Buenos Nachos Nueva Yorkos! Get muy resto por que el hurricano is going blow mucho hard. Stayo safo!
Becoming Americans? Hispanic Culture in the United States

*El voto latino* and Presidential Aspirations: U.S. Politics and the Latino Challenge
1. Briefly: Why we need to talk about Latinos in U.S. politics

2. Latino firsts in U.S. politics

3. Facts, figures, and future challenges

4. Latino politicians worth knowing

5. A Latino POTUS?
1. Briefly: Why we need to talk about Latinos in U.S. politics

2. Latino firsts in U.S. politics

3. Facts, figures, and future challenges

4. Latino politicians worth knowing

5. A Latino POTUS?
LATINOS FOR OBAMA

VOTA HOY

ESTAMOS UNIDOS

esta elección sí importa

www.barackobama.com/espanol

APROBADO POR BARACK OBAMA. PAGADO POR OBAMA POR AMÉRICA.
Latino Popular Vote in the 2012 Presidential Election

(% who voted for ...)

<table>
<thead>
<tr>
<th></th>
<th>Obama</th>
<th>Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Hispanics</td>
<td>71</td>
<td>27</td>
</tr>
<tr>
<td>Men</td>
<td>65</td>
<td>33</td>
</tr>
<tr>
<td>Women</td>
<td>76</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>2030</td>
</tr>
<tr>
<td>----------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>All</td>
<td>215</td>
<td>256</td>
</tr>
<tr>
<td>Hispanic</td>
<td>24</td>
<td>40</td>
</tr>
<tr>
<td>White</td>
<td>154</td>
<td>163</td>
</tr>
<tr>
<td>Black</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Asian</td>
<td>9</td>
<td>16</td>
</tr>
</tbody>
</table>

Notes: “White,” “Black” and “Asian” include only the non-Hispanic components of those populations. American Indian/Alaska Native not shown. “Share” calculated before rounding.
1. Briefly: Why we need to talk about Latinos in U.S. politics

2. Latino – and Latina! - firsts in U.S. politics

3. Facts, figures, and future challenges

4. Latino politicians worth knowing

5. A Latino POTUS?
National Citizens for Kennedy

VIVA
Kennedy Club

This is to certify that

is a member in good standing

1960

State Chairman

Richard Sierra
The Kennedys at the Rice Hotel, Houston TX, November 21, 1963
Romualdo Pacheco
First Congressman

Octaviano Larrazolo
First U.S. Senator
Ben Fernandez (1925-2000)
First Latino to run for President
Romana Acosta Bañuelos (*1925), first Latina Treasurer
Sonia Sotomayor (*1954), first Latina Supreme Court Justice
I have a dream that my children will one day live in a nation where they will not be judged by the content of their character...

...but as wise Latina women with the richness of their experiences and empathy.
1. Briefly: Why we need to talk about Latinos in U.S. politics

2. Latino firsts in U.S. politics

3. Facts, figures, and future challenges

4. Latino politicians worth knowing

5. A Latino POTUS?
Electoral Votes in the US (2012)
Total Votes: 538  |  Vote to win: 270
(100 Senators + 435 Representatives + 3 D.C.)
Mobilizing Latino Voters

- Population – electorate gap: demographics
- Population – electorate gap: voter registration
- Concentration in large states
- Noncompetitive states and districts
For Latinos, Economy and Education More Important Than Immigration

Percent of Hispanic registered voters saying issue is “extremely important” to them personally

- Education: 55%
- Jobs and the Economy: 54%
- Health care: 50%
- Immigration: 34%

Graph showing the percentage of Hispanic registered voters who consider each issue extremely important from 2004 to 2012.
WE ARE AMERICANS

*Just not legally

We're some of the nearly 12 million undocumented immigrants living in the U.S. Why we're done hiding. By Jose Antonio Vargas
DREAM Act
= Development, Relief, and Education for Alien Minors

• Conditional permanent residency for High School graduates who have arrived to the United States as minors and lived in the country continuously for 5 years

• Amnesty? Invitation to fraudsters?
1. Briefly: Why we need to talk about Latinos in U.S. politics

2. Latino firsts in U.S. politics

3. Facts, figures, and future challenges

4. Latino politicians worth knowing

5. A Latino POTUS?
Group Exercise

• Political profile: office; key political positions; possible aspirations

• Speech:
  o Latinidad? – To what extent and how does the politician discuss his/her roots? And to what effect?
  o Values and positions you consider appealing to Latino voters?
1. Briefly: Why we need to talk about Latinos in U.S. politics
2. Latino firsts in U.S. politics
3. Facts, figures, and future challenges
4. Latino politicians worth knowing
5. A Latino POTUS?
REBRANDING

MARCO RUBIO!
NOT AN OLD, FAT WHITE GUY!

IT'S A START.
How to win el voto latino? YOUR turn!
¡Muchas gracias!