

Winning Political Power in Fresno will Change Everything

By Mike Rhodes

We will know the results of the March 3 primary election soon. The Central Valley Progressive PAC (CVPPAC) invested significant financial resources into a Social Media campaign targeting 18–35-year-olds in southwest and southeast Fresno.

The campaign consisted of video and graphics that motivated our target audience to vote for Andrew Janz for mayor. We gave good reasons not to vote for Dyer and explained the new voting process. Our operating assumption was that if you can increase the vote among youth in the southern half of the city, progressives will win.

The CVPPAC will follow up to see if there was an increase in voter turnout and if that affected the Fresno mayoral race. If so, and this test of our theory turns out as we expect it to, we will expand our efforts to inspire young voters to elect representatives that better represent their interests and move this community in a more progressive direction. There will be more about that in a future issue of the *Community Alliance* as we collect data and analyze it.

Whatever the outcome of this month's primary election, the CVPPAC will continue working to build a movement that leads to

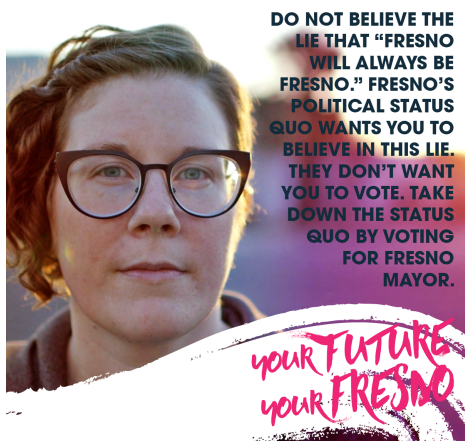
progressives holding political power in this community. Think of the possibilities if young people, activists in progressive organizations (e.g., environmental, LGBTQ, organized labor) and the emerging majority of people of color unite and build a political movement that takes political power locally.

We will have a thriving economy where people are paid a living wage, we will end homelessness, create more parks and improve this city in a hundred ways. Fresno will show California and the nation how things can turn around when the power of the people manifests itself as a progressive movement that wins political power.

Now is the time to join this movement and show the world it can be done. A membership form is on this page.

The next meeting of the Central Valley Progressive PAC will be Saturday, March 14, at 3:30 p.m. at the Fresno Center for Nonviolence, 1584 N. Van Ness Ave. (on the southeast corner of McKinley and Van Ness).

For more information about this meeting, contact Simone Cranston-Rhodes at 559-978-4504 or simone.rhodes@seiu521.org. Visit the CVPPAC Web site at www.cvppac.org.



YES, I want to join the CVPPAC

Enclosed is \$100 for one year's membership in the CVPPAC.
 I would prefer to pay monthly (\$8.33)
 Student/low income rate: \$20 a year.

Name _____

Address _____ City _____

State _____ Zip _____ Email _____

Phone _____ Employer _____

Occupation _____

Make checks payable to: Central Valley Progressive PAC, P.O. Box 5845, Fresno, Ca 93755
To pay with PayPal or credit card, go to www.cvppac.org

