

# Man Power

Portraits of Ideas in Progress

## Harvey Rosenfield

Activist  
(LEFT)

Last November California voters passed Proposition 103, a public initiative calling for a 20-percent rollback in insurance rates and for sweeping regulatory reforms. The man behind 103 was thirty-six-year-old lawyer Harvey Rosenfield, founder of the grass-roots operation Voter Revolt, which has transformed smoldering public anger about high insurance rates into a fire storm of popular protest. Workaholic organizer, imaginative tactician, indefatigable tub-thumper, Rosenfield, with his band of merry men and women, demonstrated that \$2.3 million worth of conviction can occasionally outmuscle \$70-million war chests of business-as-usual.

## Marc Chiat

Filmmaker  
(RIGHT)

"My life is already messed up," fifteen-year-old Danny Santos told the camera in a now-famous public-service message. "My advice to young kids is, just don't get into it." Santos was talking about gang life, which has sucked up a generation of teenagers in South Central Los Angeles; two weeks later he was gunned down in a drive-by shoot-out. The man behind the stark, prophetic film is thirty-one-year-old filmmaker Marc Chiat, son of advertising legend Jay Chiat. Drawn to this kick-in-the-guts material by earlier work in the public schools, he remarks, "I'm more interested in strong ideas than pretty images."

