



Strategic Campaign Communications

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Director of Communications
Chicago Federation of Labor



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About Me



About Me



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The background is a solid light blue color with a repeating pattern of small, semi-transparent icons. These icons include various symbols related to communication, technology, and business, such as speech bubbles, gears, lightbulbs, and network diagrams.

Four Keys to Messaging Success



Four Keys To Messaging Success

Visibility

Establish your presence as organization



Building the Narrative

Develop message to rally around and stewards of that message.



Press Prep

Organize internally and reach out to external coalition, prepare press communications.



Media Outreach

Execute media plan for maximum coverage. Leave no stone unturned.



VISIBILITY





Visibility

When someone googles your union, what comes up? ((Take out your phone))



Have a Footprint

When you google your organization and name. You want something positive to come up.



Get on Social

Establish a page for your local on social platform(s).




Involve Your Members

Ask members to submit photos, testimonials, content. And to share the union's important posts!



Community Relationships

Interact with other org's accounts, especially ones you might be reaching out to for help soon.



Three Good Types of Posts



“What we do”

Post a picture of members practicing or getting ready for a show



Labor Solidarity

Show up to a labor action or meeting/training



Lay Groundwork

Post a pic of a member, captioned with a quote or highlighting an issue

Building the Narrative



Research & Development

- Identify bargaining issues everyone can relate to.
- Research the publicly available data on your employer (990's, [Google](#), Socials)
- Get creative with other data ([ALICE Report](#), BLS & HUD Stats, etc.)

UNITED WAY

- [ALICE \(Asset Limited, Income Constrained, Employed\)](#)
- [Local University and College Academics](#)
- [Ann Arbor Symphony](#)

Total # of Board Members,
Employees and Volunteers.

990 Form

Total expenses,
including salaries.

efile GRAPHIC print - DO NOT PROCESS As Filed Data - DLN: 93493109000351

OMB No. 1545-0047

990 Return of Organization Exempt From Income Tax

2019
Open to Public Inspection

Form 990
Department of the Treasury
Internal Revenue Service

For the 2019 calendar year, or tax year beginning 07-01-2019, and ending 06-30-2020

A If applicable:
 Acquisition
 Name change
 Initial return
 Final return/termination
 Amended return
 Application pending

B Name of organization
ANN ARBOR SYMPHONY ORCHESTRA INC

C Doing business as

D Employer identification number
38-6069701

E Telephone number
(734) 994-4801

F Name and address of principal officer:
DANIEL B CLARK
35 RESEARCH DRIVE SUITE 100
ANN ARBOR, MI 48103

G Gross receipts \$ 2,238,328

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list. (see instructions)
H(c) Group exemption number ▶

I Tax-exempt status: 501(c)(3) 501(c) () (insert) 4947(e)(1) or 527

J Website: WWW.A250.COM

K Form of organization: Corporation Trust Association Other ▶

L Year of formation: 1966 **M** State of legal domicile: MI

Part I Summary

1 Briefly describe the organization's mission or most significant activities:
THE ANN ARBOR SYMPHONY ORCHESTRA IS PASSIONATELY COMMITTED TO ENRICHING THE CULTURE OF THE REGION. WE FOSTER A GROWING APPRECIATION FOR ORCHESTRAL MUSIC AND REGIONAL MUSICIANS THROUGH IMAGINATIVE PROGRAMMING AND COMMUNITY INVOLVEMENT, INSPIRING AND EDUCATING A DIVERSE AUDIENCE.

2 Check this box if the organization discontinued its operations or disposed of more than 25% of net assets.

| | |
|--|-----|
| 3 Number of voting members of the governing body (Part VI, line 1a) | 34 |
| 4 Number of independent voting members of the governing body (Part VI, line 1b) | 34 |
| 5 Total number of individuals employed in calendar year 2019 (Part V, line 2a) | 263 |
| 6 Total number of volunteers (estimate if necessary) | 280 |
| 7a Total unrelated business revenue from Part VIII, column (C), line 12 | 0 |
| 7b Net unrelated business taxable income from Form 990-T, line 39 | 0 |

| | Prior Year | Current Year |
|--|------------|--------------|
| 8 Contributions and grants (Part VIII, line 1h) | 1,272,764 | 1,238,049 |
| 9 Program service revenue (Part VIII, line 2g) | 904,621 | 548,114 |
| 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) | 61,876 | 49,175 |
| 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) | 41,784 | 41,743 |
| 12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12) | 2,281,045 | 1,877,081 |
| 13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) | 0 | 0 |
| 14 Total fundraising expenses (Part IX, column (A), line 4) | 0 | 0 |
| 15 Salaries, other compensation, employee benefits (Part IX, column (A), line 11e) | 799,940 | 799,940 |
| 16a Professional fundraising fees (Part IX, column (A), line 11e) | 0 | 0 |
| 16b Total fundraising expenses (Part IX, column (D), line 25) ▶122,686 | 122,686 | 122,686 |
| 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) | 575,886 | 465,689 |
| 18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) | 1,645,379 | 1,265,629 |
| 19 Revenue less expenses. Subtract line 18 from line 12 | 635,666 | 611,452 |

| | Beginning of Current Year | End of Year |
|--|---------------------------|-------------|
| 20 Total assets (Part X, line 16) | 1,870,359 | 2,576,582 |
| 21 Total liabilities (Part X, line 26) | 360,685 | 462,449 |
| 22 Net assets or fund balances. Subtract line 21 from line 20 | 1,509,674 | 2,114,133 |

Part II Signature Block

Executive & Management salaries.

990 Form

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

| (A) Name and Title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | | (D) Reportable compensation from the organization (W-2/1099-MISC) | (E) Reportable compensation from related organizations (W-2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
|--|--|---|-----------------------|---------|--------------|------------------------------|--------|--|---|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| BARBARA STURGIS-EVERETT DIRECTOR | 1.00 | X | | | | | | 0 | 0 | 0 |
| ELISABETH VANDERPOOL DIRECTOR | 1.00 | X | | | | | | 0 | 0 | 0 |
| JANE WILKINSON DIRECTOR | 2.00 | X | | | | | | 0 | 0 | 0 |
| REMEDIOS MONTALBO YOUNG DIRECTOR | 1.00 | X | | | | | | 0 | 0 | 0 |
| DARCEL TOLLE DIRECTOR | 1.00 | X | | | | | | 0 | 0 | 0 |
| TYLER RAND EXECUTIVE DI | 40.00 | | | X | | | | 0 | 0 | 0 |
| MARY STEFFEK BLASKE FORMER EXECU | 40.00 | | | X | | | | 87,975 | 0 | 0 |

Salaries & Wages

990 Form

Guest Artist, Rental & Licensing Fees

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII. | (A) Total expenses | (B) Program service expenses | (C) Management and general expenses | (D) Fundraising expenses |
|---|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 | | | | |
| 2 Grants and other assistance to domestic individuals. See Part IV, line 22 | | | | |
| 3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16. | | | | |
| 4 Benefits paid to or for members | | | | |
| 5 Compensation of current officers, directors, trustees, and key employees | 93,734 | | 62,650 | 31,084 |
| 6 Compensation not included on line 5 for qualified persons (as defined under section 4958(f)(1) and persons described in section 4959(c)(3)(B)) | | | | |
| 7 Other salaries and wages | 595,009 | 458,994 | 80,320 | 55,695 |
| 8 Pension plan accruals and contributions (include section 401 (k) and 403(b) employer contributions) | | | | |
| 9 Other employee benefits | 58,297 | 30,814 | 16,621 | 10,862 |
| 10 Payroll taxes | 52,900 | 35,457 | 10,959 | 6,484 |
| 11 Fees for services (non-employees): | | | | |
| a Management | | | | |
| b Legal | 7,485 | | 7,485 | |
| c Accounting | 11,250 | | 11,250 | |
| d Lobbying | | | | |
| e Professional fundraising services. See Part IV, line 17 | | | | |
| f Investment management fees | 1,037 | | 1,037 | |
| g Other (if line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.) | 43,001 | 34,362 | 5,059 | 3,580 |
| 12 Advertising and promotion | 41,968 | 41,968 | | |
| 13 Office expenses | 53,264 | 42,351 | 7,330 | 3,383 |
| 14 Information technology | | | | |
| 15 Royalties | | | | |
| 16 Occupancy | 76,839 | 46,196 | 29,119 | 1,524 |
| 17 Travel | 18,460 | 15,626 | 2,634 | |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials | | | | |
| 19 Conferences, conventions, and meetings | 9,943 | 240 | | 9,703 |
| 20 Interest | | | | |
| 21 Payments to affiliates | | | | |
| 22 Depreciation, depletion, and amortization | 9,256 | 500 | 8,756 | |
| 23 Insurance | 13,758 | 11,255 | 2,432 | 71 |
| 24 Other expenses. Categorize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.) | | | | |
| a GUEST ARTIST FEES AND EXP | 101,085 | 101,085 | | |
| b MUSIC RENTAL/LICENSING | 33,615 | 33,615 | | |
| c EQUIPMENT RENTAL & MAINT | 28,648 | 18,001 | 10,647 | |
| d MISCELLANEOUS | 9,347 | 7,572 | 1,675 | 100 |
| e All other expenses | 6,733 | 1,911 | 4,822 | |
| 25 Total functional expenses. Add lines 1 through 24e | 1,265,629 | 880,147 | 262,796 | 122,686 |
| 26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720). | | | | |

Figure 1. ALICE Household Survival Budget and Federal Poverty Level, Michigan, 2021

| | Federal Poverty Level Census income thresholds that vary by household size but not geography to determine who is in poverty | ALICE Household Survival Budget The cost of the essentials needed to live and work in the modern economy, by household type and location |
|----------------------------------|---|--|
| Family of Four | | |
| Monthly Total | \$2,208 | \$4,918 |
| Annual Total | \$26,500 | \$59,016 |
| Percent Change, 2019–2021 | 3% | 8% |
| Single Adult | | |
| Monthly Total | \$1,073 | \$2,161 |
| Annual Total | \$12,880 | \$25,932 |
| Percent Change, 2019–2021 | 3% | 12% |

Note: Percent change is pre-tax.

Sources: ALICE Household Survival Budget, 2021; Assistant Secretary for Planning and Evaluation (ASPE), HHS poverty guidelines for 2021, U.S. Department of Health and Human Services

ALICE Report

ALICE Report

| Michigan Counties, 2021 | | | Percent Change, 2019-2021 | |
|-------------------------|------------|-------------------|---------------------------|-------------------|
| County | Households | % ALICE + Poverty | # of Households | # ALICE + Poverty |
| Missaukee | 5,845 | 47% | -3% | 14% |
| Monroe | 61,574 | 35% | 1% | 4% |
| Montcalm | 23,745 | 44% | -1% | 0% |
| Montmorency | 4,305 | 51% | -3% | 10% |
| Muskegon | 67,707 | 42% | 2% | 0% |
| Newaygo | 18,892 | 44% | -1% | 11% |
| Oakland | 530,383 | 31% | 4% | 7% |
| Oceana | 9,789 | 43% | -4% | -6% |
| Ogemaw | 8,999 | 46% | -2% | 0% |
| Ontonagon | 2,710 | 50% | -3% | -4% |
| Osceola | 8,675 | 48% | -6% | 5% |
| Oscoda | 3,292 | 49% | -14% | -5% |
| Otsego | 10,452 | 39% | 5% | 9% |
| Ottawa | 110,045 | 29% | 5% | 0% |
| Presque Isle | 5,844 | 40% | 1% | -5% |
| Roscommon | 11,014 | 47% | -1% | 5% |
| Saginaw | 80,146 | 45% | 1% | 7% |
| Sanilac | 17,086 | 42% | -2% | 10% |
| Schoolcraft | 3,607 | 40% | 4% | -10% |
| Shiawassee | 28,226 | 40% | 5% | 28% |
| St. Clair | 66,324 | 38% | 4% | 10% |
| St. Joseph | 23,670 | 36% | -2% | 2% |
| Tuscola | 21,328 | 41% | -2% | 5% |
| Van Buren | 28,457 | 41% | -8% | 5% |
| Washtenaw | 149,133 | 40% | 5% | 35% |
| Wayne | 695,038 | 47% | 1% | 0% |
| Wexford | 13,002 | 44% | 0% | 5% |

Building the Narrative



Writing and Fine Tuning

- Keep it Simple.
- Aim for the Heart
- Avoid jargon
- Build out other messaging from there.
- Fact Sheet – [Bruce Rauner Example](#). [Fair Workweek example](#).
- Talking Points -

AFSCME Negotiations –Governor Rauner’s Half-Truths and Outright Falsehoods

Even before the Governor walked away from the bargaining table in January 2016, a concerted misinformation campaign was underway to misrepresent his refusal to negotiate over the terms of a new contract and downplay the impact on employees and retirees if he were to impose his final offer. Below is a fact check of some of the Governor’s half-truths and outright falsehoods:

Status of Bargaining

***Rauner Claim:** Impasse simply means that the parties have come to a dead end...further negotiations would be futile*

Fact: Despite the recent ruling by the Rauner-appointed Illinois Labor Relations Board, negotiations were not at a “dead end” when the Rauner Administration walked out on bargaining back in January. The Union Bargaining Committee said then- and has reiterated numerous times since- that AFSCME members are prepared to make modifications to the proposals that were on the bargaining table at that time- so there is clearly room for further negotiations.

***Rauner Claim:** We made a number of key concessions...AFSCME, on the other hand, continues to demand across-the-board increases and step increases...They still seek a more expensive platinum [health care]plans...*

Fact: AFSCME does not “continue to demand” any of its current proposals. In fact, the Union has indicated it is prepared to compromise on all of its economic proposals. But the governor has consistently refused to return to the bargaining table and allow further compromises to be made.

***Rauner Claim:** [With its bargaining proposals] AFSCME is demanding \$3 billion more in overall compensation*

Fact: The proposals AFSCME had on the table when the Governor walked away are modest and generally maintain the terms of the contract as they currently exist. The \$3 billion figure is simply fictional- a wildly exaggerated attempt to misrepresent status quo contract provisions as if they reflect new or added costs. The truth is that AFSCME has modified its initial positions, including on wages, and has been clear that we’re prepared to negotiate further on wages, benefits and all other topics.

The Terms Rauner is seeking to Impose

***Rauner Claim:** [Regarding the health insurance terms Gov. Rauner wants to impose on employees] We’re offering several different options that are less expensive for employees to choose.*

Fact Sheet

Fact Sheet

Fact Sheet: Chicago Paid Leave Ordinance

Paid leave is a win-win for workers and their employers. It gives employees time off to enjoy with their families or to use when they or a family member are sick, which is critical as families struggle to make ends meet in a challenging economy. Businesses benefit from Paid Leave because the policy encourages workers to stay home when they are sick —preventing their colleagues from getting sick and missing work. v

Chicago's current paid sick leave ordinance guarantees nearly all workers up to five paid sick days each year. A recent change in state law, taking effect on January 1, 2024, will offer workers across Illinois a minimum of five paid time off days that can be used for any reason, not just when someone is sick. Chicago has always been a national leader in workers' rights and this ordinance will continue that leadership by expanding paid leave. This ordinance will expand the number of days a worker can take off to spend time with their families, care for themselves or a loved one when they are ill or for any other reason, no questions asked. The paid leave ordinance gives workers more options for saving or using time to accommodate their needs, and an opportunity to be compensated for unused time when they leave a job.

The Chicago Paid Leave Ordinance:

- Gives workers one hour of paid time off for every 15 hours worked. For a full-time employee, that will come out to approximately 15 paid days off per year.
- Allows unlimited number of paid time off days to be carried over from one year to the next.
- Requires workers to be paid for unused paid time off when they leave their employment.
- Allows workers to take paid time off without having to provide a reason and without cumbersome documentation and verification procedures for workers or employers.
- Covers nearly all employees, not just those who work for medium-sized or larger employers.
- Covers domestic workers, whether they are employees or independent contractors.
- Preserves employee-friendly protections in current law for employees whose employers maintain paid sick leave.

Talking Points

Chicago Federation of Labor – Paid Leave Ordinance Talking Points

The Chicago Paid Leave Ordinance upgrades the current policy for paid leave for all workers in the city of Chicago, by eliminating the category of “sick days” and creating paid leave, which can be used for any type of absence at any time.

The flexibility this new ordinance allows workers will be a godsend.

This new ordinance eliminates the days of doctors notes and nosy bosses. Workers can use the paid leave for whatever they want, anytime, no questions asked.

And what's better? Employers can't hold workers responsible for finding a replacement to work the shift they have to miss.

This ordinance is pro-family and supports workers who are caretakers for loved ones.

Press Prep



News Values



Why should I care?

Impact – How many people will this affect?

Fame/Prominence – Did this happen to a famous person/institution?

Conflict/Tragedy – Does this make for an entertaining story?

Immediacy – It just happened

Proximity – It happened just up the street

Trending – Is this a national trend we're seeing?

Impact

LABOR NEWS

Chicago Restaurants Worry About Food Supplies Due to Sysco Strike

Unionized workers out of a Sysco warehouse in Des Plaines walked off the job Monday

by Ashok Selvam | @Shokdiesel | Aug 31, 2021, 5:02pm CDT

f t  SHARE



A Sysco strike involving 125 warehouse workers is making restaurant owners nervous. | Sysco

A strike in suburban Chicago has restaurant owners across the city on edge. About 125 warehouse workers at a Sysco warehouse in northwest suburban Des Plaines began a work stoppage on Monday morning. About 200 Sysco truck drivers joined their colleagues with their own sympathy strike, which has disrupted food deliveries all over town.

The strike is in its second day and has restaurant owners worried that they won't get their normally scheduled deliveries. Sysco, the largest food distributor in North America, also serves schools and hospitals, and its reps have told restaurant owners that those vital facilities will be prioritized, therefore restaurants should expect delays.



@cutwaterspirits @cutwaterspirits - CUTWATERSPIRITS.COM

E

Eater Chicago

for our newsletter.

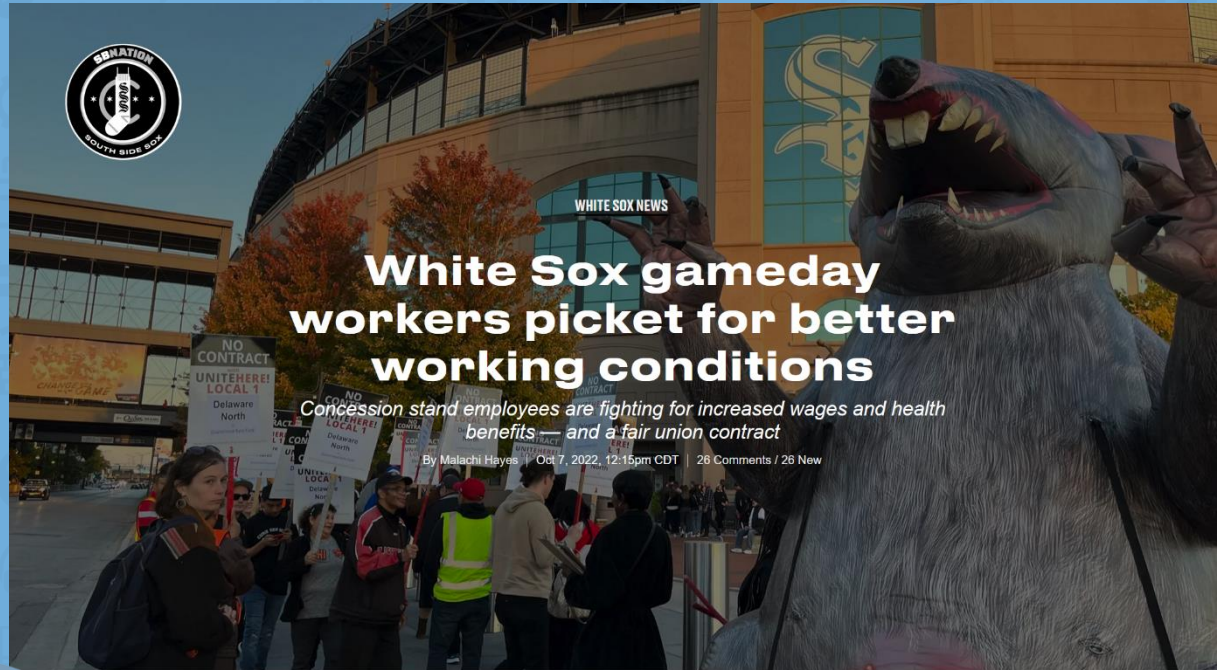


WHITE SOX NEWS

White Sox gameday workers picket for better working conditions

Concession stand employees are fighting for increased wages and health benefits — and a fair union contract

By Malachi Hayes | Oct 7, 2022, 12:15pm CDT | 26 Comments / 26 New



Guaranteed Rate Field concessions workers form a picket line outside the stadium during Tuesday's game. | @UniteHereLocal1/Twitter

SHARE

The end of the 2022 **White Sox** season was disappointing for many, and not just on the field.

Concessions workers at Guaranteed Rate Field and contract service company Delaware North formed a picket line outside Guaranteed Rate Field's main entrance, citing gross

Fame/ Prominence

Conflict/ Tragedy

Tense episode as Ingredion strike in Cedar Rapids continues

by O. Kay Henderson | Sep 22, 2022 | Business, News

Talks between Ingredion and the union that represents workers at the company's Cedar Rapids plant have broken down after Ingredion officials brought armed guards to a negotiating session this week.

Paul Iverson of the University of Iowa Labor Center says that's not typical. "All across the country workers have been sending the message that they're not going to take business as usual," Iverson says. "People are demanding better pay, they're demanding better hours, they're demanding more respect in the workplace and so it's a little odd for Ingredion to be using tactics that I thought had gone out years ago."

A spokeswoman for Ingredion says company employees have received repeated threats of violence, "approximately 100" since the strike began, and security had been present throughout negotiations. Ingredion is a multi-national company that turns vegetables into ingredients used worldwide by a variety of industries. Members of the Bakery, Confectionery, Tobacco Workers and Grain Millers International Union went on strike at the company's Cedar Rapids plant on August 1.

The union represents 127 hourly workers at the plant.

Share this:

Facebook

Twitter

LinkedIn

WhatsApp

Email

BUSINESS NEWS METRO/STATE

Workers at Starbucks' Michigan Avenue roastery file for union vote

The operation has more than 200 employees and the vote will determine if they can bargain a contract as an affiliate of the Service Employees International Union.

By David Roeder | Jul 14, 2023, 7:34pm CDT

[Twitter](#) [Facebook](#) [Email](#) [Share](#)



A worker at the Starbucks Reserve Roastery in Chicago. Photo by Santiago Covarrubias/For the Sun-Times

Proximity

Use STRONG Language



Clear, concise, with an appeal to News Values

- Avoid passive voice.
- Be clear, except when you can't or it's not in your advantage.
- Punch Up the language.
- Reread your work, identify weak words and sub them out.



Preparing to Go To Press

How are we rolling this out?



Press Release

Written communications to local news media laying out why our contract fight is important. Should contain quotes & be brief, but firmly state your case.




Press Conference

An event where the union (& allies) gather to deliver a strong, unified statement and answer any questions from the press in a pool environment.



Rally/Picket

A highly visual event where we ask our members, allies & supporters to show up and the press to attend and cover our rally. Should include at least 3 different speakers.



Preparing to Go To Press

How are we rolling this out?



Press Release

NEWS FROM
Teamsters Local 703
1333 Butterfield Rd., Suite 110
Downers Grove, IL 60515
Phone: (312) 738-4926
Fax: (630) 786-4926

For Immediate Release August 31, 2021 Contact: Jake Berent: (847) 440-6183 jake@teamstersjc25.com

Teamsters Local 703 Warehouse Workers On Strike at Sysco in Des Plaines

Company refuses to respect and bargain in good faith with warehouse workers Sysco's CEO praised as 'heroes' during Pandemic.

(DES PLAINES, ILL.) Teamsters Local 703 warehouse workers went on strike at Sysco Corporation in Des Plaines, beginning Monday, August 30 at 2:00 a.m. over the company's refusal to bargain in good faith and treat workers with the dignity and respect they deserve.

Workers at the Des Plaines site have been working without a contract since February 2020. After the COVID-19 Pandemic began, a temporary extension was agreed upon to keep the food supply chain moving.

Negotiations for a new contract began in January 2021, but almost no progress has been made due to the unwillingness of the employer to bargain in good faith. Teamster Warehouse Workers and Drivers working out of the Des Plaines site are the main food service providers to high volume customers, such as school districts, medical facilities, and government organizations around Chicago.



Press Conference



Rally/Picket



Planning a Press Event



- Give 3-5 days notice if possible, OK to send a release in advance, and morning of
- Organize Your Members
- Organize Your Speakers (Run of Show)
- Pick Your Location
- Equipment, signage, support

Run of Show

BCTGM Local 100-G Press Conference – Run of Show

9:00 – Arrive at site

9:15 – Set up inflatables, begin picketing

9:55 – Assemble speakers for press conference

10:00 – Don Villar (Secretary-Treasurer, CFL) welcome, roll call of affiliates and toss to prayer

10:02 – Rev. John Thomas (President of Board of Directors, ARISE Chicago) delivers opening prayer

10:05 – Jason Davis (International Rep., BCTGM) speaks about the last 2 months on strike/negotiations, why we are here today and reads list of worker demands

10:08 – Mike Moore (President, BCTGM Local 100-G) speaks about what it's been like for members on strike

10:10 – Worker (BCTGM Local 100-G) speaks about their experience with what's been going on at Ingredion

10:10 – Rick Moyle (Executive Director, Hawkeye Area Labor Council AFL-CIO) speaks about corporate greed and scab labor

10:12 – Jesse Case (Secretary-Treasurer Teamsters Local 238) speaks about the solidarity of Iowa's labor movement with Chicago, the Midwest, the whole country

10:15 – Don speaks about the solidarity of the Labor Movement, wraps

10:17 – BCTGM group walks up to HQ's front door to deliver demands

Run of Show

Talking Points - Paid Leave Expansion Press Event - July 19

- Talking points / focus per group:
 - Ald Rodriguez (1-2 min) and emcee:
 - High level, will go into detail
 - State law will not apply to chicago
 - 5 days is not enough because of covid
 - Working families to spend time with kids
 - Ald. Samantha Nugent (39th) (1 min):
 - Starbucks Barista, Shep Searl (3 min):
 - Personal story
 - How this will help in organizing
 - Arise Member: Cristina Garcia (3 min)
 - Personal story
 - How earning PTO for every 15 hours will make a big difference for domestic workers, especially those with several clients. This improvement makes PTO accessible to domestic workers like me.
 - Look forward to all our alders voting YES for PTO
 - Chicago Federation of Labor Secretary-Treasurer Don Villar (2 min)
 - This uplifts all workers
 - Creates a labor forward city
 - Strong union hits
 - Strongest protections in the country
 - This is good for the economy, it's better for everyone
 - Raise the Floor Alliance, Executive Director, Sophia Zaman (2 min):
 - Impact on returning Chicagoans, factory workers, restaurant workers
 - Reference transition committee recommendations–this is in line
 - Transition documents?
 - Expert Militza Pagan, attorney on Workforce Development committee and author of the bill while formerly at the Shriver Center

The Exclusive



Pitching an Exclusive

Find the right reporter, and offer them an exclusive, meaning you'll let them publish the story before sending any information out to any other outlets at all.



Make It Sizzle

Your exclusive must pique interest, and have value for the journalist/outlet. Not always applicable.



Media Advisory Vs. Press Release

Media Advisory

Before your event.


Let's the press know something is happening, asking them for coverage of an event.

Brief, contains 5 W's and your "why should I care?"

Press Release

Usually sent out after or event, or in lieu of event.

Should tell a more detailed story, cite facts and contain quotes from leadership and members.



Press Release/Media Advisory Basics



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Month Date, Year (of release, not the event date)
Contact: First & Last
Cell: (###) ###-####
Email: name@organization.com

[Main Headline. Short, Punchy, Meaty.]

[Subheader can be a sentence giving more context, gravitas, but not always necessary]

WHO: Tell us who will be at the press conference
WHEN: Time of event and/or time of speaking program
WHERE: Where should media go? Give an address if possible
VISUALS: Optional. Helps news desks plan. They love stories with visuals.

Your first paragraph should be dry and state the facts of your action, reiterating the information from above.

Your second paragraph can add color and context to why you are taking the action that is causing you to reach out to news media. Here you can explain your punchy-attention grabbing headline or detail some important facts & data.

The third paragraph can offer more detail, but I would not go longer than that. This is where I like to include a quote from leadership, or maybe tease to a future action date or bargaining date.

Wrap it up with a "boilerplate" paragraph that simply contains 1-2 sentences about your union (local or international).

###

Press Release/Media Advisory Basics



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
July 16, 2023
Contact: Jake Berent
Cell: (773) 612-4518
Email: berent@chicagolabor.org

Orchestra Players Prepare for Contract Fights Across Country

The Regional Orchestra Players Association brought in a campaign communications expert to fine tune Local union's messaging ahead of negotiations

WHO: CFL Communications Director Jake Berent, ROPA Musicians

WHEN: Tuesday, July 25, 11:00 a.m.-12:15 p.m.

WHERE: Courtland Grand Hotel (exact room TBD), 165 Courtland St NE, Atlanta, GA 30303

VISUALS: Press clips, powerpoint slides, 100 orchestra musicians

Chicago Federation of Labor Communications Director Jake Berent will present to nearly 100 musicians on Strategic Campaign Communications at the 40th Annual Regional Orchestra Players Conference in Atlanta, Ga. on Tuesday, July 25 at 11:00 a.m.

Hundreds of orchestra musicians from around the country will go through the collective bargaining process over the next year. As employers try to claw back concessions and keep post-pandemic workloads while offering pre-pandemic pay, musicians are ready to take a stand for good pay and benefits.

With over a decade of experience, Mr. Berent is a campaign communications expert that has led intense campaigns and produced impressive results. He will give musicians from across the country the tools and resources they need to use the media to your advantage and be successful in winning strong contracts.

Since 1896, the CFL has fought for economic, social, and racial justice for all working people. The CFL represents 300 unions, who in turn represent approximately 500,000 working people in Chicago and Cook County. ROPA, an affiliate of the American Federation of Musicians, represents 74 full member orchestras and 11 associate member orchestras.

Press Release/Media Advisory Basics



United Way
of Metro Chicago



FOR IMMEDIATE RELEASE
May 8, 2023
Contact: Jake Berent
Cell: (773) 612-4518
Email: jberent@chicagolabor.org

MEDIA ALERT: 31st Annual NALC Stamp Out Hunger Food Drive Kickoff Event

NALC Branch 11 Chicago plays a huge part in what has become one of the largest food drives in the country, at a time where 35 million Americans are unsure where their next meal is coming from.

WHEN: Monday, May 8 at 10:00 a.m.

WHO: NALC Branch 11, UFCW Local 1546, CFL, UWMC, St. Sabina Catholic Charities, Visitation Pantry Englewood

WHERE: NALC Union Hall, 3850 S. Wabash Ave., Chicago IL 60653

WHAT: The NALC Stamp Out Hunger Food Drive is hosting a press event to promote their 30th Annual Stamp Out Hunger Food Drive. **On Saturday, May 13**, USPS Customers are asked to leave donations of non-perishable food items next to their mailboxes before the delivery of the mail. Letter carriers collect the donations and distribute them to local food banks.

WHY: The need for food donations is great in Chicago. Currently, more than 35 million Americans are unsure where their next meal is coming from. More than twelve million are children who feel hunger's impact on their overall health and ability to perform in school. And nearly 5.2 million seniors over age 60 are food insecure, with many who live on fixed incomes often too embarrassed to ask for help. Our food drive's timing is crucial. Food banks and pantries often receive the majority of their donations during the Thanksgiving and Christmas holiday seasons. By springtime, many pantries are depleted, entering the summer low on supplies at a time when many school breakfast and lunch programs are not available to children in need. Stamp Out Hunger has been a continued success locally because of the solid annual support from NALC Branch 11 Chicago, UFCW Local 1546, the Chicago Federation of Labor, the United Way of Metro Chicago and other organizations, as well as the spirit and generosity of everyday Chicagoans.

###

Press Release/Media Advisory Basics



Illinois AFL-CIO, CFL Congratulate New DPI Chair Rep. Lisa Hernandez

(Chicago, Ill.) – Illinois AFL-CIO President Tim Drea and Chicago Federation of Labor President Bob Reiter release the following joint statement:

The Illinois AFL-CIO and the Chicago Federation of Labor congratulate Rep. Lisa Hernandez on becoming the new chairperson of the Democratic Party of Illinois. We look forward to supporting Rep. Hernandez in her new role as chair. We're excited to work together as we shift our full efforts toward November, electing pro-labor candidates and passing the Workers' Rights Amendment.

Media Outreach





Pitching Print/Digital/Legacy Media

Print reporters often have the most time to listen and will give you the most detailed and balanced coverage. Stories often start as reported by local “print” journalists before other outlets catch on. Be aware of “unfavorable” outlets.

1

ID Outlets

Start smallest then expand. Neighborhood, city, state, & national. Music Industry blogs or magazines. Worker papers.

2


ID Reporters

Often times have contact info public, easily accessible. Contact on all forms: cell, office, email, social media direct message.

3

Opinion Pages

Can't get anyone to listen. Try pitching an opinion piece somewhere. Try multiple different from multiple authors.





Pitching TV/Radio Media

TV News reporters, especially in small markets, are overworked and underpaid.

Use that to your advantage!

1

Research Reporters/Programs Online

Start on station website & social media. They usually put their contact info online. Pitch one. If they say no, move to the next one. Or, you can try calling an assignment editor. Do they do community stories, live interview segments, Saturday community affairs?

2

Highlight Conflict/Images

If it bleeds, it leads. True then, true today. Appeal to the eye, the ear and the heartstrings. Highlight the visuals in your pitch. Does the station have B-roll of your orchestra playing already?

3

Do the Work for Them

Most small town TV journalists are overworked, and underpaid. Or lazy. Do as much work as you can for them. "Feel free to copy/paste from our press release." Meet them



When Cold Calling the Newsroom



- ❑ Calling the news desk is a good strategy, in addition to calling individual reporters.
- ❑ Assignment Editors controls the planning calendar, News Director hands out the assignments
- ❑ Most newsrooms have editorial meetings in the morning around 9 a.m. and afternoon around 2:30. **Best times to call: 7 - 8 a.m. or 11 a.m. – 1 p.m.**
- ❑ When on the phone: ID yourself and organization, give 5 W's. Answer questions. "This is a huge issue for the community, we hope you come out to cover..."
- ❑ Ask, "What's the best" questions, make the Assignment Editor's job easier!

Speaking to the Media



- Do a practice interview, anticipating tough questions.
- Stick to talking points.
- Repeat messaging/slogans/stats
- “Why are they doing this” ... Well, you’ll have to ask them that!
- Ask what time this airs, who else they are speaking to

Social Media Strategy

Use Your Network

Explicitly ask allied organizations to share your message on their platforms.



Post It All

Post photos, member testimonials, press articles, press releases, yelp comments, etc. whatever you can find that supports your message.



Use Dates, Numbers

Dates can be powerful and help keep pace. Numbers stick out, get remembered.

“35 days without a contract”

“They spend \$100k on a sign, but can’t find the money...”



Keep Membership Updated

Key to the fight is to make members feel like it’s their fight and keep them informed of what is happening, good and bad.





Effective Messaging

2020-21 Cook County Jail Campaign

Cook County Jail Campaign

In 2020, a rogue union financed by a personal injury attorney challenged Teamsters Local 700 to represent 3,000+ Cook County Corrections Officers. At the same time, Local 700 was actively negotiating the next contract. All this, during a global pandemic that hit prisons especially hard.

Over the next two years, we organized and mobilized the membership using internal and external media strategies.



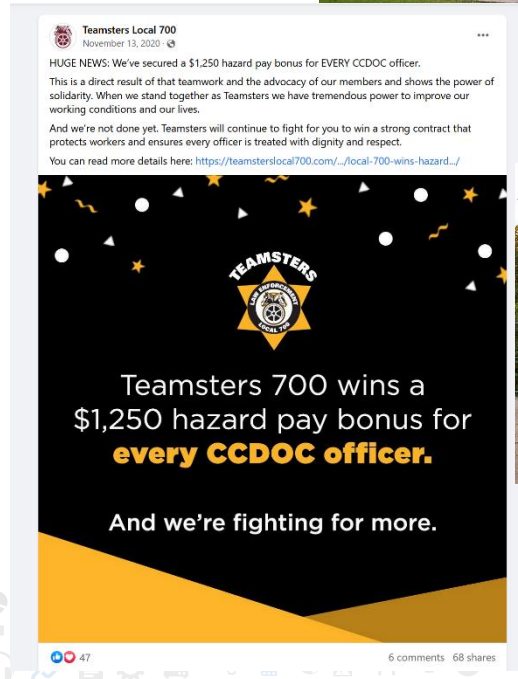
Cook County Jail Campaign

Visibility

We posted updates on social media.

Engaged membership 1-on-1.

Gave out SWAG, information, hosted cookouts.



Cook County Jail Campaign

Building the Narrative

Identified the issues that were most important to officers.

Identified members/[stewards](#) to carry message

Reached out to community partners

Local 700 engaged with IBT & JC 25 for help



Cook County Jail Campaign



Press Prep

Overworked, understaffed, and on the frontlines, corrections officers are putting their lives on the line every day for the people of our city.

"We Demand Hazard Pay!"

Home checks, Call-in time, and Sheriff Dart's unlimited power are putting too much strain on officers.

Identified spokespeople to take part in an interview series to build solidarity among ranks and also get the word out about our issues.

Identified Outlets that give jail issues coverage, WGN & Sun-Times consistently.

[Link to video](#)



Cook County Jail Campaign

Media Outreach

TV – WGN carried our stories, other outlets not so much.

Radio – WBBM Newsradio run our stories

Legacy Print – Tough to get coverage from big papers, once every 2 months

Digital/National – No interest, no effort made

Hyperlocal/Labor/Niche – Some coverage from small local papers, did not pitch labor outlets



Cook County Jail Campaign

After surveying and analyzing the media market, we saw an opportunity to make a splash that would fire up our membership.

We learned Cook County Sheriff Tom Dart would be making an appearance on WGN Morning News, doing a live interview segment.

We submitted questions to the anchors, called the newsroom.

[Link to Video](#)



Cook County Jail Campaign

In the End

We won Hazard Pay.

Won a new contract.

Built a strong network of stewards.

Fought off the challenge from the rogue union.



Questions?



Strategic Campaign Communications

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Jake Berent

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