

Sample Media Advisory

[Date on which you will mail or fax advisory is centered at top of page]
October __, 2005

MEDIA ADVISORY

Contact: Your name
Your phone
Your e-mail

WHAT IF AN EMPLOYER ADVERTISED A CAMPUS TEACHING JOB AND WAS COMPLETELY HONEST?

[Name of your union here] Places Classified Advertisement in [name of local paper]
Employment Pages Describing Extremely Low Wages and Lack of Benefits at [name of your
college]

News Conference Scheduled for Nov. __ Calling for Equity for Part-time Professors

[NAME OF YOUR CITY]— __ write out percentage such as Seventy__ percent of faculty at
[name of your college] are classified as adjuncts or part-timers. These professors work for a
fraction of the salary of their full-time colleagues, without benefits, without job security and
without basic tools of the trade, such as office hours to meet with students.

Nationwide, 44 percent of U.S. professors, nearly half, are now considered part-time,
although many work full time by teaching at more than one college or university. Nationally,
fewer than 20 percent receive benefits for their teaching. All of these jobs require either a Ph.D.
or masters.

The [name of your union] will hold a news conference tomorrow to talk about how the
exploitation of adjunct faculty is affecting higher education at [name of college].

WHO: [name of your college] students and part-time faculty

WHAT: [Insert event — for example, “News conference to explain Campus Equity
campaign.” Or, if you have another theme, place it here. If you have a visual
like a blow-up of a classified ad or you’re handing out peanuts, mention it
here.]

WHEN: [Insert date and time]

WHERE: [Insert location]

-- more --

Said [full name and title of your local president], “Try to find someone to write a reference
letter on a college campus today. More and more classes are being taught by part-timers who
lack offices and are not compensated for office hours, faculty who are only able to participate in

campus life in a very limited way.” Added [last name of local union president] “These are hard-working academics who are paid a fraction of the wages that others are paid for teaching the very same classes. It’s just not right, and incredibly unfair both to students and to faculty. This has to stop. We deserve not only fair pay, we should be treated with fair play.”

This week, union members across the country are holding rallies and demonstrations calling for fair pay and benefits for college and university part-time faculty members. It’s part of the national “Campus Equity Week” campaign. For information on Campus Equity Week events in other locations, contact Jamie Horwitz of the American Federation of Teachers (AFT) at 202/879-4447.

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* [include “classified advertisement” as a third page]