



Dear Members:

Our Entertainment Union Coalition (EUC), made up of the California IATSE Council, Directors Guild of America, LiUNA! Local 724, SAG AFTRA, and Teamsters Local 399 members, is committed to championing the expansion of opportunities for production in California.

For over a century, our community throughout the state has been the beating heart of the global entertainment industry, shaping culture, driving innovation, and fueling economic growth. Through taxes and tourism, each of us contributes significantly to the state's prosperity and all of the programs and benefits its residents rely on.

To protect this critical industry and its contributions to our state's economy, Governor Gavin Newsom recently proposed more than doubling California's Film & Television tax incentives for productions that shoot across our state. This is a game-changing proposal, and the governor is counting on our unions to be allies as we prioritize workers, strengthen California's competitiveness, and revitalize production.

Now it's time for all of us to unite behind a campaign that puts workers first by creating and protecting entertainment jobs that bring benefits to the millions of people who reside in the state.

Starting in January, we will need your support, voices, and action throughout the 2025 legislative cycle to partner with legislators and spread awareness among friends, family, and your community.

TAKE ACTION NOW

Click here to unite with thousands of your fellow workers and learn more about how you can protect the future of California's entertainment industry. When our industry thrives, so does California.