TO: Interested Parties

FROM: Statewide Officers of the California Democratic Party

DATE: November 14, 2019

RE: Response to Request for Removal – Norma Alcala

We have received, considered, and deny a request to revoke the status of Ms. Norma Alcala as a Delegate to the Democratic State Central Committee (DSCC) of the California Democratic Party (CDP).

However, we strongly condemn Ms. Alcala’s actions and issue a formal admonishment for her public endorsement of Mr. Eric Frame – a No Party Preference candidate for Senate District 6 – against the CDP’s endorsed candidate, State Senator Richard Pan.

The facts presented are disturbing. On November 5, Ms. Alcala’s endorsement was announced in the release of an online video. The video includes an introduction of Ms. Alcala, a series of negative statements on Senator Pan’s legislative record, and an endorsement of Eric Frame. Upon release, the video’s contents were repackaged and widely shared on various social media platforms.

Even more concerning is the fact that in the announcement video, Ms. Alcala cited her CDP-related titles and used CDP-related images. Specifically, when introducing herself to the audience, Ms. Alcala lists her various titles – including title CDP Chicano Latino Caucus Vice Chair – while images of the CDP’s logo are present on the screen. At no point in the video or on any subsequent social media post does Ms. Alcala seek to clarify the record of the CDP’s endorsement of Senator Pan.

On November 6, Election Day, Ms. Alcala sought to retract her endorsement of Mr. Frame by sending an email to Mr. Frame, the CDP Regional Director and CDP Chair. However, by failing to publicize her recession in the same or similar format as her public announcement, she failed to adequately repair the damage of her actions.

The CDP’s endorsement is one of our Party’s most powerful and important tools to uphold and further the democratic values we hold dear. When considering an endorsement, the CDP avails itself of the democratic process to build unity and support for our endorsed candidate. The result is an endorsement based on the unified voices of grassroots leaders across California. Any misuse or mischaracterization of the CDP’s endorsement is a violation of the CDP’s bylaws, negatively impacts support for duly endorsed candidates, and damages the integrity of the endorsement process.
After a careful review of the fact, it’s undeniable that Ms. Alcala’s actions were reckless, egregious, and unacceptable. Further, such actions are unbecoming of her status as a CDP DSCC Delegate bound by the CDP’s bylaws. We, hereby, issues a formal admonishment of Ms. Alcala for her actions and call upon her to, as follows:

(1) Publicly acknowledge and apologize for the errant endorsement, the negative impact to Senator Pan’s reputation, and the damage to the CDP’s endorsement process; and

(2) Publicly request that Mr. Frame remove the announcement video from any accessible online platform and scrub any repackaged content from various social media platforms.

We, as Statewide Officers, are making a deliberate choice to issue this admonishment to Ms. Alcala – instead of removing of her Delegate status. We do so not as an acceptance her errant actions, but as a learning lesson for both Ms. Alcala and the rest of the DSCC Members bound by the CDP’s bylaws.