

Why did Prop 37 fail? It wasn't just the money

Michele R. Simon, a lawyer and paid writer and spokesperson for the Yes on 37 campaign argued that it lost due to "[Lies, Dirty Tricks, and \\$45 million](#)," pinning its defeat almost entirely on being outspent by industry using "propaganda and dirty tricks."

However, I believe she missed an opportunity to assess the mistakes committed by the Yes on 37 campaign, along with the proposition's inborn errors. I would like to offer an alternative view on the reasons why Proposition 37 failed, and make some suggestions that labeling proponents might want to take to heart.

View the original article here: [Why Did Proposition 37 Fail?](#)