholder voices if a writer wishes; therefore, including a stakeholder's voice in version 3 was a purposeful action taken by the writer. I suspect that since version 3 was announcing the official proposal which was to be passed, the city wanted to demonstrate that they had consulted a variety of individuals on these proposals, and including a stakeholder's voice was a strategic move to contribute to this perception.

### **Conclusion**

This study is by no means comprehensive into exploring the diversity of direct quotations in local press releases; however, the findings from the San Jose press release set better illuminate the reasons that influence the type of individuals directly quoted in press releases. Based on the results of this study, it is evident that similar to their counterparts at the state and federal levels, cities generally directly quote authority figures in their press releases when addressing a policy change because these are the individuals who have the decision-making power. Perhaps similar to San Jose, cities may simply include stakeholder voices as a tactic to court public opinion and then pass policies. Inserting a stakeholder voice when the process is at a critical juncture (i.e before a vote of approval) can be a method of gaining public attention needed to finally pass a policy. However, choosing to highlight mostly government officials can give an air of neutrality by not singling out a particular public viewpoint that may not be representative of the range of opinions of a leader's constituents. In addition to the stakeholder voices, this study also illuminated me to the implications of "non-representative quotes". I believe that what is revealed through the presence of these "non-representative" quotes, is how localities can influence each other's policy. In the set of press releases, non-representative quotes were used as mitigation against any potential fears residents had about the policy proposal and with public support it was able to pass. As local cities often strive to keep the resources in their city, it is possible that when announcing policy proposals, localities use non-representative quotes to depict their actions as part of a collective than individuals. Perceptually, this could allow local officials to subtly fight the perception to companies and businesses that they are acting out randomly; rather, they are part of a coordinated effort to enact a common policy that an organization cannot "escape" by simply crossing city lines.

*Future Studies*

In order to expand the scope of my findings, I believe that further research would be beneficial. Firstly, I would like to explore whether other cities in Santa Clara County included non-representative quotes in their press releases as a way of justifying the policy to their constituents. This would further help establish whether non-representative quotes are a trend among cities or simply a random action taken by the city of San Jose. After such research, I know analyzing other cities across the US and seeing the types of voices directly quoted in their press releases, specifically about the minimum wage would also be illuminating. I would like to see whether the inclusion of non-representative quotes exists, but also whether non-authority figures have voices in press releases. While the sample set suggests that it would be unlikely for stakeholder voices to be included in press releases, I think a study of cities across the US could better establish whether this is true. Moreover, I think that it would be interesting to compare how the type of individuals directly quoted change along with region with different cultural, religious, or political influence. Additionally, I would like to analyze the types of direct quotes in press releases that discuss topics other than the minimum wage. To conclude, cities tend to directly quote authority-figures in their press release, similar to their state and federal counterparts; however, where they may diverge is the inclusion of non-representative quotes as a mechanism for garnering support for policy

“Appendix A”



## White House Press Release Template

**[INSERT COALITION LETTERHEAD]**

FOR IMMEDIATE RELEASE:

**[INSERT DATE]**Contact: **[INSERT COALITION MEDIA CONTACT]**

White House Drug Policy Office Awards \$**[AMOUNT]** to Local Coalition to Prevent Youth Substance Use in **[CITY/COMMUNITY NAME]**

**ONDCP Announces 150 New Drug-Free Communities Grants Aimed at Preventing Youth Substance Use**

**Washington, D.C.**— Today, the White House Office of National Drug Control Policy (ONDCP) announced 150 new grants for its [Drug-Free Communities \(DFC\) Support Program](#). The DFC Program provides grants to community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use. Recognizing that local problems need local solutions, DFC-funded coalitions engage multiple sectors of the community and employ a variety of environmental strategies to address local substance use problems.

**[COALITION NAME]** from **[CITY/STATE]** was one of the grant recipients and will receive \$**[AMOUNT]** in DFC grant funds to involve and engage their local community to prevent substance use among youth.

“In order to create safe and healthy places for the next generation, we must break through to our children now and educate them about the dangers of substance use. The Drug-Free Communities, administered by our office across the United States, are proven prevention programs tailored to do just that by meeting the specific needs in each community. The Trump Administration will continue expanding the number of community-based coalitions dedicated to the critical mission of stopping substance use among our youth before it starts,” **ONDCP Director Jim Carroll** said.

“Our goal is to make **[CITY]** a safe and drug-free place for our youth,” said **[COALITION REPRESENTATIVE]**. “Prevention is a powerful tool to counteract drug use in our community, and we will use this funding to help youth in **[CITY]** make healthy choices about substance use.”

In June, ONDCP released the 2018 [Executive Summary](#) and [End-of-Year Report](#) for its DFC grant recipients, which continue to yield consistently reduced youth substances use rates.

**Background on the Drug-Free Communities Support Program**

[The Drug-Free Communities \(DFC\) Support Program](#), created by the Drug-Free Communities Act of 1997, is the Nation’s leading effort to mobilize communities to prevent youth substance use. Directed by the White House Office of National Drug Control Policy (ONDCP), the DFC Program provides grants to

community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use.

The DFC Program provides grants of up to \$625,000 over five years to community coalitions that facilitate youth and adult participation at the community level in local youth drug use prevention efforts.

Recognizing that local problems need local solutions, DFC-funded coalitions engage multiple sectors of the community and employ a variety of environmental strategies to address local drug problems. Coalitions are comprised of community leaders, parents, youth, teachers, religious and fraternal organizations, healthcare and business professionals, law enforcement, and media. By involving the community in a solution-oriented approach, DFC also helps those youth at risk for substance use recognize that the majority of our Nation’s youth choose not to use drugs.

DFC-funded community coalitions continue to make progress toward achieving the goal of preventing and reducing youth substance use. In June, ONDCP released the 2018 [Executive Summary](#) and [End-of-Year Report](#) for its DFC grant recipients, which continue to yield consistently reduced youth substances use rates.

White House Office of National Drug Control Policy | [WhiteHouse.gov/ONDCP](http://WhiteHouse.gov/ONDCP) | [@ONDCP](https://twitter.com/ONDCP)

###

“Appendix B”  
Compilation of Data from State Press Releases

Governor Newsom Announces Early Childhood Policy Council and a Team to Develop Master Plan for Early Learning and Care (Office of Governor Gavin Newsom, 2019)	11/22/19	Yes	1 Quote by Governor Newsom
Governor Newsom Outlines State Efforts to Fight Wildfires, Protect Vulnerable Californians and Ensure That Going Forward, All Californians Have Safe, Affordable, Reliable and Clean Power (Office of Governor Gavin Newsom, 2019)	10/30/19	Yes	Direct Quotations of an entire blog post written by Governor Newsom
Governor Newsom Announces Release of Nation’s First Statewide Earthquake Early Warning System (Office of Governor Gavin Newsom, 2019)	10/17/19	Yes	1 Quote by Governor Newsom 1 Quote by Mark Ghilarducci (Director of the Governor’s Office of Emergency Services)
Governor Newsom Signs Package of Bills to Fight Animal Cruelty, Promote Animal Welfare (Office of Governor Gavin Newsom, 2019)	10/13/19	Yes	1 quote by Governor Newsom
Governor Newsom Signs Legislation to Create More Inclusive Schools and Expand K-12 Student Protections (Office of Governor Gavin Newsom, 2019)	10/12/19	Yes	2 Quotes by Governor Newsom
Governor Gavin Newsom Signs Six Bills to Move California Away from Fossil Fuels (Office of Governor Gavin Newsom, 2019)	10/12/19	Yes	1 Quote by Governor Newsom
Governor Newsom Signs Legislation to Bolster Support for California’s Senior Citizens (Office of Governor Gavin Newsom, 2019)	10/11/19	Yes	1 quote by Governor Newsom 1 quote Senator Hannah-Beth Jackson
Governor Newsom Signs AB 32 to Halt Private, For-Profit Prisons and Immigration Detention Facilities in California (Office of Governor Gavin Newsom, 2019)	10/11/19	Yes	1 quote by Governor Newsom 1 quote Assemblymember Rob Bonta

“Appendix C”  
Press Release: Version 1

CITY OF SAN JOSE  
CAPITAL OF SILICON VALLEY

Logo → [ Press Release  
Office of Mayor Sam T. Liccardo

**For Immediate Release:**  
Sept. 3, 2015

**Contact:**  
Ragan Henninger, (408) 535-4830  
Ragan.henninger@sanjoseca.gov  
Interim PIO, Office of Mayor Sam Liccardo

**South Bay Mayors Launch Minimum Wage Effort** — *title*  
*Leaders Back Study as First Step Towards Raising Minimum Wage Across Region* — *title*

San José, CA — Mayor Sam Liccardo was joined by the Mayors of Campbell, Palo Alto, Cupertino, Milpitas, Morgan Hill, Monte Sereno, and a representative from the City of Santa Clara today to announce the first steps towards potentially raising the minimum wage across Santa Clara County. To begin this joint venture, the Mayors backed a regional study of the long-term economic impacts increasing the minimum wage would have on minimum wage earners, small businesses, and the unemployed.

“In this period of affluence, Santa Clara County leads the nation in job growth, yet ample evidence demonstrates a growing gap between rich and poor,” said Mayor Sam Liccardo. “We have to do more to help those dependent on a minimum wage, but we need to proceed in a thoughtful manner that lifts the tide for all residents.”

“Cities along the West Coast are passing a higher minimum wage to give their residents a chance to keep up with their rent. It’s time we consider the impacts doing the same here in Santa Clara County,” said Mayor Jeffrey Christina of Campbell.

The City of San José will take the lead on beginning the Request for Proposal process to hire a consultant to conduct the study. To ensure that the diverse opinions and expertise of Santa Clara County are represented, members of the South Bay Labor Council and the San Jose/Silicon Valley Chamber of Commerce will join other key stakeholders and subject matter experts in evaluating the RFP and selecting best qualified consultant(s) who will conduct the study.

“Perhaps nowhere more than this, where we all live in such close proximity to each other and where we share a regional economy are each city’s actions likely to have effect on other cities,” said Palo Alto Mayor Karen Holman. “I’m gratified this effort is commencing to work together to identify a minimum wage approach that can help address the gap between those who struggle to live here and those who flourish.”

“The need is clear. The minimum wage must be increased so that our residents can live the comfortable lives they’ve strived so hard for,” said Mayor Jose Esteves of Milpitas. “We also have to move forward in a pragmatic way that allows the small business in our region to continue to provide the jobs necessary to sustain our economic growth.”

In addition to studying the economic impacts of raising the minimum wage, the study would also seek to assess the benefits of several other proposals including:

- A training wage for youth under 18
- An exemption for organizations employing person who were “hard-to-employ” such as parolees, the homeless, and emancipated foster youth.
- A “ramp-up” period for small business, such as employers with less than 15 employees or who earn below a predetermined threshold of gross revenue
- An exemption for the employment of immediate or extended family members

“The working poor in our region have been particularly hit by the large and growing income inequality gap, and the minimum wage is one of several tools we need. I support an objective economic study to understand the impact on jobs and business, followed by a common regional approach,” said Cupertino Mayor Rod Sinks.

Today’s event comes on the heels of San José’s Rules and Open Government Committee’s approval of a memo by Mayor Liccardo, and Councilmembers Chappie Jones and Manh Nguyen proposing the regional study of the possible effects of an minimum wage increase. The RFP proposal will next go to the full City Council for approval. In the past, the Cities Association has endorsed a regional approach to raising the minimum wage to avoid having different rules in different areas of the county.

“Too many times we’ve seen localities raise the minimum wage without carefully considering how it’s increase effects all aspects of our economy,” said Morgan Hill Mayor Steve Tate. “This is the first time a group of mayors have joined together and said that we need to do this collectively.”

“A regional approach to raising the minimum wage is essential to providing equity when it comes to business growth throughout Santa Clara County. Different rules for different cities creates an uneven playing field that can be damaging to local economics. Today we’ve taken the first step towards ensuring all residents feel a positive impact from any minimum wage increase,” said Mayor Walter Huff of Monte Sereno.

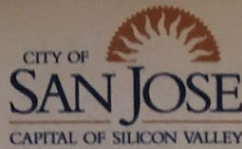
“Mountain View has been leading the effort for a regional approach and look forward to hearing where all our neighbors are on the issue,” said Mayor John McAlister of Mountain View.

“Many cities throughout the County, including Santa Clara, have recognized the need for local government to step forward to increase the minimum wage. The next logical step is to work to create regional consistency for future increases to amplify our efforts and wage predictability for individuals and business,” said Santa Clara Mayor Jamie Matthews.

*Bulk of quotes ###  
↳ but starts with relevant source — South Bay*



“Appendix D”  
Press Release: Version 2



*Press Release*

*Office of Mayor Sam T. Liccardo*

**For Immediate Release:**  
Sept. 15, 2015

**Contact:**  
Ragan Henninger, (408) 535-4830  
[Ragan.henninger@sanjoseca.gov](mailto:Ragan.henninger@sanjoseca.gov)  
Interim PIO, Office of Mayor Sam Liccardo

**City Council Approves Regional Minimum Wage Study**  
*First Step Towards Raising Minimum Wage Across Region Cleared in San Jose*

San José, CA - Mayor Sam Liccardo and the City Council unanimously approved a regional minimum wage study, the first steps towards potentially raising the minimum wage across Santa Clara County.

“In this period of affluence, Santa Clara County leads the nation in job growth, yet ample evidence demonstrates a growing gap between rich and poor,” said Mayor Sam Liccardo. “We have to do more to help those dependent on a minimum wage, but we need to proceed in a thoughtful manner that lifts the tide for all residents.”

The City of San José will now begin the Request for Proposal process to hire a consultant to conduct the study. To ensure that the diverse opinions and expertise of Santa Clara County are represented, members of the South Bay Labor Council and the San Jose/Silicon Valley Chamber of Commerce will join other key stakeholders and subject matter experts in evaluating the RFP and selecting best qualified consultant(s) who will conduct the study.

“I appreciate my colleagues support on a regional approach to minimum wage,” said Councilmember Chappie Jones. “Our goal is to improve the quality of life for the hard-working families of Santa Clara County.”

Today’s approval comes on the heels of the Santa Clara Cities Association endorsement of a regional study of the possible effects of a minimum wage increase. Mayor Rod Sink of Cupertino was selected to represent the Cities Association in the selection of a qualified consultant.

On September 3, 2015 eight South Bay Mayors gave their support to the regional study:

“Cities along the West Coast are passing a higher minimum wage to give their residents a chance to keep up with their rent. It’s time we consider the impacts doing the same here in Santa Clara County,” said Mayor Jeffrey Christina of Campbell.

“Perhaps nowhere more than this, where we all live in such close proximity to each other and where we share a regional economy are each city’s actions likely to have effect on other cities,” said Palo Alto Mayor Karen Holman. “I’m gratified this effort is commencing to work together to identify a minimum wage approach that can help address the gap between those who struggle to live here and those who flourish.”

Mayor Date second paragraph  
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(Reference past work)

“Appendix E”  
Press Release: Version 3

**CITIES ASSOCIATION**  
SANTA CLARA COUNTY

**CITY OF SAN JOSE**  
OFFICE OF MAYOR SAM LICCARDO

**SILICON VALLEY RISING**

For Immediate Release  
June 16, 2016

Media Contacts:  
Cities Association of Santa Clara County: Raania Mohsen, (408) 766-9534 or [executive\\_director@citiesassociation.org](mailto:executive_director@citiesassociation.org)  
Office of Mayor Liccardo: David Low, 408-535-4840 or [david\\_low@sanjoseca.gov](mailto:david_low@sanjoseca.gov)  
Silicon Valley Rising: Ely Matsumura (510-301-1045 or [ely@svrusa.org](mailto:ely@svrusa.org)) or Dianna Zamora Marroquin (408-518-1034 or [dianna@southbaylabor.org](mailto:dianna@southbaylabor.org))

**South Bay Leaders Come Together on Regional Minimum Wage Proposal**  
*Regional recommendation aims to raise minimum wage to \$15 by 2019 in Santa Clara County cities*

**San Jose, Calif.** – The Cities Association of Santa Clara County and a coalition of Santa Clara County Mayors have announced their support of a **regional minimum wage proposal**, providing a common path for cities throughout Silicon Valley to help ensure that more residents benefit from the **region's growing economic prosperity**.

The two groups endorsed raising the minimum wage to \$15 per hour by 2019, with increases taking place in three steps starting in January 2017. As a result, the **regional minimum wage would reach \$15** three years sooner than the new \$15 statewide minimum wage will take effect. Mountain View, Palo Alto and Sunnyvale have already adopted **ordinances that will bring their minimum wage to \$15 faster than the state**.

The groups also endorsed tying future increases to **inflation** and including "off-ramp" provisions that would allow for scheduled increases to be delayed under certain **economic conditions** – two elements that also align with the statewide minimum wage legislation signed by Governor Brown in April.

"The Cities Association acknowledges the severity of income inequality throughout the nation," noted Cities Association President/Sunnyvale Council Member Jim Griffith. "The fact is minimum wage has not kept pace with Silicon Valley's **economic success for decades** and thus it is an issue of regional concern. The Cities Association encourages cities to take a regional approach to protect our most vulnerable residents and to work in concert towards a uniform solution that will best benefit Silicon Valley's employees and employers."

This regional effort was launched last fall when Mayor Liccardo brought together a group of mayors from Santa Clara County cities and began engaging with the Cities Association to jointly explore a potential minimum wage increase.

"I'd like to thank my colleagues throughout Santa Clara County who have come together in support of a unified proposal that will help the growing number of families in our community who are struggling to **make ends meet**," said Mayor Sam Liccardo. "By taking a regional approach, we will ensure that all of our residents, businesses and cities are helping address the widening gap between rich and poor here in Silicon Valley."

Working in collaboration with the Cities Association, the coalition of mayors and other community stakeholders, the City of San Jose commissioned an economic analysis to study the potential impacts of raising the minimum wage in the region.

*Handwritten notes in blue ink: "defeat" near media contacts, "origins" and "last" near the paragraph about the regional effort, and "last" near the quote from Mayor Liccardo.*

Among the findings, the study found that raising the minimum wage to \$15 by 2019 would increase annual earnings for 250,000 workers in the county (approx 25% of the total workforce) by an average of 19.4%, or \$3,200. View the full [economic analysis report](#) and accompanying [employer survey](#).

"Silicon Valley Rising applauds this bold leadership by our allies in elected office," said Ben Field, Executive Director of the South Bay AFL-CIO Labor Council and co-founder of Silicon Valley Rising, a campaign to build an inclusive middle class in the region that has made improved wages and job standards its top goal. "Sunnyvale and Mountain View broke ground by passing \$15 minimum wages, and now our movement has grown to unprecedented levels. This kind of regional action by over a dozen cities is a first in our nation's history."

The coalition of Santa Clara County mayors and the and Cities Association Board Members agreed to bring the regional minimum wage proposal to their respective City Councils for consideration this fall.

**Additional Quotes from local mayors and city councilmembers involved in the regional minimum wage increase effort:**

**Rod Sinks, Cupertino City Council and Cities Association Minimum Wage Subcommittee Member**  
"Though the recommendation is not binding for cities, the Cities Association strongly encourages cities to consider it as a regional effort to increase the earnings of our low-wage constituents, ease the cost of living in Silicon Valley, and promote economic growth."

**Greg Scharff, Palo Alto Vice Mayor and Cities Association Minimum Wage Subcommittee Member**  
"I am very pleased that we have come together to promote a regional solution which will promote economic growth and equity as well as beginning the process of addressing income inequality and the high cost of living in Silicon Valley."

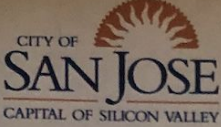
**Jason Baker, Mayor of Campbell**  
"A regional minimum wage is a groundbreaking effort to make the high cost of living in Silicon Valley a little less burdensome to working families and all those in our prosperous valley who are struggling to get by. I applaud this effort of the Cities to address regional problems with regional solutions."

**Lionel (Lon) Allan, Mayor of Monte Sereno**  
"A regional approach to raising the minimum wage is essential to providing equity when it comes to business growth throughout Santa Clara County. Different rules for different cities creates an uneven playing field that can be damaging to local economies. We're taking steps towards ensuring all residents feel a positive impact from any minimum wage increase."

**Derecka Mehrens, Executive Director of Working Partnerships USA and co-founder of Silicon Valley Rising**  
"To lift themselves out of poverty, working families need higher wages and access to more hours," explained "The move to raise the wage to \$15 by '19 is critical step as Silicon Valley Rising's campaigns to develop regional standards for wages, hours and benefits that will create the good jobs our communities need."



“Appendix F”  
Press Release: Version 4

 **CITY OF SAN JOSE**  
CAPITAL OF SILICON VALLEY

**Press Release**  
*Office of Mayor Sam Liccardo*

For Immediate Release  
November 15, 2016

Media Contact: David Low, 408-535-4840 or [david.low@sanjoseca.gov](mailto:david.low@sanjoseca.gov)

**S.J. City Council Approves Raising Minimum Wage to \$15 by 2019**

*change but no subtitle  
new media center*

*Calif* **San Jose, Calif.** – The San José City Council voted today to raise its **minimum wage** to \$15 per hour by January 1, 2019 as part of a regional effort to ensure more Silicon Valley residents benefit from the region’s **growing economic prosperity**.

“Raising the minimum wage will provide a significant boost for the thousands of hard-working families in our community who are struggling to keep up with the extraordinarily high cost of living in Silicon Valley,” said Mayor Sam Liccardo. “By moving forward together with many of our neighboring cities, even more residents will benefit from a higher wage and we will create a more level playing field for businesses throughout the region.”

The vote culminated an effort launched by Mayor Liccardo in September 2015 to forge a **regional approach** to raising the minimum wage throughout Silicon Valley. Since then, Mayor Liccardo has convened a coalition of mayors from throughout Silicon Valley, as well as representatives the Cities Association of Santa Clara County, to commission an **economic analysis** studying the impacts of a potential wage increase and to develop a common **proposal** that each elected leader could bring back to their city councils.

The San José minimum wage increase matches **recommendations** from the Cities Association and coalition of mayors to reach a \$15 minimum wage by January 1, 2019 in three steps (\$12 in 2017, \$13.50 in 2018, and \$15 in 2019), with automatic annual cost of living increases (based on the CPI, up to 5%) every year thereafter.

The City Council adopted a July 1 **implementation** date for the initial 2017 wage increase so that the tens-of-thousands of San Jose businesses and non-profits have time to plan for the wage hike. The council also approved a narrow **exemption** for seasonal job training/educational programs that target disadvantaged youth.

San José joins a number of other Santa Clara County cities who have taken steps towards a \$15 minimum wage. Cupertino, Los Altos, Mountain View, Palo Alto and Sunnyvale have adopted **ordinances** to raise the minimum wage to \$15 per hour by 2019 (Mountain View and Sunnyvale are on track to reach \$15 by 2018). In addition, City Councils in Campbell, Milpitas, Santa Clara and Saratoga are expected to take up \$15 minimum wage proposals in the next few months.

According to the economic analysis **commissioned** by the City of San José, raising the minimum wage to \$15 by 2019 will generate an average pay increase of \$3,000 for 115,000 San José workers (31 percent of workforce), including a ripple effect for those who earn \$15-\$17.50 per hour.

*1 City New Center # # 2 [unclear] 3 Redene post [unclear]*

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San José City Hall, 200 E. Santa Clara Street, San José, California 95113 tel (408) 535-4800

“Appendix G”  
Press Release: Version 5

(City of San Jose)  
 → Conventional Press Release  
 to use on cases → (government stakeholders)  
 general audience  
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 City of San Jose  
 (stand to get mission 2)  
 Sam Liccardo  
 Mayor  
 Weird  
 → template

**San Jose Minimum Wage Rises to \$13.50 Today**

**San Jose, Calif.** – On January 1, the minimum wage within San Jose rose to 13.50 per hour, the latest milestone in the regional effort to raise the **minimum wage** to \$15/hour by 2019.

In September 2015, Mayor Liccardo launched an effort with fellow Santa Clara County mayors and the Cities Association of Santa Clara County to raise the minimum wage across the region. As a result of these efforts, in November 2016, the San Jose City Council adopted a multi-step increase in the minimum wage that brings the minimum wage to \$13.50 on Jan. 1, 2018 and \$15 on Jan. 1, 2019. Thereafter, the San Jose minimum wage will be automatically adjusted with cost-of-living increases (based on CPI, up to 5%) annually.

Through the **regional effort** spearheaded by Mayor Liccardo, several other Santa Clara County cities have concurrently adopted **ordinances to raise** the minimum wage to \$15 by 2019, including: Cupertino, Los Altos, Milpitas Mountain View, Palo Alto, Santa Clara and Sunnyvale (*note: Sunnyvale and Mountain View will reach a \$15 minimum wage in 2018*).

“Our efforts to raise the minimum wage will provide a significant boost for the thousands of hard-working families across the valley who continue to struggle to keep up with rising costs,” said Mayor Sam Liccardo. “By moving forward with many of our neighboring cities, we’ll ensure that more of our **residents benefit from a higher wage** and that we have a more even playing field for our **small businesses**.”

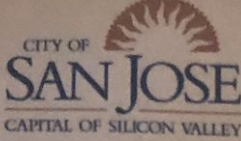
San Jose Minimum Wage Bulletin: <http://www.sanjoseca.gov/DocumentCenter/View/73163>

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“Appendix H”  
Press Release: Version 6

 **CITY OF SAN JOSE**  
CAPITAL OF SILICON VALLEY

*Sam Liccardo*  
Mayor

**FOR IMMEDIATE RELEASE**  
January 1, 2019

*Media Contact:  
David Low, 408-535-4840 (office), 408-499-8328 (cell)*

**San Jose Minimum Wage Rises to \$15 Today**

*San Jose, Calif.* – Today, January 1, 2019, the minimum wage within San Jose rises to \$15 per hour – the culmination of an effort initiated more than three years ago to reach the minimum wage in cities throughout Santa Clara County at a rate faster than the rest of the State of California. *who no min wage*

In September 2015, Mayor Liccardo launched an effort with fellow mayors in Santa Clara County and the Cities Association of Santa Clara County to raise the minimum wage across the region. As a result of these efforts, in November 2016, the San Jose City Council adopted a multi-step increase in the minimum wage that has now resulted in a \$15 minimum wage effective today, Jan. 1, 2019. Going forward, the San Jose minimum wage will be automatically adjusted with cost-of-living increases (based on CPI, up to 5%) annually.

Through the regional effort spearheaded by Mayor Liccardo, several other Santa Clara County cities adopted ordinances to raise the minimum wage to \$15 by the year of 2019, including: Cupertino, Los Altos, Milpitas Mountain View, Palo Alto, Santa Clara and Sunnyvale (*note: each city has adopted their own implementation schedule*).

“Our efforts to raise the minimum wage will provide a significant boost for the thousands of hard-working families across the valley who continue to struggle to keep up with rising costs,” said Mayor Sam Liccardo. “By moving forward with many of our neighboring cities, we’ll ensure that more of our residents benefit from a higher wage and that we have a more even playing field for our small businesses.”

San Jose Minimum Wage Bulletin: <http://www.sanjoseca.gov/DocumentCenter/View/81537>

# # #



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