

Sample graphics for Winning Voters Clip Board Campaign

Outline of starting graphic samples for Jerry's Clip Board Education Campaign...

Education

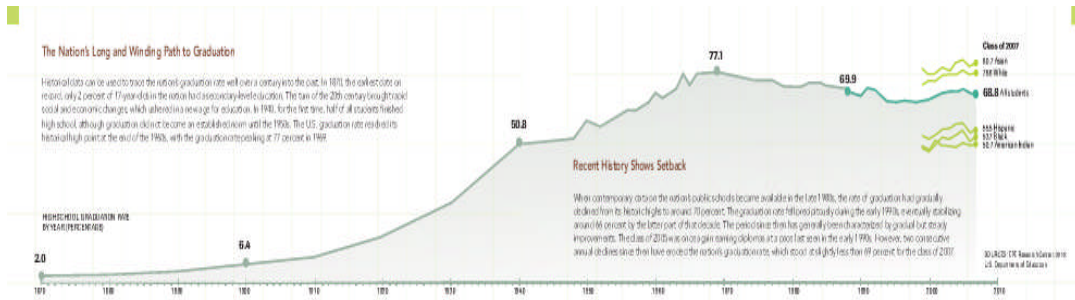
Teaching points include...

Lots of references to how Jerry's dad once built the envied California education system and how his administration did in education and service learning versus California's recent educational decline.

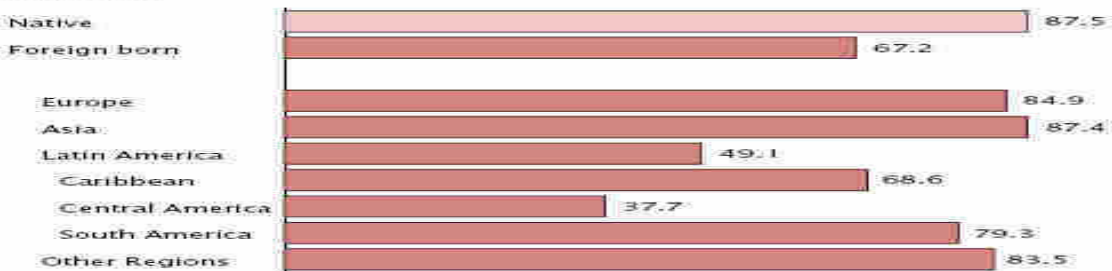
Four-Year College-Going: Largest 20 States, 2004

	High school graduates ^(a)	Percent entering 4-year colleges ^(b)		
		Home state	Other states	Total
Indiana	62,300	41.9	6.8	48.7%
Massachusetts	68,200	28.5	19.9	48.4%
New York	179,200	35.6	12.8	48.4%
Pennsylvania	140,800	37.2	9.6	46.8%
Wisconsin	67,900	33.7	9.8	43.5%
Georgia	77,100	33.2	10.0	43.2%
North Carolina	76,200	37.4	5.4	42.8%
Minnesota	64,600	27.1	15.6	42.7%
Virginia	77,700	32.2	10.5	42.7%
Ohio	130,800	34.4	8.1	42.5%
New Jersey	102,700	17.8	24.6	42.4%
Illinois	138,400	25.6	13.2	38.8%
Michigan	116,500	33.5	5.1	38.6%
Florida	145,300	32.0	5.4	37.4%
Maryland	61,300	15.7	20.9	36.6%
Missouri	64,200	28.0	8.1	36.1%
Texas	248,200	25.8	5.5	31.3%
Washington	64,300	22.4	8.3	30.7%
California	375,500	21.5	4.4	25.9%
Arizona	59,500	18.7	4.2	22.9%
U.S. average				38.3%

Commission calculations based on data from the National Center for Education Statistics (NCES).



Population with High School Education or More by Nativity and by World Region of Birth: 2003



Economy

How demand up not trickle down drives an economy, marginal propensity to consume, characteristics that grew our strong middle class from 1950-70's, California's oil royalty tax versus other states, progressive tax structure 1950's - now, wealth disparity in California and growth of American Billionaires, etc.

In the past, immigrant farm laborers or roofers or grocery clerks could hope that their children would work their way up the occupational ladder--perhaps by getting a well-paid job in California's auto or aircraft industry. **But, for the last two decades, these kinds of middle-income jobs in manufacturing and office work have been disappearing in the state. A study by California's Legislative Analyst's Office found that, between 1989 and 1998, California lost more than 100,000 of these jobs, while gaining about 700,000 jobs in low-wage services.** That trend has continued during the last decade: Between May 2000 and May 2009, California lost 28.7 percent of its manufacturing jobs.

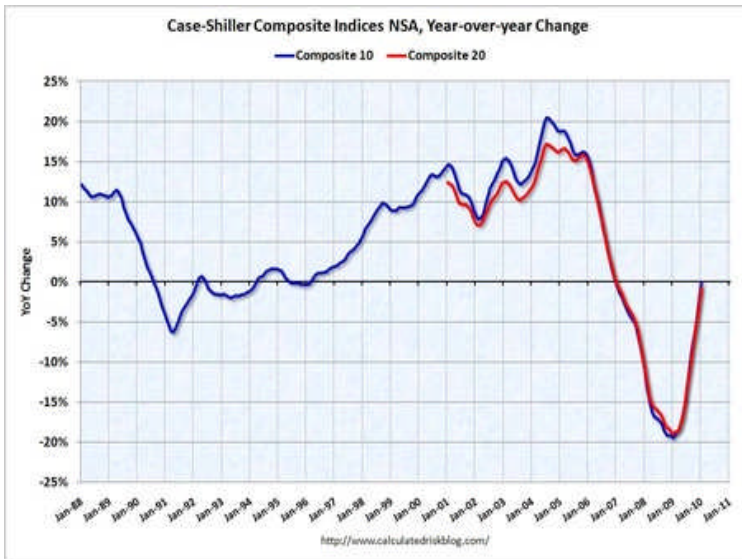
Meanwhile, the income gap between professionals and managers and low-income service and farmworkers in California has grown. From 1993 to 2007, the share in total income of the top 1 percent earners went from 13.8 percent to 25.2 percent. **The wealthiest 20 percent of Californians have average incomes 7.9 times higher than those of the poorest 20 percent. That's the eighth-largest spread among states.**

<http://www.carnegieendowment.org/publications/index.cfm?fa=view&id=24049> End State: Is California Finished? [John Judis](#) THE NEW REPUBLIC, OCTOBER 26, 2009

Worse still, the divide in income and occupation, like the divide in educational attainment, breaks along racial and national lines. Hispanics make up 67.9 percent of California's farmworkers. Immigrant non-citizens--most of them Hispanic--accounted for 51 percent of California's farmworkers, 32.4 percent of its construction laborers, 25.7 percent of its leisure and hospitality workers, and 27.2 percent of its manufacturing workforce. African Americans are also disproportionately represented in lower-level service and production occupations. A PPIC study in 2003 found that the income of black males relative to white males fell from 81 cents on the dollar in 1993 to 74 cents in 2003.

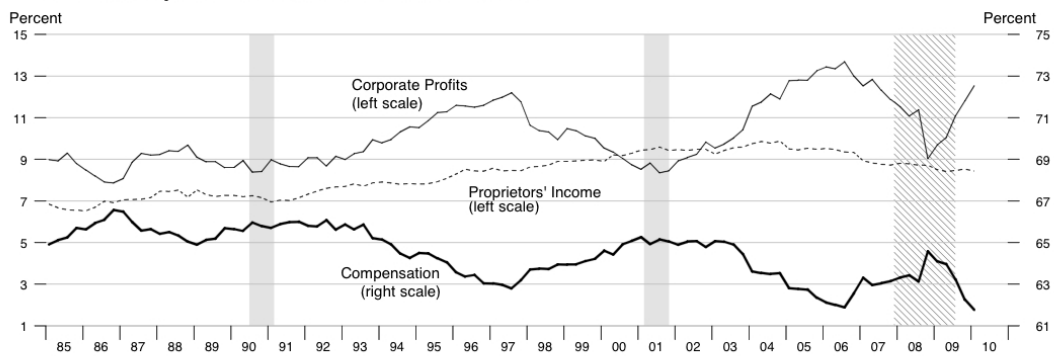
<http://www.carnegieendowment.org/publications/index.cfm?fa=view&id=24049> End State: Is California Finished? [John Judis](#) THE NEW REPUBLIC, OCTOBER 26, 2009

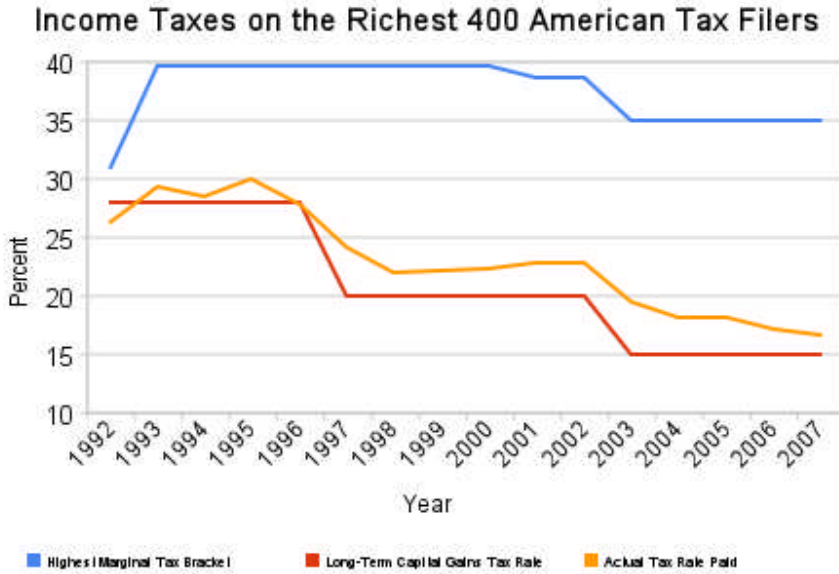
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Housing Price Dive

Selected Component Shares of National Income





Immigrants

Immigrant crime stats versus other groups, historical immigrant waves and some historical comparisons representing angry responses to earlier immigrants such as Italians, Irish, etc.

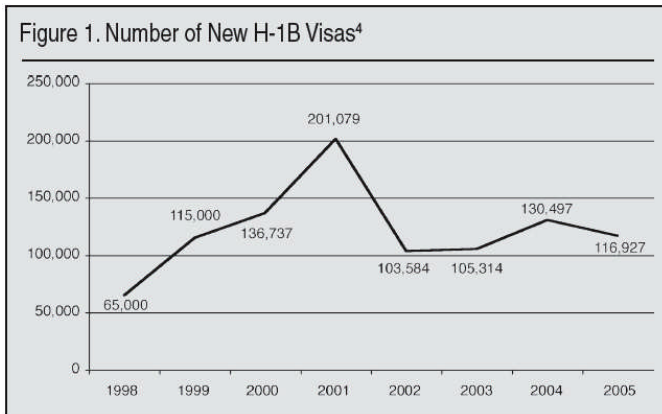
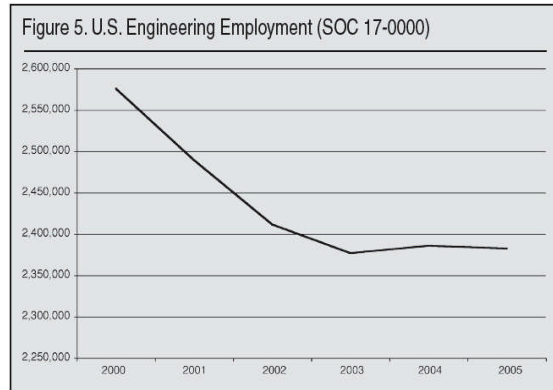
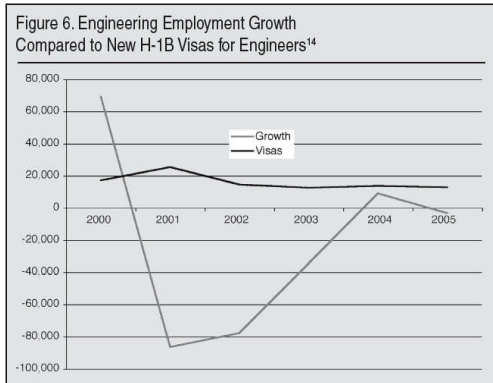


Table 1. Growth in Computer Emp. and New H-1B Visas

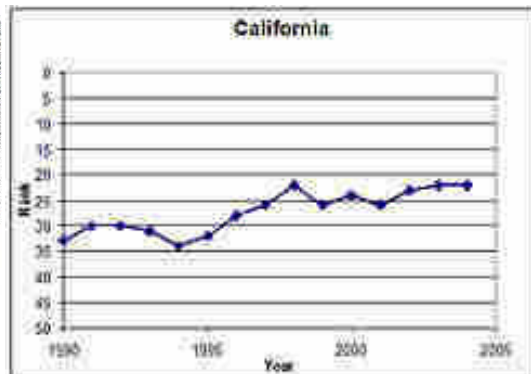
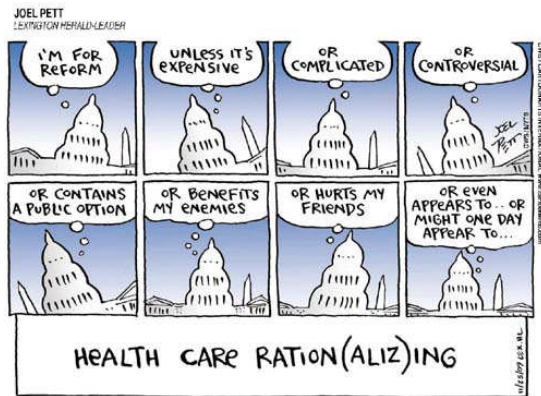
	Growth in Computer Employment	New H-1B Visas for Computer Workers	H-1B Visas as a Percentage of Job Growth
1999-2005	332,660	330,524	99 %
2000-2005	19,910	263,471	1,315 %
2001-2005	126,840	152,758	113 %
2002-2005	180,130	127,121	71 %
2003-2005	125,740	98,242	78 %

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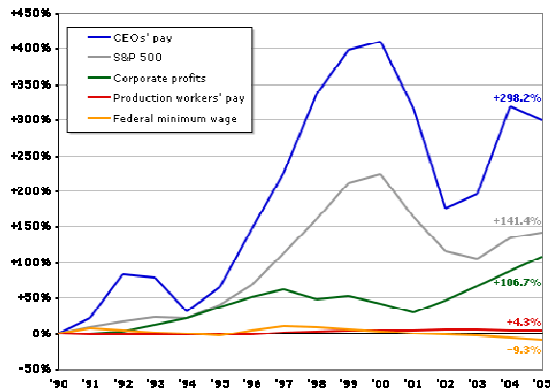
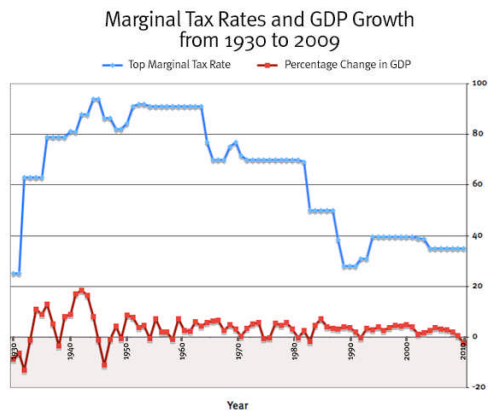
Health Care

Graphic stats on household insurance costs, numbers of insured and uninsured, compensation of for-profit and non-profit CEOs, impacts of closure of care homes stemming from Reagan administration, etc.



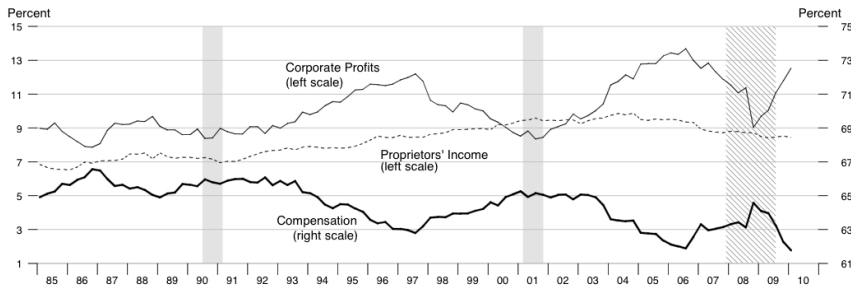
Middle class status

How the California middle and lower classes have done under various administrations, more on marginal propensity to consume, multiplier effect, tax fairness, etc.



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Selected Component Shares of National Income

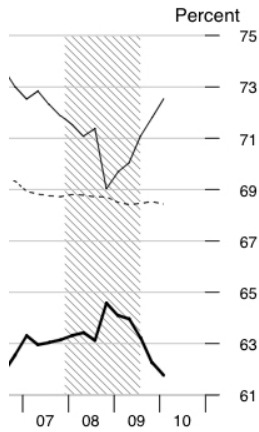


A Nickel an Hour More

Average Wages Have Been Flat for 3 Decades

in 2003 dollars

1970	\$ 36,573
1971	\$ 37,325
1972	\$ 38,529
1973	\$ 38,475
1974	\$ 37,226
1975	\$ 36,844
1976	\$ 37,297
1977	\$ 37,395
1978	\$ 37,292
1979	\$ 36,329
1980	\$ 35,145
1981	\$ 34,794
1982	\$ 35,117
1983	\$ 35,737
1984	\$ 35,901
1985	\$ 36,282
1986	\$ 37,054
1987	\$ 37,322
1988	\$ 37,635
1989	\$ 37,029
1990	\$ 36,857
1991	\$ 36,809
1992	\$ 37,475
1993	\$ 37,353
1994	\$ 37,299
1995	\$ 37,315
1996	\$ 37,449
1997	\$ 38,194
1998	\$ 39,499
1999	\$ 40,330

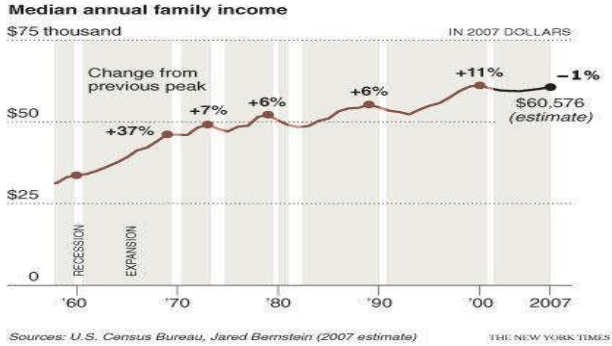


Source: Piketty & Saez

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Stagnating Wages

During the most recent economic expansion, incomes remained essentially stagnant for most families. In every other prolonged economic expansion in the last 50 years, incomes rose significantly.



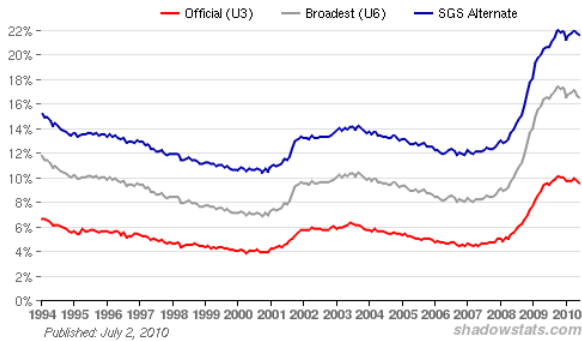
Small business needs

Growth/decline in numbers of small businesses, employee downsizing, unanswered lending needs, Questions raised may include whether California needs a state bank like North Dakota has.



Unemployment Rate - Official (U-3 & U-6) vs SGS Alternate

Monthly S.A. Through June 2010 (Source:SGS, BLS)



Lobbying

Numbers and expenditures of lobbyists in Sacramento and DC, sample lobbyist expenditures by sector, referring back to the Political Reform Act, which first time Gubernatorial Candidate Brown, helped lead to victory along with Common Cause and People's Lobby, etc. Draw the clear distinction between Jerry's stand and the wealthy who tend to oppose disclosure, lobbying limits, campaign funding, etc. Most Californians "get the lobbying and money" issue and Jerry's history should allow him to own it.



BILL WOULD PUT LID ON CAMPAIGN SPENDING
Edmond G. Brown Jr., secretary of state, and Joyce Kessel, director of People's Lobby, announced today that political reform bill has qualified for state ballot in June.

Associated Press Copyright January 10, 1974

... the biggest vote of all in November was a vote of no confidence. Our first order of business is to regain the trust and confidence of the people we serve.

... And we can begin by following not only the letter, but the spirit of the political reform initiative, the biggest vote-garner of all in the primary election. The provisions of Proposition 13 will not always be easy to follow, but I honestly believe that they are the surest and most certain path to a government beyond reproach...

— Governor Edward G. Brown, Jr.
Inaugural Address
January 6, 1975

... "It's such an interesting and challenging, open world to be dealt with. There is no people who get great psychic rewards. Their lives are better because they have the product of their own work."
Edward G. Brown, Jr. in *California Times*, August 26, 1975

The FPPC investigates alleged violations of the Political Reform Act, imposes penalties when appropriate, and assists state and local agencies in developing and enforcing conflict-of-interest codes. The FPPC regulates:

- 1) campaign financing and spending;
 - 2) financial conflicts of interest;
 - 3) lobbyist registration and reporting;
 - 4) post-governmental employment;
 - 5) mass mailings at public expense; and
 - 6) gifts and honoraria given to public officials and candidates.
- The FPPC is a semi-independent state body that operates within the normal state budget.



Visionary businesses and development

Showing graphics that indicate how a Brown administration will encourage such business as solar, wind, transit, rail, pedestrian pockets, etc..., which excite most voters.

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Jobs and service

California's employment statistics coupled with some anecdotes from hurting Californians, etc.

As the nation continues failing to build sufficient jobs, candidate Brown should ask through his Chart Board Teaching: "Is it time for California to put people to work re-energizing the California Conservation Corps, which Governor Brown started, or through a statewide version of People's Lobby's [American World Service Corps \(AWSC\) Congressional Proposals](#) and a variation on its [outside the box funding techniques](#) . http://www.worldservicecorps.us/financing_awsc.htm

A California variation on the [AWSC Congressional Proposals](#) and its [Forbes 2% Solution](#) puts the Whitman and Fiorina's in an interesting donor dilemma to fund service programs that almost all voters strongly support.



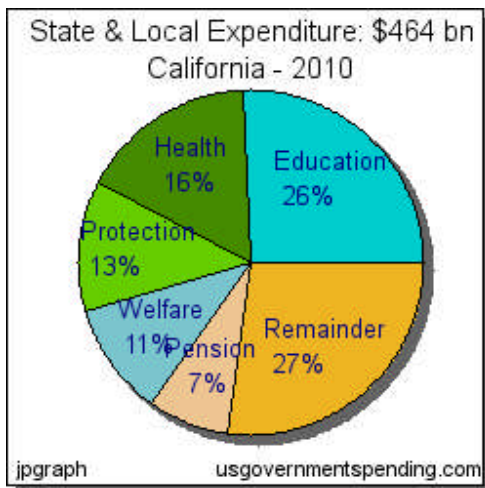
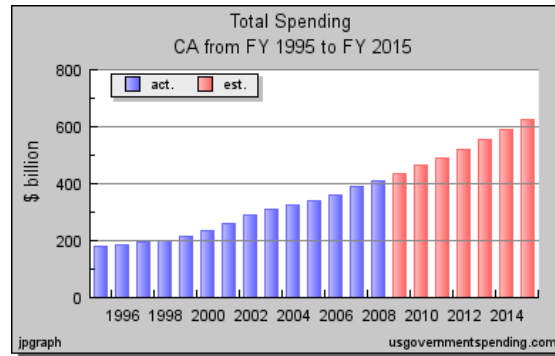
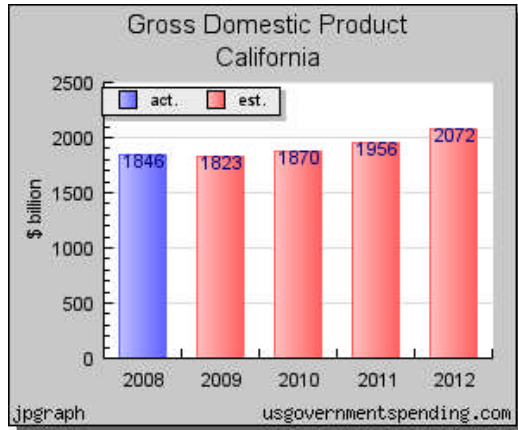
Our Mission
The young women and men of the Corps work hard protecting and restoring California's environment and responding to disasters, becoming stronger workers, citizens and individuals through their service.

To find out more, call 1-800-952-JOBS

Our CCC Motto:
"Hard work, low pay, miserable conditions... and more!"

Gross Domestic Product of California

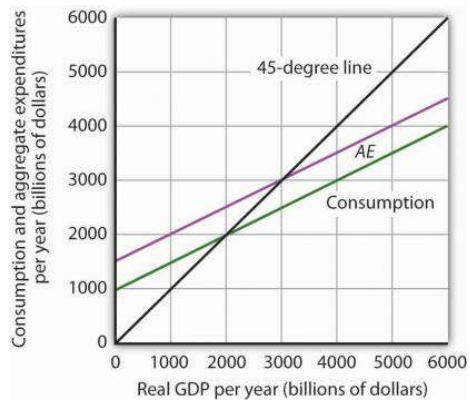
Graphically portraying how California is one of the prime cylinders that fire the US economic engine and how it has and is doing.



Local marginal propensity to consume, multiplier effect, regressive taxation

Drill voters on these basic concepts, which so many seem to forget when glossy ads tout the benefits of supply side economics trickling down on hard working Californians. Depict stagnated middle class incomes, huge income and wealth gains by super wealthy, unemployment and under employment stats, etc.

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A component of Keynesian theory, MPC represents the proportion of an aggregate raise in pay that is spent on the consumption of goods and services, as opposed to being saved. Let's illustrate this with an example. Suppose you receive a bonus with your paycheck, and it's \$500 on top of your normal annual [earnings](#). You suddenly have \$500 more in income than you did before. If you decide to spend \$400 of this marginal increase in income on a new business suit, your marginal propensity to consume will be 0.8 (\$400 divided by \$500).
<http://www.investopedia.com/terms/m/marginalpropensitytoconsume.asp>

Multiplier example:

Employees Managers incomes	Saved leaked etc. 10%	Consumed Remainder 90%	Becomes Local Income PSY 50%
\$50,000	\$5,000	\$45,000	\$22,500
\$45,000	\$4,500	\$40,500	\$20,250
\$40,500	\$4,050	\$36,450	\$18,225
\$36,450	\$3,645	\$32,805	\$16,403
\$32,805	\$3,281	\$29,525	\$14,762
\$29,525	\$2,952	\$26,572	\$13,286
\$26,572	\$2,657	\$23,915	\$11,957
\$23,915	\$2,391	\$21,523	\$10,762
\$21,523	\$2,152	\$19,371	\$9,686
\$19,371	\$1,937	\$17,434	\$8,717
\$17,434	\$1,743	\$15,691	\$7,845
\$15,691	\$1,569	\$14,121	\$7,061
\$14,121	\$1,412	\$12,709	\$6,355

Regressive Tax examples:

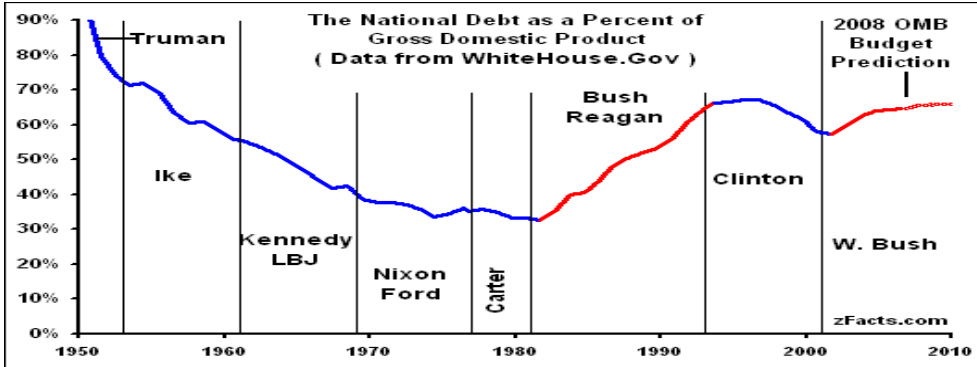
A regressive tax is a tax that hits people with low income harder than people with high incomes.

Social Security tax is an example. For 2007, you pay 6.2% tax on wages up to a maximum wage of \$97,500. Therefore, with 2010's top Social Security tax bracket limited to \$106,800:

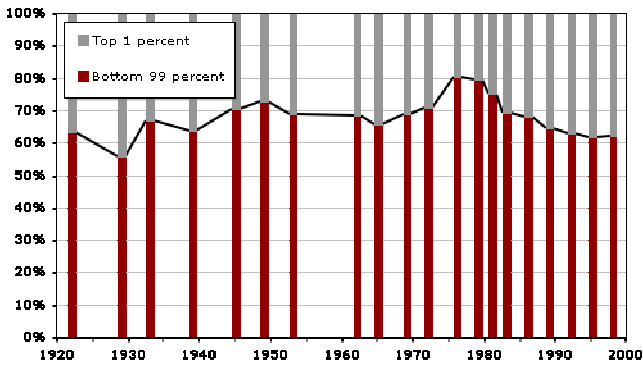
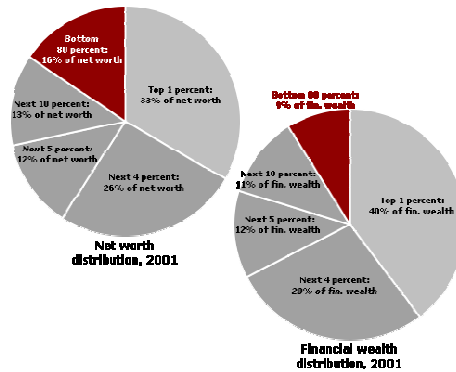
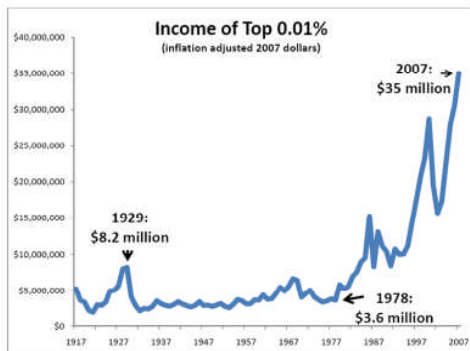
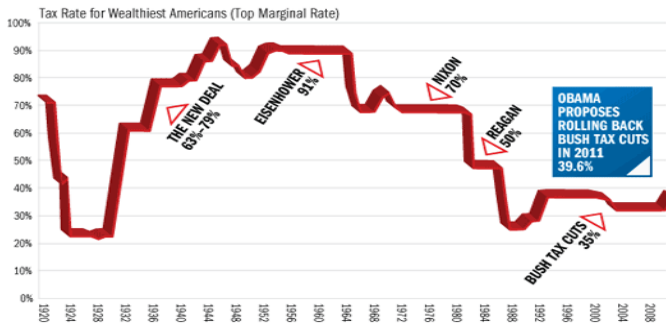
- A person who makes \$30,000 a year pays \$1,860 ($30,000 \times 0.062$) in tax or 6.2% of wages.
- A person who makes \$200,000 a year pays \$6,622 ($106,800 \times 0.062$) in tax or 3.3% of wages.
- A person who makes \$500,000 a year still pays \$6,622 in tax ($106,800 \times 0.062$) or 1.3% of wages.

Since the richest people pay the smallest percentage of their income in tax, it is a regressive tax, as are sales taxes.

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▶ UNDER OBAMA'S PLAN, THE WEALTHIEST AMERICANS STILL PAY FAR LESS IN TAXES THAN UNDER REAGAN OR NIXON



In 1977, the richest 1 percent of Americans had as much to spend after taxes as the bottom 49 million. Just 22 years later, in 1999, the richest 1 percent—about 2.7 million people—had as much as the bottom 100 million Americans. Few figures derived from the official government data on incomes present more starkly the growing chasm between the rising incomes at the top and the falling incomes at the bottom.
Perfectly Legal, David Cay Johnston