

Sample Media Advisory

[Date on which you will mail or fax advisory is centered at top of page]
October __, 2003

MEDIA ADVISORY

Contact: *Your name*
Your phone
Your e-mail

[YOUR COLLEGE OR UNIVERSITY] PART-TIME FACULTY SAY THEY ARE TIRED OF WORKING FOR PEANUTS

Nearly Half of the Nation's Faculty Members Have Part-Time Status Most Earn Extremely Low Wages and Few Receive Healthcare or Other Benefits

[NAME OF YOUR CITY]—"What do part-time college faculty and elephants have in common? They both work for peanuts." This will be the message on flyers being distributed in front of the [your venue] on Monday, Oct. 27.

Members of the [your local] will protest against low faculty wages and benefits by passing out bags of peanuts along with information on the growing overuse of part-time instructors. They will also offer specific solutions to the challenges facing part-time/adjunct faculty and outline their union's goals for the coming year.

Nationwide, more than 40 percent of college and university faculty are classified as part-time, but fewer than 20 percent of them receive health benefits or subsidized retirement. The numbers are even more extreme in [your city or state]. A significant percentage of part-time faculty at [your college or university], like so many part-timers across the country, are "part-time employees" in name only. Large numbers of U.S. faculty members are forced to teach full time by working part time at more than one institution. The result is highly qualified educators forced to work at several institutions, usually...for peanuts! It's a troubling trend in American higher education, and it's all too common at [your college or university].

-- m o r e --

WHAT: [Insert event — for example, “College faculty protest low wages by passing out peanuts in front of the state Capitol, call for legislation to create “equal pay for equal classes worked” and dollars set-aside for benefits]

WHEN: [Insert date and time]

WHERE: [Insert location]

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 demand equity and fairness!”

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 Jaime Zapata of the American Federation of Teachers (AFT) at (202) 879-4458.

As part of Campus Equity Week 2003, AFT will issue a report entitled *Standards of Good Practice in the Employment of Part-Time/Adjunct Faculty*. The document contains specific recommendations for achieving equity and fairness in part-time faculty employment. An executive summary and the full text of the report are available at http://www.aft.org/higher_ed/

###

* [*include “elephant” flyer as a third page*]