



*A Union of Professionals*

## **The Telling It Like It Is Campaign**

The following is a step- by-step outline for putting together a Telling It Like It Is campaign.

### **1. The Classified Ad**

During the week of October 17, your local could place a classified advertisement such as the one above in the employment classified section of a major newspaper in your area. The ad should be customized to fit with conditions on your campus. For example, if faculty are required to pay for parking at your school, state that in the ad. If adjuncts are issued campus e-mail addresses, strike that line. (This is a “telling it like it is” campaign, so be sure to account for all time that a faculty member preps, grades, advises, travels and teaches to calculate the average hourly wage.) The sample ad we have prepared may be longer than what you want to place for cost reasons. Check with your local newspaper on advertising rates.

### **2. Job Postings**

Reprint your classified ad in handbill size and place it on campus job posting boards and other bulletin boards one or two weeks prior to CEW. Handbills also should be placed in nontraditional areas such as the back of bathroom stall doors in university buildings.

### **3. Media Advisories**

Media advisories with a copy of the ad attached should be sent to mainstream media, campus papers and Internet-based news outlets. At major newspapers, you will want to target business editors and gossip columnists as well as higher ed and general education writers. A sample media advisory is available on the AFT web site; it also can be customized if you go with a different tactic. You may want to put a CEW sticker on the outside of the envelope and another on the press release if you are mailing your media advisory.

### **4. Stickers and Signs**

Printed campaign stickers that read: “Fair pay – Fair play – Campus Equity Week 2005” and “Telling It Like It is – Campus Equity Week 2005” will be available to AFT locals. Additional stickers will be available by contacting AFT Higher Education by e-mail at [highered@aft.org](mailto:highered@aft.org).

The stickers also can be easily reproduced by downloading the clip art at the AFT CEW Web site. For the first time, AFT and other AFL-CIO members can customize AFT CEW campaign posters by following the instructions on the AFT CEW site to the Working Families Tool Kit where you can add your own local information to the posters. In addition to a new poster for this year, our popular posters from the past are available via the Web.

If you do place a classified ad in a local paper, consider having the ad blown up into a poster for use at a rally, news event or membership meeting.

#### 5. Op-Eds and Letters to the Editor

Also available on the AFT Web site is a sample op-ed you can submit to mainstream or campus papers. You can either customize the op-ed prepared by the AFT or write your own. Preferably, op-eds or letters to the editor should be submitted by October 28. Information on how to submit an opinion piece or letter can be found on the editorial page of your local paper. After you submit your text, follow up with a polite phone call to the editorial page editor. If you get lucky, you may also get an editorial for your efforts.

#### 6. Guerrilla Tactics To Promote a Campus CEW Event

One idea is to organize activists and members to write on chalkboards in every classroom during the last week of October, “Interested in a job teaching college someday? Facts you should know. Come to \_\_\_\_\_ on Nov. \_\_\_\_\_. Please save.” If your union has the budget, consider placing this message as a quarter page ad in campus papers. Keep in mind that many campus papers only come out once or twice a week, so be sure to check on advertising deadlines. The ad will probably have to be placed during the week of October 24.

#### 7. CEW Rally, News Event or Teach-in

Schedule a rally, news event or teach-in corresponding to the time and place mentioned on the chalkboards and advertisements. You can invite campus and mainstream media to attend by sending out a media advisory (see sample). At your event, be sure to have strong visuals such as a blow-up of the classified ad or, if you’re going with the “meet me in my office” tactic, an old car.

At the event reveal how many people actually applied for the jobs, if any, when someone “tells it like it is.” Show the blown-up version of the classified ad. Talk about how dedicated adjunct instructors are and the high quality of their work, but how unfairly they are treated. Warn students about the unfair conditions under which part-time/adjunct faculty labor, and ask them to take an action related to the campus or state legislature. You may want to distribute the fact sheet enclosed in this mailing. You also may want to produce a fact sheet on local data that could be attached to the national material.

If anyone sends in a legitimate resume in response to your want ad, you may consider forwarding the document to your college’s human resources department or appropriate manager. In this case, mention at the news event that you forwarded the resumes to the college.

See the Tips for Working with the Media During Campus Equity Week 2005 for more advice.