



**\* *Google***

This is a powerful search engine. Our favorite research tip is always check past the first page of Google results. Creative googling can answer most of your power research questions.

**\* *LittleSis.org***

Find relationships between powerful people, corporations, and organizations.

**\* *The Securities and Exchange Commission's EDGAR database***  
(visit: [bit.ly/SECsearch](http://bit.ly/SECsearch))

A search engine that holds all reports publicly traded companies are required by law to submit.

Find Director biographies, executive compensation, stock ownership data, detailed descriptions of the company's operations, credit agreements between banks and corporations.

**\* *OpenSecrets.org***

Find out who is giving money to your elected members of congress and how they are spending their campaign contributions

**\* *Guidestar.org***

Search 990s, the primary form that non-profit organizations are required to submit to the IRS. Find out where a 1%er or corporation's foundation donates their money

**\* *LinkedIn.com***

Find out where your target went to school, their work history, training, community involvement and social networks

**\* *Consult corporate research guides.*** One of our favorites is from Good Jobs First and can be found here: [bit.ly/CorpResearchGuide](http://bit.ly/CorpResearchGuide)



the artwork in this zine was created by Anya Liao.  
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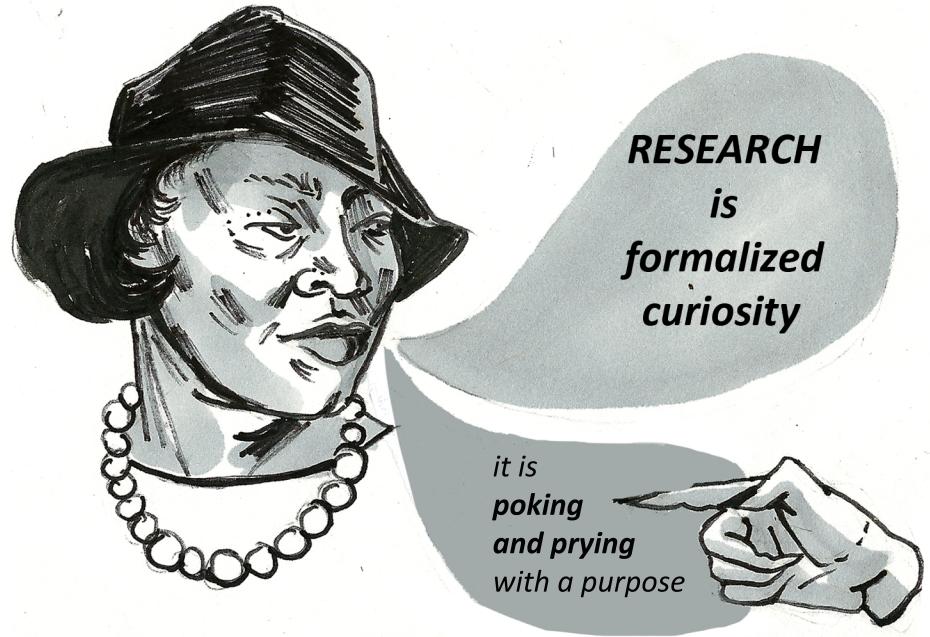
## **What do you need to conduct power research?**

- \* A research crew - find an active research collective in your city or bring together trusted community members to build with
- \* Internet access
- \* A strategy to turn your research into collective action



## **How to find the answers:**

- \* Talk to people, be in community! Longtime residents and elders will probably know who is powerful in your region.
- \* Look for answers on the internet. See next page for our favorite research tools for activists and check out our toolkit (<http://bit.ly/LSTK17>)



Zora Neale Hurston's words are a fitting introduction to this publication. She poses a challenge to traditional understandings of research as strictly academic or professional by naming the core of what motivates the practice - curiosity. Many of us are curious but have been taught to hold our tongues in fear of the violence of our oppressors when our difficult questions, our good questions, pose a threat to the status quo. Knowledge is power. And when we come together as a community, exchange our daily experiences, identify a common target, and mobilize against them - we pose a greater threat to our oppressor than they are to us.

Rooted in a desire to provide grassroots activists and organizers the support to find answers on who is facilitating and benefiting from the exploitation of our communities, this zine outlines research tools that are free, easy to use, and collaborative. Research is for everybody and together we have what it takes to challenge the exploitation of our communities.

This zine can be supplemented by our toolkit (visit: [bit.ly/LSTK17](http://bit.ly/LSTK17)) and webinar trainings. ***Let's fight strategically and let's fight together!***

### **What is LittleSis.org?**

- \* A free, wiki-style database that we like to call an "involuntary facebook for the 1%"
- \* Tracks connections between powerful people, organizations, corporations, think tanks, non-profits, and more

### **What is power research?**

- \* Investigative research focused on power structures
  - \* power structure = influential people, organizations, relationships (network)
- \* Typically done by activists or journalists challenging powerful institutions
- \* Also known as opposition research, muckraking, strategic research

### **How can power research help strengthen your organizing?**

- \* Informs strategy and helps identify targets - Who are the exploitative power players in your city? Who are the powers behind the police? Who are the CEOs and Board Members of the corporations running detention centers in your community?
- \* Shift the narrative - Trump isn't working as an individual, corporate sponsors got him in office and are poised to benefit from his backward policies. Who are they? How much money did they give his campaign? What are the policies they want to see as law?
- \* Find new ways movements and campaigns are connected locally, nationally, and internationally

check out the power map @ <https://littlesis.org/maps/259-profiting-from-ferguson>

**Nonprofit positions** - Board Member of NY Public Library, Kennedy Center for Performing Arts, and a member of the Council on Foreign Relations

**Education**- Educated at Yale (undergrad) and Harvard Business School (MBA)



Stephen Schwarzman

**Work positions** - key advisor to Donald Trump. He is the head of Trump's Strategic and Policy Forum, a group of CEOs that is advising the president on economic policy. Schwarzman actually handpicked the committee's members to help legitimize Trump and improve his reputation on Wall Street and in the business community.

**Case Study:** the billionaire CEO of The Blackstone Group, one of the biggest private equity firms in the world

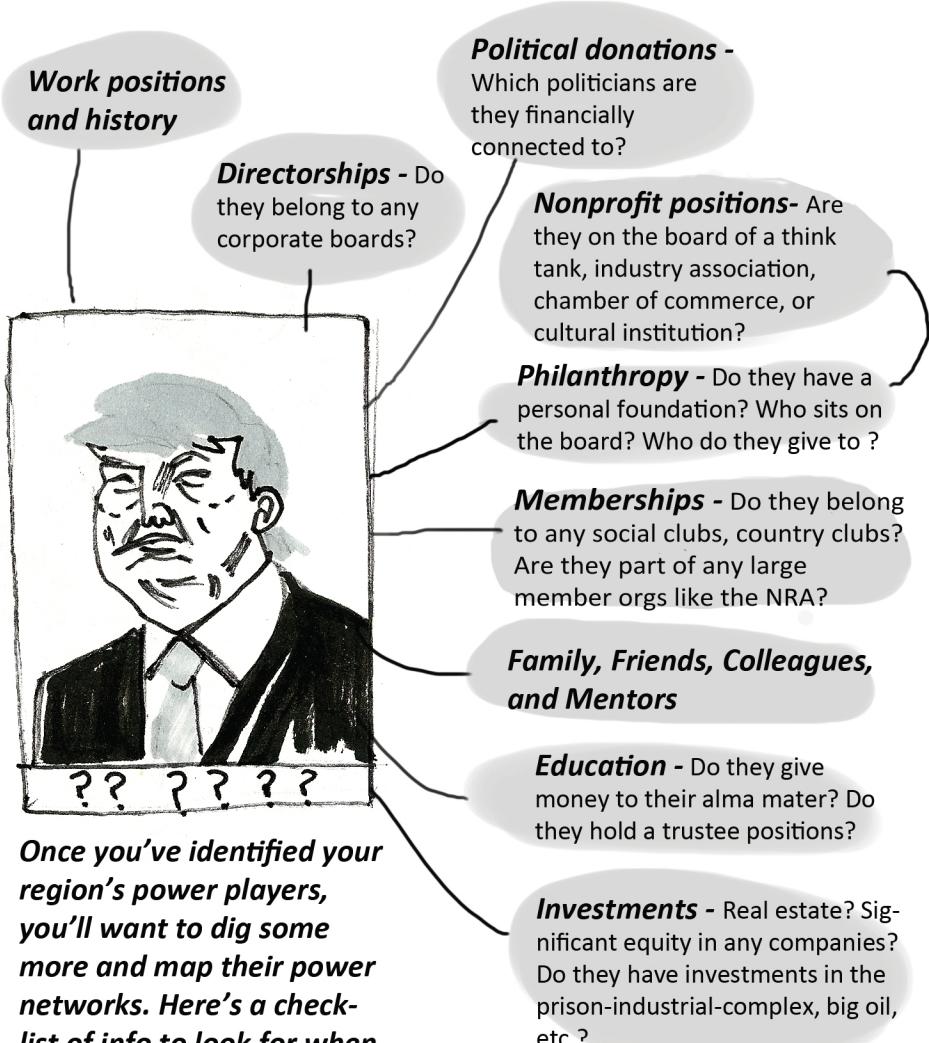
**Investments** - Blackstone owns numerous companies including Hilton Hotels and Crocs shoes

Blackstone is known as "America's biggest landlord." The firm bought up tens of thousands of homes across the country during the foreclosure crisis and turned them into rental properties

Companies owned by Blackstone currently employ about 600,000 people--making Schwarzman one of the world's biggest bosses

## WHO GOVERNS? WHO BENEFITS? WHO WINS?

- \* What are the people in your community struggling against everyday?
- \* Who are your elected representatives and their major donors?
- \* Which Fortune 500 companies are headquartered in your region?
- \* Do any billionaires live in your region or state?
- \* Is there a local Chamber of Commerce or other key pro-business trade organization? Which people and corporations are on the board? Who owns a lot of land?



## Case Study: Palestine & Ferguson



## Case Study: Student Nonviolent Coordinating Committee

who's  
in power?  
who  
owns  
land?

SNCC was a  
crucial youth led  
organization during the  
Civil Rights Movement.

They had a large  
and advanced  
research  
department.

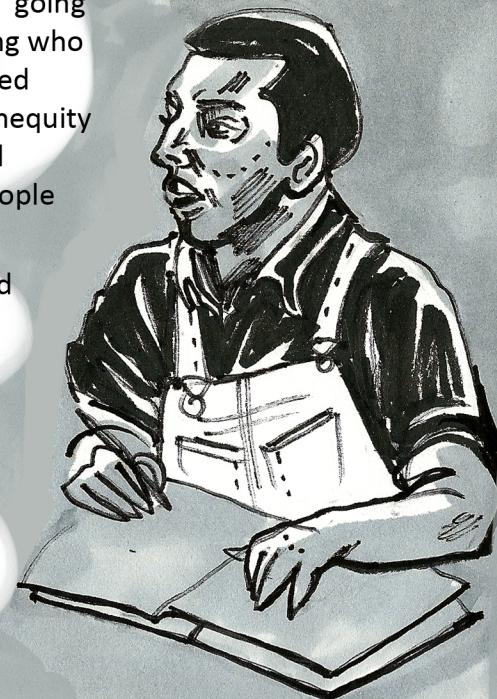
SMITH  
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The SNCC research team rooted their research work in the concept of "going up the food chain" -- emphasizing who owns what and how people's lived experiences of oppression and inequity can be traced back to the vested interests of corporations and people

This ensured they were informed about the existing power structures in the cities they organized in.

The research crew was so advanced they were able to directly connect the Queen of England to a network of plantation owners in the US South



analyzed how big money — from cotton farms, northern capital, oil companies, electric power, and finance capital — was invested in the state and how it related to political power, class, & racial hierarchies.

their findings helped Stokely Carmichael start a political party, Lowndes County Freedom Organization (visit: [bit.ly/SNCCLCFO](http://bit.ly/SNCCLCFO)) in Lowndes County, Alabama in 1965.

who are  
the power  
elite here?

**"The Mississippi Power Structure"**  
pamphlet created by SNCC researchers

Showed ties of corporate leaders to local government, such as William P. McMullan — who was director of the state's biggest electric company and bank...and happened to be a board member of the Jackson White Citizens' Council, which had major influence over state politics, police, & the courts.

Information like this gave organizers a larger and more strategic sense of their targets and the bigger system they were taking on