PBI'S CALL TO ACTION

With the Institute’s 2020 annual dinner canceled due to the COVID-19 crisis, we recognized this year’s honorees through individual webinars. **Antonia Hernández**, President & CEO of the [California Community Foundation](https://www.ccfound.org/), received the 2020 PBI Award for Philanthropic Leadership. On June 30, she engaged in a lively conversation with moderator Dr. Raphael J. Sonenshein. Ms. Hernández was joined by her colleagues and friends, Fred Ali, President & CEO of the [Weingart Foundation](https://www.weingart.org/), and Dr. Robert Ross, President & CEO of [The California Endowment](https://www.calendowment.org/). This webinar was an inspiration for all of us, but especially for young people who want to make an impact in their communities.
On August 4, PBI honored Secretary of State Alex Padilla with the 2020 Pat Brown Legacy Award. The webinar began with a welcome from Cal State LA's President, William A. Covino. Dr. Jose A. Gomez, Executive VP and COO and Chair of the PBI Board of Advisers, introduced Secretary Padilla and presented the Award.

In conversation with Dr. Sonenshein, the Secretary discussed his upbringing and what inspired him to a lifetime of public service. As part of his call to action, he stressed the importance of civic engagement for our young people and the critical need for census participation and voting.

“[This award] means a lot to me. This is a big deal. I enjoy public service tremendously and have been at it for a few years. This is affirmation that we are doing some good things along the way to help people. That's what it's all about.”

ALEX PADILLA
SECRETARY OF STATE

NEWSLETTER EDITOR
Viviana Villafuerte
Student Professional

NEWSLETTER DESIGNER
Annie Thach
Student Professional
WELCOME TO PBI'S NEWSLETTER

The Pat Brown Institute has been operating remotely since March 15. While we may be working away from our physical office, we are anything but remote when it comes to the issues that have rocked our communities throughout 2020. Our staff is working together every day to keep serving the community. We wanted to share with you some of our 2020 programs. Thanks to our staff, the campus leadership, our sponsors and supporters for helping us keep our vision alive: “unleashing the power of participation.”

Stay safe and well!

[Signature]

Napheen Tsuenshein
THE CRISIS OF COVID-19 AND SOUTHEAST LOS ANGELES (SELA)

The SELA Collaborative and PBI, which is a founding member of the Collaborative, recently conducted two surveys in Southeast Los Angeles. The surveys were funded by the California Community Foundation and carried out by the nationally recognized survey firm Latino Decisions. Based on the surveys, the Institute produced a report that examined the impact of the COVID-19 pandemic on the SELA community. The data will be a vehicle through which the voices of the community can be presented to policymakers at all levels, so that SELA can create a brighter future in the wake of this catastrophe.

45% of respondents stated that their bank or landlord has not allowed for pandemic-related adjustments to rent or mortgage.

25% of respondents have less than $100 in savings. 51% of respondents have less than $1,000 in savings.

THE REPORTS:

The Living and Working in SELA Survey: A Highlights Report
THE PBI-MANATT CIVIC QUIZ

In partnership with the Manatt law firm, PBI publishes quizzes on current public affairs. Max Baumgarten and Randi Aho are the Institute’s Quizmeisters.

Some Quiz Metrics

Here are some of the metrics from our last two quizzes from our Metrics Coordinator, Vanessa Trissthain. Our three social media platforms Facebook, Twitter, and Instagram reflect our audience’s impressions. Impressions refer to the number of times the content has been displayed on a screen.

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<tr>
<th>Quiz</th>
<th>Facebook</th>
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<td>Quest for Justice</td>
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<td>It's Almost Voting Time</td>
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"Quest for Justice"

Here’s a tough one:

Which U.S. President previously served as a postal worker?

☐ Chester A. Arthur  ☐ Theodore Roosevelt  ☐ Harry Truman  ☐ Abraham Lincoln

Check your answer here:  
Rain or Shine
PBI IN THE NEWS

PBI survey reveals severe economic impacts of COVID-19 in Southeast Los Angeles County area

Photo credit: J. Emilio Flores, Cal State LA

Cal State LA Office of Communications and Public Affairs

Pat Brown Institute at Cal State LA honors Social Justice Champion Antonia Hernández receives Leadership Award from Pat Brown Institute at Cal State LA

CalMatters

No jobs, no tests, no savings: Southeast LA County hit hard by pandemic

La Opinión

Sin trabajo, sin pruebas del COVID-19 y sin seguro médico en el sureste de Los Ángeles
MORE PBI IN THE NEWS

ABC7

ABC7 interviews Dr. Sonenshein about the Republican National Convention

ABC7 interviews Dr. Sonenshein about Joe Biden selection of Kamala Harris for VP

THE NEW YORK TIMES

Could a Californian Be Vice President?

CALMATTERS

Newsom should sign police reform bill granting civilian oversight of sheriff's departments
PBI CENSUS OUTREACH

In January 2020, the Institute started its census outreach in "hard to count" Northeast Los Angeles. PBI student professionals and volunteers from other campus offices phoned and texted residents, supported by a grant from the California Community Foundation. PBI also created social media posts to get the word out. PBI is the only university in LA county to be funded for census outreach under this program. We Count LA has been enthusiastic about our team’s social media work. Below are some messages PBI received about our census content.

COMMENTS FROM OUR COMMUNITY!

Thank you for posting awesome information! I got the video via screenshot. I'll give you credits in the post. Thank for all the awesome things your org does :)

Love your content and messages!

Thank you so much for the info

Source: @UofCalifornia

One of PBI’s Student Professionals, Vanessa Trissthain, was featured in an article on the California State University system-wide website exploring how Cal State students spent their summer break. In this article, Vanessa talks about working on PBI’s metrics for our census outreach as well as making phone calls and sending texts to Northeast LA residents.

Reclaiming Summer Break: CSU Students Made Their Summer an Opportunity to Learn and Serve
ANNIE THACH

“I completed the Census because I trust that my responses are protected and confidential. By only taking a few minutes to respond, I am helping my community receive funding and resources for the next decade.”

VIVIANA VILLAFUERTE

“The census is very important to my community because we need to not only be counted but be better represented. Representation for our struggling families and communities is what counts. 😊❤️”

VANESSA TRISSSTHAIN

“The census is important to me because once everyone is counted, it allows for appropriate federal funding to go towards our communities, schools, hospitals, and other vital public works projects. I believe we all have a role to play in shaping our future by participating in the census. I did it for my community, do it for yours.”
PBI to co-host a televised debate with ABC7 and the League of Women Voters in the LA County District Attorney race between Jackie Lacey and George Gascón.

Saturday, October 3, 2020
9 p.m. - 10 p.m. PST
Live on ABC7

In addition to the live broadcast, the debate will be streamed on abc7.com, ABC7LA app, ABC7’s Connected TV apps on Amazon Fire TV, Android TV, Apple TV, and Roku. The debate will also be translated into Spanish by Univision, which will air the program on Sunday, October 4, at 2 p.m.
THANK YOU TO OUR 2020 SUPPORTERS
Contact Us

pbi@calstatela.edu

To learn more about our work, visit our website:
calstatela.patbrowninstitute.org

Let's Connect