**Exercise: Power Mapping Worksheet**

**Target:** **Elito Macapagal Santarina**

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Staff contact:

**Lay of the Land**

* Geography
  + What area does the target cover?

*Carson – mostly South Central Carson (mostly Pilipino Communities)*

* + Major cities:

*Carson*

* + Colleges (and any key contacts):

*CSUDH, David Gamboa, Rita Boggs, Carson Forward (opponents)*

* Demographics
  + Who are the voters?

*Pilipino voting block*

* Political considerations
  + Is the target up for re-election?

*Yes, March 2015*

* + Who is the challenger and is it going to be a tough race?

*We don’t have a candidate against him, Who are we grooming?*

*Nobody as of yet*

* + Does this target have larger political ambitions (running for higher office)?

*He wants to be mayor! It is said there is a deal for the Mayor to get the City Clerk position in this election leaving the Mayor’s seat to Elito, Mayor Pro-temp if he is reelected in his council seat.*

*We do not know if Jim Dear is elected to the Clerk’s position whether or not the new pro-temp election takes place before the mayor’s position is filled and whether or not Elito will be Mayor pro-temp.*

**Issues**

* What is the target’s record on related issues?
  + List vote history (if available):*Voted against moratorium to kill it, votes with Jim Dear, requested Carousel Tract issue be reported on at every council meeting*

**Media**

* Major Newspapers:
  + Have the newspapers (staff and ed board) written anything on the issue?

*LA Times, Daily Breeze, Morningside-Park Chronicle, Carson Connected*

*Need to reach out to: The Wave, Random Lengths, Long Beach Register, Channel 7, 4 and 2, KJLH 102.3, 92.3, POWER 106*

* What reporters should we build relationships with/provide information to?

*Sandy Mazza (Daily Breeze), Christine Maiduc (LA Times)*

* Does the target have a social media presence (include links)

*Not really*

**Sphere of Influence**

* Who are the powerful people in the area (grasstops)?

**See Information Directory**

David and Lori Noflin, Rita Boggs, Jacqui Stewart, Robert Lesley, Dianne Thomas, Latrice Carter

* What allies do we have in the area?
* **See Information Directory**

*Carson Connected, Carson Coalition, Block Captains (Jacqui), 100 Black Women, Mobile Home Parks, South Bay Mobile Home Alliance (Glenn) Homeowners Associations (Jacqui), Food & Water Watch, California Nurses Association and Parent Teacher Organizations, Churches, Businesses?*

* Who does the target have relationships with?

*See campaign contribution reports*

*Carson-Gardena YMCA, Carson Sister Cities Association, Kiwanis International and Martin Luther King, Jr. Democratic Club*

**Main Interest Groups**

* Who or what influences this decision maker?

*See campaign contribution reports*

* + Campaign Contributors (<http://www.opensecrets.org/>):
  + Do they contribute to any causes?

*Pilipino non-profits, Telethon for Pilipino earthquake*

* Which, if any, of the powerful people/grasstops do we have access to?

*Ask Robert Lesley*

* What other resources do we have that we could leverage?

*Media trainings with Walker from Food & Water Watch, Urban League, National Black Chamber of Commerce*

*Video and post personal stories*

**Messaging**

**If the mentioned deal is in effect it will affect our messaging**

* What messaging will work best?

*I live in the path of your destruction*

*Stop following Jim Dear who will only keep you in a second role!*

*Do you want to be a leader or voted out?*

*You will lose your job if you don’t vote our way.*

*Money is good. Votes are better!*

*Would be to your advantage to turn against Jim.*

* Who is the best messenger?
* What messaging should we avoid?

**Opposition**

* Who opposes us?

*Jime Dear, Oxy, Carson Chamber of Commerce, Carson NAACP, Watsonland, Teamsters, AFL-CIO, IBEW Local 11, IAFF, Jerry Brown*

* + What resources do they have?

*$$$, Jim Dear*

* + What is their relationship to the target?

*Not sure if it’s direct or through Jim Dear*

* + Expected tactics/strengths: *Jobs! Divide and conquer*

**Other**

* Are there events scheduled, or that we can create that could help us have better access with the key players or the target?
  + *Visibility events to attack Jim Dear/Elito Santarina*
  + *Glenn rock band – picnic in the park*
  + *Canvassing in public places where Elito’s voting block lives*
  + *Fourth of July Event/Filipino Friendship Day*
  + *Jim Dear Fundraiser for city clerk position June 29 5-7pm*
  + Disaster Preparedness Fair June 28, 2014: 10:00am-2:00pm

Location: Carson Community Center, 801 E Carson

* Carson Chamber of Commerce Awards event
* Jazz Festivle October