



## **Run Rep Run: Full Transcript**

\*\*GFX Cards

\*\*[01:00:05:16] TITLE: *How can one politician make a difference?*

[01:00:12:00] JUANA MATIAS: Lawrence, Massachusetts, is an immigrant city where, thousands of immigrants from, particularly the Dominican Republic, have migrated to. They've come here with hopes and dreams of being able to find better opportunities for themselves and their family.

[01:00:27:18] JUANA MATIAS: And it's interesting because that's my story. I know what it is to have a job that pays minimum wage. I know what it is to have parents who don't understand English, who are trying to navigate the system.

[01:00:40:00] JUANA MATIAS: I saw my parents go through many challenges and I've seen many families go through those similar challenges. And a lot of those experiences are really what inspired me to be in public service.

[01:00:49:17] JUANA MATIAS: So you don't think I should ever say that our public school systems are not functioning at the level they should be, which is a reality?

[01:00:54:19] JUANA MATIAS: My name is Juana Matias and I'm running in the primary for the State Representative seat in the 16th district which encompasses Lawrence in Massachusetts. I'm 29 yrs old and I've never held elected office before.

\*\*[01:01:08:20] TITLE CARD: *RUN REP RUN*

[01:01:11:01] JUANA MATIAS: There has never been a Latina State Representative in Massachusetts.

[01:01:15:22] JUANA MATIAS: Okay. That's okay because we are going to knock on those people's door.

[01:01:18:10] JUANA MATIAS: I believe that we need someone who's going to be the voice of the people who don't have a voice at the State House. We need someone who really can represent and advocate on behalf of the needs we have as a community

[01:01:34:01] RADIO HOST: Ms. Juana Matias is in the studio. Hello, dear.

[01:01:38:10] JUANA MATIAS: Good morning listeners everywhere.

[01:01:41:01] JUANA MATIAS: Radio is really important in Lawrence. A lot of people get their information about the community through local radio shows. And I've had the opportunity to talk to

people outside of the district and who are like, “Really? Radio?” “Yes. Radio.”

[01:01:52:08] INTERVIEWER: What motivated you, Juana Matias, to start a political career?

[01:01:57:03] JUANA MATIAS: What motivated me was seeing... was born from my own experience to see my parents’ sacrifice when they arrived in this country.

[01:02:04:11] JUANA MATIAS: The State Representative position has been the position I’ve always been interested in. And it’s because I feel like it gives me the opportunity to really work on policy.

\*\*[01:02:05:08] TITLES: *There are 160 State House Representatives in Massachusetts.*

\*\*[01:02:08:15] TITLES: *There are 5411 State House Representatives in the entire USA.*

\*\*[01:02:08:15] TITLES: *State Representatives usually meet in the State Capitol. They vote on legislation that affects the people who elected them.*

[01:02:20:23] JUANA MATIAS: I’m running against a promoter who has been residing in Lawrence for many years. And then I’m running against an incumbent who has been running for elected office in Lawrence for 30 years.

[01:02:30:06] JUANA MATIAS: One of the really unique things about my candidacy and my campaign is the fact that I’m young.

[01:02:35:02] OLDER MALE VOTER: I will give you my vote.

[01:02:36:15] JUANA MATIAS: Thank you very much.

[01:02:37:22] OLDER MALE VOTER: You are a woman that’s fighting and I can see it.

[01:02:36:15] JUANA MATIAS: Thank you very much.

[01:02:40:02] JUANA MATIAS: I think there is some truth to the fact that millennials are little bit disengaged when it comes to their activism and political campaigns.

[01:02:47:15] JUANA MATIAS: What I want to do is to take my professional experience and my education and sincerely serve the community.

[01:02:54:08] JUANA MATIAS: But I think they become motivated when they find a candidate who really speaks to their values and it’s so important in Lawrence, where the median age is 31 years old,

that we have a representative who is up to date on these social issues.

\*\*[01:02:56:05] TITLES: *State Representatives research and write bills and work on passing those bills into law.*

\*\*[01:03:06:16] TITLES: *State Representatives are part of the state budget process, which helps pay for roads, law enforcement, education and more.*

[01:03:13:00] JUANA MATIAS: I see the needs in our community. I want to advocate to improve public education.

[01:03:17:17] JUANA MATIAS: Door knocking is the most important thing you can do on a campaign; and I've learnt that and I've seen it. It's direct voter contact.

[01:03:26:05] JUANA MATIAS: I'm knocking on voters' doors, introducing myself.

[01:03:28:20] JUANA MATIAS: It's about me educating our public as I'm knocking on these doors, really being able to inform people—this is what the State legislature is supposed to be doing—and it has a huge impact. And any candidate, any person you talk to in politics let's you know it is the most effective way to communicate with voters.

[01:03:44:16] JUANA MATIAS: Awesome, okay, I just did 142. I'm moving on to 140.

[01:03:47:17] JUANA MATIAS: I think that it's very important to bring in new voters into the political process.

[01:03:51:13] PAVEL PANYANO: And we can then come back and do Stearnes.

[01:03:53:20] JUANA MATIAS: Okay, awesome.

[01:03:55:08] PAVEL PANYANO: I think individuals in our society are detached. So if they see you on a 3 o'clock Saturday afternoon, and you're sweating, and you're knocking on doors, they're like, "Wow! If she's doing that, I can just imagine what that candidate will do once they get elected."

[01:04:12:19] JUANA MATIAS: Those are things you can't get through social media. Nothing could replace that.

[01:04:15:10] JUANA MATIAS: Okay?

[01:04:15:23] GUY: Thank you very much.

[01:04:16:15] JUANA MATIAS: Thank you guys. So nice of you. Thanks.

[01:04:20:18] JUANA MATIAS: Sometimes I get tired and it's just like—wow, what did I get myself into? 15 hour days and just the challenges that you face on a daily basis. I hit the doors till 8:30, I come back to the office, I debrief with my campaign manager.

[01:04:38:10] PAVEL PANYANO: I was able to tally the canvassing for—the canvassing on the phones for the phones today.

[01:04:43:00] PAVEL PANYANO: My belief is that if you get your message out, one on one, with the voters in the city, they will come out and they will support.

[01:04:51:23] JUANA MATIAS: I think there is no more effective way than being involved at a local level. And I think that it makes the difference. Actually being able to walk through the streets of Lawrence

[01:05:01:15] JUANA MATIAS: Thank you. The pleasure is mine.

[01:05:03:16] JUANA MATIAS: ...talking to the people that make up our community—it makes me stay connected. My story is always going to stay with me and I'm never going to forget why I'm there and who I'm advocating for.

\*\*[01:05:18:14] TITLE: *On Sept 8th, Juana Matias won her Primary Race to become the candidate for State Representative of the 16th Essex District of Massachusetts.*

\*\*[01:05:26:02] TITLE: *And since there are no Republicans running against her in the general election, she is the presumptive Representative for her District... Unless a last minute write-in candidate surprises everybody.*

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