

## Your Turn: Natasha Minsker - Death penalty spin is wrong

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John Poyner's Jan. 4 opinion piece on the death penalty ("Capital punishment is justice for California") is based on false and misleading statements. Poyner repeatedly cites what he calls a "definitive anthology" without ever revealing that this publication was created by the public relations arm of the California District Attorneys' Association (CDAA) specifically to promote the death penalty.

A Public Records Act request by our office revealed that the CDAA recruited individuals to write articles for the publication that would provide the "spin" they wanted.

Most significantly, notes of the meetings reveal that the CDAA first asked the person they deemed the state's most respected expert to provide an article saying the death penalty has a deterrent effect. This expert refused, telling them that there is no evidence to support that conclusion and that people who claim to find a deterrent effect simply do so based on their personal views. Unhappy with this response, the CDAA instead chose to publish a piece by a professor of marketing, someone whose only expertise is in selling things.

Californians deserve the truth when it comes to the death penalty not marketing. The truth is, it's an expensive failure.