



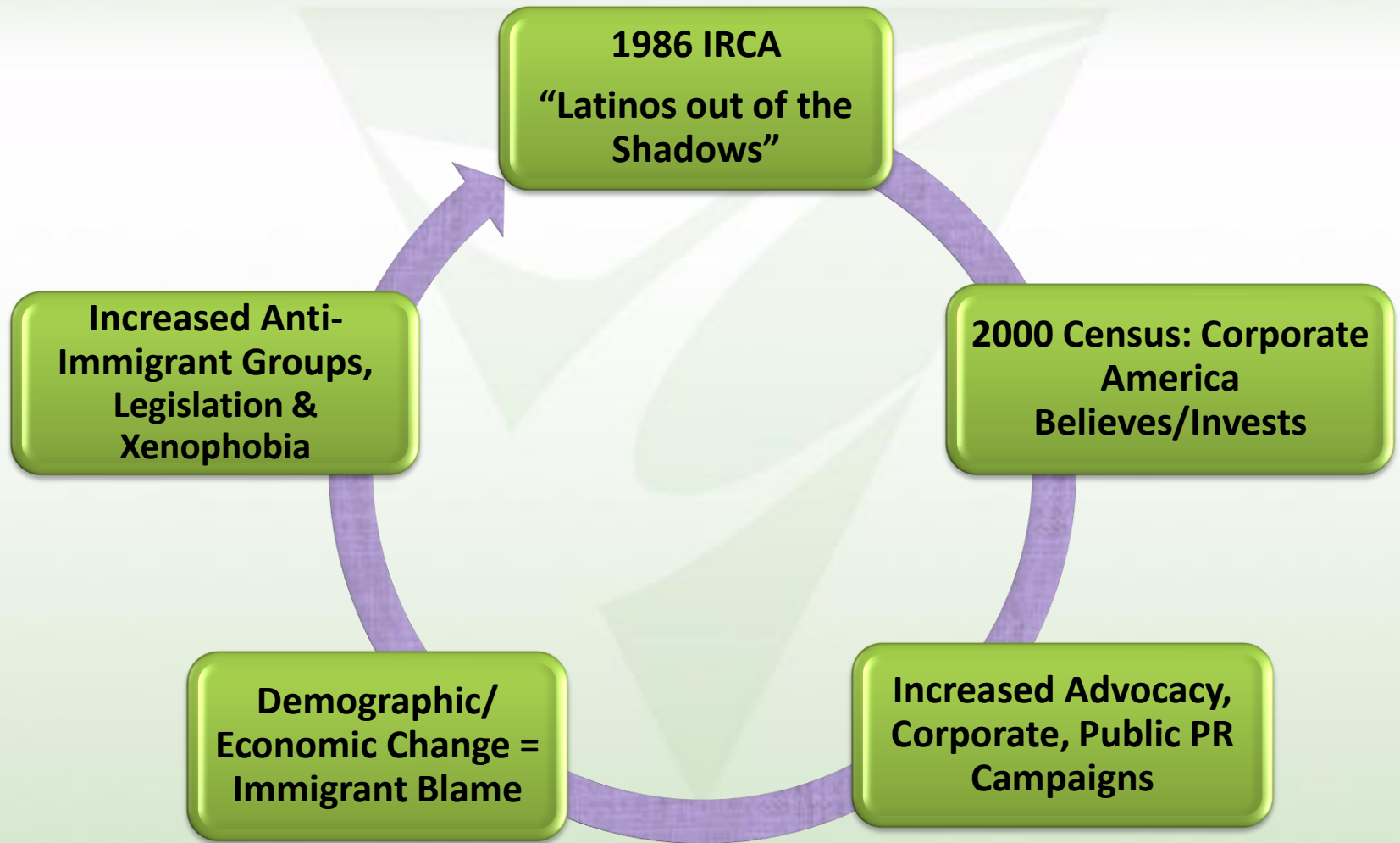
Tovar
PUBLIC RELATIONS

IMMIGRATION POLICY:

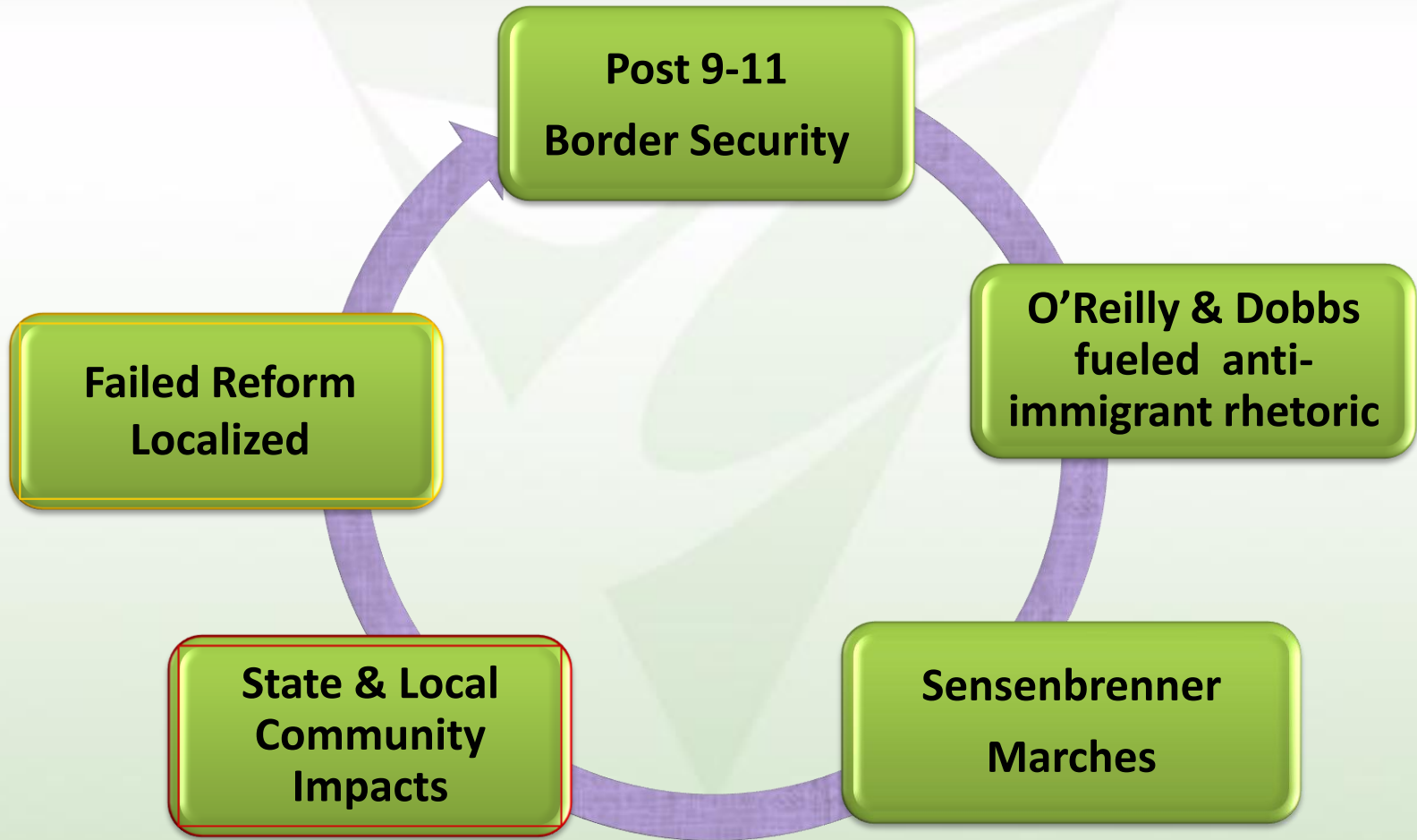
National
Issues & Trends



Immigration Prologue



Immigration Touch Points



Failed Reform Localized

Farmers Branch vs. Irving – Texas Case Studies

- Fiscal Impact: \$3.4 million in litigation fees and growing
- Two versions of renters ordinance blocked, March decision on appeal
- Outcome: Siege of undocumented temporarily at bay
- Irving using ordinance 287g: Secure Communities not so secure for undocumented and highly politicized – policing vs. litigation
- Fremont, Nebraska introduces similar FB Housing ban, the fiscal issue is critical & powerful national legal opponents

State & Local Community Impacts

| Main Topics | Bills Introduced | Number of States | Enacted Laws | Number of States |
|---------------------|------------------|------------------|--------------|------------------|
| Budgets | 73 | 25 | 11 | 10 |
| Education | 106 | 29 | 8 | 5 |
| Employment | 173 | 36 | 8 | 7 |
| Health | 76 | 27 | 3 | 3 |
| Human Trafficking | 22 | 12 | 2 | 2 |
| ID/Licensing | 156 | 32 | 13 | 9 |
| Law Enforcement | 136 | 33 | 8 | 4 |
| Miscellaneous | 173 | 34 | 14 | 9 |
| Omnibus/Multi-Issue | 14 | 10 | 1 | 1 |
| Public Benefits | 39 | 18 | 1 | 1 |
| Voting | 24 | 12 | 3 | 1 |
| Resolutions | 188 | 31 | 87 | 24 |

Source: NCSL, Immigrant Policy Project, 2010

NOTE: Below are general descriptions of legislation introduced from January 1-March 31, 2010 and selected examples of enacted laws and adopted resolutions. The July 2010 report will include all enacted laws and resolutions for January-June .

Arizona's -SB 1070

- Policing immigration opposed by local police & Latino officers
- Four constitutional issues:
 1. State mandating police to determine legality
 2. State crime for not carrying documents
 3. Immediate deportation – criminality of “not carrying documents”
 4. Licensing with documents
- Greater national and international media
- Hispanic media mobilizing action – humanizing action



- 81 Republicans have asked Supreme Court to prevent Pres. Obama from blocking SB 1070
- 9 Texans signed friend of court brief supporting SB 1070

“God Bless the racists, they have managed to unite us”

Ruben Navarete, Syndicated Columnist,



Latino Engagement



“PR Mega Bounce”

- Multi-generational engagement
- Advocacy & education focused efforts
- Traditional & emerging media partnerships
- New social network & media activation
- Increased accountability of elected officials
- Engagement of business & industry leaders
- Coordinated media strategy – local stories
- Qualified economic impact – research





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