

National Student-Labor Week of Action

MEDIA TOOL-KIT

March 28-April 4, 2008



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Student Activist, Organizer, Comrade, Friend, Ally, Familia,

Thank you for answering the call and joining thousands of other students across the country who are standing together this March 28 – April 4th as we celebrate the lives and triumphs of Cesar E. Chavez and Dr. Martin Luther King Jr, two leaders who through their courage, and more importantly the courage of thousands of workers, students, faith allies, activists, mothers, friends, and many more showed this country and the world that indeed a better world is possible.

We hope that you find the following Media Kit useful in your action/event planning leading up to the National Student Labor Week of Action. It is our hope that this week of action can serve as an opportunity to train old and new activists in action/event planning and the whole slew of work it takes to have a deep and meaningful function on campus, from recruitment and turnout to contacting and securing the press. (For event planning help make sure to check out our WoA Organizing Kit)

We want to use this opportunity to remind you to register your campus event and actions at studentlabor.org and check out the site to learn more about the many exciting campaigns we are waging and winning all across the country. We look forward to many more victories and to "Being There", as we pledge at JwJ, for you all through these campaigns and future endeavors.

In solidarity,

Carlos Jimenez
SLAP Coordinator



MEDIA TACTICS TIMELINE

<input type="checkbox"/> List Newsworthy Events/Stories	Early March
<p>Make an initial list of actions, events and/or personal stories that a reporter/producer may wish to cover.</p> <p>Good hooks include:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Big Events/Actions...especially if you are forcing someone to respond to you <input checked="" type="checkbox"/> The local connection to a national story (i.e. the National Student-Labor Week of Action comes to your town) <input checked="" type="checkbox"/> Human Interest (a graduate worker's story) <input checked="" type="checkbox"/> Anniversary (Cesar Chavez's Birthday, Dr Martin Luther King's Assassination) 	
<input type="checkbox"/> Localize Press Advisory	3 Weeks Out
<p>Amend the enclosed samples with your local actions and stories as noted.</p> <p><i>For help doing this, be sure to participate in the national media tactics conference call this week!! Stay tuned for details!</i></p>	
<input type="checkbox"/> Draft Press List	3 Weeks Out
<p>Using the <i>press list worksheet</i> enclosed, draft a list of reporters who may cover your story from the following outlets:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Your campus newspaper <input checked="" type="checkbox"/> Your campus magazines/publications <input checked="" type="checkbox"/> Your campus radio station <input checked="" type="checkbox"/> Your local/city-wide newspaper(s) <input checked="" type="checkbox"/> Your local/city-wide TV news station(s) <p>To find out what reporter is most likely to cover your story, call the news and/or assignment desk of each outlet/publication and ask who covers higher education and/or workplace issues. You may need to explain what you hope to get covered.</p>	



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<input type="checkbox"/> Localize Talking Points and Rap	3 Weeks Out
Amend the enclosed talking points and rap with your local actions and stories as noted.	
<input type="checkbox"/> Train Spokespeople	2 Weeks Out
<p>Schedule time to practice giving the rap and talking points with your spokespeople, those who you will refer reporters to for quotes.</p> <p><i>For help doing this, be sure to participate in the national spokespeople conference call coming soon!</i></p>	
<input type="checkbox"/> Place Public Services Announcements	2 Weeks Out
<p>Public Service Announcements (PSAs) are a good way to announce and publicize events in order to mobilize more people to them. The national office may be distributing pre-recorded PSAs. However, you may do just as well to simply send a written PSA to your local/campus radio station for the DJ to read. A sample PSA is included in this tool-kit for you to localize.</p>	
<input type="checkbox"/> Host Letter-to-the-Editor Writing Party	2 Weeks Out
<p>Using the sample Letter-to-the-Editor (LTE) included in this packet as a template, host a gathering where your members and supporters can draft their own LTEs about your campus' participation in the National Student-Labor Week of Action. At the end give instructions on how to submit the LTEs or collect them and submit them all at once to your campus newspaper.</p>	
<input type="checkbox"/> Circulate Press Advisory	2 Weeks Out
E-mail/fax your local press advisory to everyone on your press list.	



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<input type="checkbox"/> Make Initial Press Calls/Pitches	1 Week Out
<p>Call the reporters/producers on your press list, and tell them what you are doing for the week of action, including any intriguing personal stories if you have any. Use your localized talking points and rap when talking to reporters to help you stay on message.</p>	
<input type="checkbox"/> Circulate Press Advisory (AGAIN!)	Week of...
<p>E-mail/fax your press release to everyone on your press list.</p>	
<input type="checkbox"/> Make Follow Up Press Calls/Pitches	Week of...
<p>Call the reporters/producers on your press list AGAIN and AGAIN until they say 'yes' or 'no' to covering your story. If a newspaper reporter says 'yes', don't forget to call the photo desk so you get a story AND a picture!</p>	
<input type="checkbox"/> Prepare for Media Events	Week of...
<p>More than likely, you are organizing some event, forum, action or other activity in conjunction with the National Student-Labor Week of Action, and you will want press to turn out and cover this activity. At this point, you have called them and prodded them to come, but what do you do when they show up? Using the included fact sheet on press events, prepare to maximize your coverage!</p>	
<input type="checkbox"/> Compile Clippings	Week of...
<p>Send video and newspaper clippings to the Student Labor Action Project (SLAP) office for us to highlight your efforts and help you improve in the future!</p>	
<p>You can</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> email them to slap@jwj.org, <input checked="" type="checkbox"/> fax them to (202) 393-7408, or <input checked="" type="checkbox"/> mail them to 1325 Mass Ave, NW Suite 200 Washington, DC 20005. <input checked="" type="checkbox"/> Don't Forget to share it online @ studentlabor.blogspot.com 	



SAMPLE MESSAGING: TALKING POINTS

The Campaign for Fair Food is working in conjunction with students at over 200 universities nationwide who are supporting workers' rights as a part of the National Student-Labor Week of Action from March 28th to April 4th, organized annually by the Student Labor Action Project (SLAP). Encompassing the birthday of Cesar Chavez (March 31) and the anniversary of Dr. Martin Luther King, Jr.'s assassination (April 4), this week of action continues the social and economic justice traditions of two heroes by highlighting workers' right to organize and collectively bargain with employers.

The Campaign for Fair Food, currently focusing on Burger King, is an ongoing effort of the Coalition of Immokalee Workers (CIW) and its allies to establish purchasing practices within the retail food industry that ensure and advance fair wages and other human rights of tomato pickers who labor at the base of these corporate supply chains.

Consumers - in particular students and young people - have a responsibility to influence retail food corporations to ensure the human rights and dignity of the men and women harvesting tomatoes in Florida as well as our own dignity as those most heavily targeted by fast-food marketing and advertising.

The latest phase of the Campaign for Fair Food is a national petition drive to demand that Burger King and other food industry leaders work with the CIW to improve the wages and working conditions of the workers who pick their tomatoes, and join with the CIW in an industry-wide effort to eliminate modern-day slavery and human rights abuses from Florida's fields. The petitions will serve as notice that those who sign are "prepared to stop patronizing Burger King now, and other food industry leaders in the future, should they fail to do so." The campaign comes on the 200th anniversary of the US ban against the importation of slaves, and echoes key strategies of the early abolitionist movement that helped hasten the end of slavery in the 19th century.

We're involved in NSLWOA because we see it as a way to link our struggles against sweatshops and unfair working conditions, from the fields of Florida to our local campuses and communities.

CALL TO ACTION:

We *{note your local/campus organization}* are working to demand *{Insert your local demands here}*.

JOIN US:

To get our demands met, we will *{Note your local actions and dates here.}*



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WORKSHEET: PRESS LIST

OUTLET	REPORTER, PRODUCER, or EDITOR	PHONE	EMAIL	PHOTO DESK PHONE
<i>Campus Newspaper</i>				
<i>Campus Magazine or Publication</i>				
<i>Campus Radio Station</i>				
<i>Local/City Newspaper</i>				
<i>Local/City Newspaper</i>				
<i>Local TV Station (ABC)</i>				
<i>Local TV Station (CBS)</i>				
<i>Local TV Station (NBC)</i>				
<i>Other</i>				



FACT SHEET: EVENT PRESS

☆ON-SITE PRESS ORGANIZER☆

Designate at least one person to be responsible for identifying reporters, connecting them with spokespeople, supplying them with materials about your action and your group, as well as gathering information about the reporter and the outlet. This person should have a name badge or arm band so reporters can locate them just as fast as they can locate reporters.

☆VISIBLE SPOKESPEOPLE☆

Mark your spokespeople with name badges and/or arm bands that identify them as people reporters can talk to. Make sure you have practiced the various talking points and raps with them well in advance!

☆CLEAR SIGNAGE☆

If there is a press table or sign-in area, mark it clearly for press to come there first! At the press table, have plenty of **sign in sheets** for reporters to note their name, outlet, and contact information. If you do not have a table, make sure your on-site press organizer has a clipboard and is walking up to reporters collecting this information.

☆PRESS KITS☆

It is often helpful to compile a press kit to hand to reporters upon arrival at your actions. Press kits can be as simple or as fancy as you want to make them, but they tend to contain some or all of the following:

- ★ Your press advisory
- ★ Op-Eds or LTEs that you have gotten printed
- ★ A 1-pager on your organization or group (*including contact information in case they wish to follow up!*)
- ★ Fact sheet(s) explaining your campaign issues and demands
- ★ Any other materials that support your campaign

The trick is to include just the right amount of information without overwhelming the reporter. Try not to hand them a large stack of papers with tiny typing. Keep it simple and accessible so they can easily find quotes and supporting facts for their article.

☆BE AVAILABLE☆

Have one primary press contact who will PICK UP a cell phone all day and talk to press. Reporters are on deadline and may not leave a message or pick up when you call back.



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SAMPLES



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News Advisory

Contact: *{Note your local media contact and phone number here}*

'STUDENTS and WORKERS at *{YOUR SCHOOL}* UNITE for QUALITY EDUCATION, not A CORPORATION'

{Note Date of Your Event Here}

WHAT: *{Your group}* is demanding *{your demands}* from *{your university}* by organizing *{your action}*. This is being done in conjunction with students at over 200 universities nationwide who will support workers' rights to organize and collectively bargain as a part of the National Student-Labor Week of Action, organized annually by the Student Labor Action Project (SLAP). Through films, rallies, and actions targeting administrators students hope to help workers win concrete victories in their efforts to secure fair wages, benefits, and to form and join unions.

WHERE: *{Your Location}*

WHO: *{Note your group and mission here.}* The Student Labor Action Project is a joint program of Jobs with Justice—a nationwide network of community-labor coalitions, and the United States Student Association—the oldest and largest organization representing students on Capitol Hill. The week is co-sponsored nationally this year by the United Students Against Sweatshops, the Student/Farm worker Alliance, and Student Action with Farm workers, National MEChA, and dozens of other student, worker, faith, and community organizations.

WHY: Working people are struggling to make ends meet. The rising cost of tuition and financial aid cuts are making it harder for people to attend college, and many young people are burdened with mountains of student loan debt. Students and workers of all ages are falling behind as the gap between the rich and the poor widens. Although the best opportunity for working people to get ahead economically is by uniting with co-workers to bargain with their employers for better wages and benefits, our schools and corporations routinely intimidate, harass, coerce and even fire people who try to organize unions.

NEED A QUOTE

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Public Service Announcement

Contact: *{Note your local media contact and phone number here}*

'STUDENTS and WORKERS at *{YOUR SCHOOL}* UNITE TO DEMAND A BETTER FUTURE

{Note Date of Your Event Here}

On March 28 through April 4, 2006, students at over 300 universities nationwide will stage mass actions to support workers' rights to organize and collectively bargain as a part of the National Student-Labor Week of Action, organized by the Student Labor Action Project (SLAP). This historic event, placed between the birthday of Cesar Chavez and the anniversary of Dr Martin Luther King, Jr's assassination, is targeting universities that act in the interest of corporations more so than those of students and workers. Through films, rallies, and other demonstrations of solidarity students hope to help workers win concrete victories in their efforts to form and join unions.

All over the country, working people are struggling to make ends meet. The rising cost of tuition and financial aid cuts are making it harder for people to attend college, and many young people are burdened with mountains of student loan debt. Students and workers of all ages are falling behind as the gap between the rich and the poor widens. Although the best opportunity for working people to get ahead economically is by uniting with co-workers to bargain with their employers for better wages and benefits, our schools and corporations routinely intimidate, harass, coerce and even fire people who try to organize unions. But students and workers are coming together to demand change and a better future!

Students at *{Your School}* are demanding *{Your Demands}* from administrators in conjunction with the National Student-Labor Week of Action. They are holding an action at *{location}* on *{date/time}*.

If you live in *{Your City}* and want more information, contact *{local contact name}* at *{local contact information}*. If you live elsewhere, contact the Student Labor Action Project at www.studentlabor.org or email SLAP@jwj.org.



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Letter to the Editor

"McDonald's and Taco Bell should be applauded for recognizing their social responsibility to the human portion of their supply chain. They have agreed to pay farmworkers a penny more per pound for tomatoes picked. Burger King's supposed concern for antitrust laws is a transparent attempt to protect a tiny portion of the company's income. It would cost a small amount to pay farmworkers enough to live somewhat better lives than the abject poverty they now endure.

Burger King's claim that the recent protests in Miami are futile assumes that we are as callous as the company concerning the basic human rights of farmworkers. If Burger King is willing to ignore human suffering in order to save a small expense that its competitors are willing to bear, then anyone with a conscience must send it a message by eating elsewhere. "

Sincerely,

{Your Name}

{Your Year in School}

{Your Phone Number and Email}