

Communications

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NEA-NH Southern Region

Jan. 10th, 2013

Communication

- ✦ What are you communicating?
 - ✦ Matters of urgent importance that impact your classroom and your livelihood
 - ✦ Legislation (Political)
 - ✦ Getting a contract/budget passed

Legislative/Political

- ✦ Who does the work?
 - ✦ Legislation = Me
 - ✦ Negotiations/Contract = Comm. Committee
 - ✦ PR: Communications Chair (elected)

Information Sources

- ✦ NEA-NH
- ✦ Twitter
- ✦ Blogs (NH Labor News, Defending NH Public Education)
- ✦ Newspapers (Nashua Telegraph, Union Leader, Concord Monitor)
- ✦ Labor Communications (AFL-CIO, AFT-NH, PFFNH)
- ✦ Water Cooler conversations
- ✦ Regional Council

What To Communicate?

- ✦ Timeliness - start well in advance
- ✦ Catchy Headline - **get their attention**
- ✦ When you require **action**, be brief.



Who gets the information?

(legislative/internal communications)

- ✦ All members
- ✦ Partnership with Support Staff (ASSA) and NEA-NH colleagues
- ✦ **Sharing is caring**



Messaging

- ✦ Be brief
- ✦ Consistent
- ✦ Factual (helps with partisan issues)
- ✦ It takes time for members to build trust of your knowledge and/or expertise.

Messaging

- ✦ **Brief (legislation)**

- ✦ What is this bill called?
- ✦ What does it do? 1 paragraph
- ✦ **What do I need you to do? (Click the link!!!)**

Messaging

- ✦ Brief
- ✦ **Consistent**
- ✦ Factual (helps with partisan issues)
- ✦ It takes time for members to build trust of your knowledge and/or expertise.

Messaging



✦ **Consistent**

Messaging

- ✦ Brief
- ✦ Consistent
- ✦ **Factual (helps with partisan issues)**
- ✦ It takes time for members to build trust of your knowledge and/or expertise.

Messaging

- ✦ Factual

- ✦



Messaging

- ✦ Brief
- ✦ Consistent
- ✦ Factual (helps with partisan issues)
- ✦ **It takes time for members to build trust of your knowledge and/or expertise.**

Distributing information to members

- ✦ E-mail list (all members home address)
- ✦ School e-mail (check your home e-mail)
- ✦ *Personal interaction*
 - ✦ Building reps
 - ✦ Break it down even smaller for urgent messages (grade level, subject).

Motivation To Act

- ✦ **Personal or collective interest** (What's in it for *us*? Why should I care?)
- ✦ What does this do to my CBA? What does this CBA do for me?
- ✦ Legislation that pertains to my subject
- ✦ How does this impact my classroom?

Passing a CBA

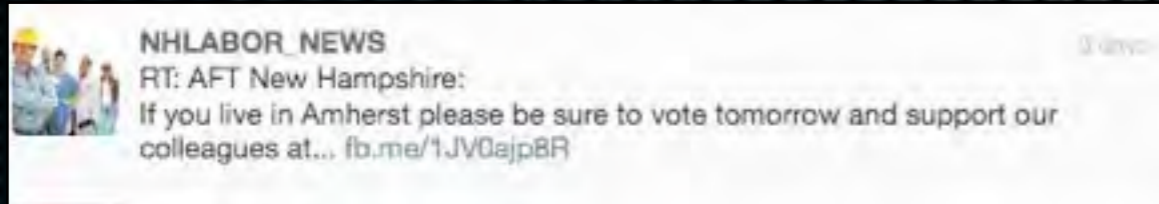
- ✦ Leave no stone unturned, look for allies
- ✦ Messaging stays positive
- ✦ Need to get the right people to the polls

Distributing information

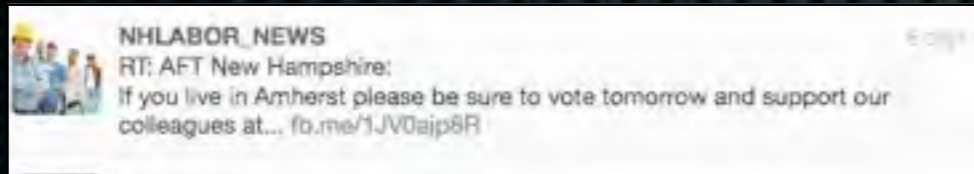
- ✦ Members: E-mail, mailbox flyers - GOTV
- ✦ Public: Press releases, Earned media (coverage, LTE)
- ✦ School Board: Personal appearance, use public comment time (televised?)
- ✦ Social media (Facebook ads)
- ✦ Direct mailings (bulk mailing)

Media samples

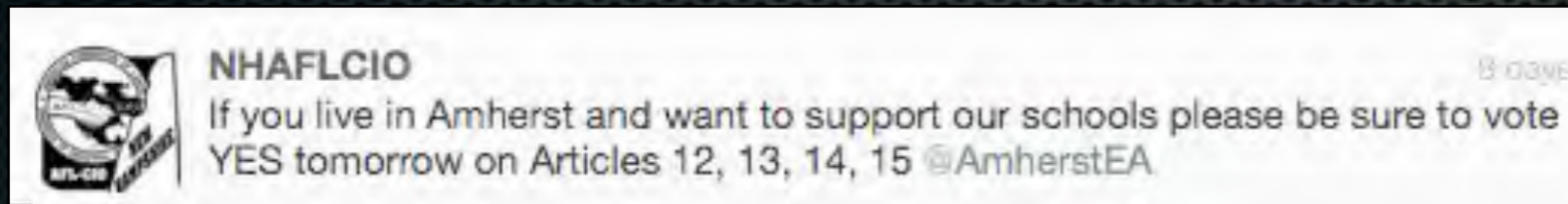
Media samples



Media samples





NHLABOR_NEWS
RT: AFT New Hampshire:
If you live in Amherst please be sure to vote tomorrow and support our colleagues at... fb.me/1JV0ajp8R



NHAFLCIO
If you live in Amherst and want to support our schools please be sure to vote YES tomorrow on Articles 12, 13, 14, 15 @AmherstEA

Media samples

 **NHLABOR_NEWS**
RT: AFT New Hampshire:
If you live in Amherst please be sure to vote tomorrow and support our colleagues at... fb.me/1JV0ajp8R

 **NHAFLCIO**
If you live in Amherst and want to support our schools please be sure to vote YES tomorrow on Articles 12, 13, 14, 15 @AmherstEA

Amherst Education Association
Amherst Town Elections are on March 13th. Please Support Amherst Schools - vote YES on Article 12 (Budget), Article 13 (Support Staff CBA), Article 14 (Special Mtg.) and Article 15 (Expendable Trust).

Article 13 is a three year collective bargaining agreement for our support staff colleagues (ASSA), with a 0% cost of living increase for the first year and increased employee health care contributions.

The image is the front of a postcard mailing that will go out this week to almost 200 NEA-NHT members who live in Amherst.

Please Support Amherst Schools
Vote YES On March 13th, 2012

Article 12	Article 13
Operating Budget	Support Staff CBA
The Amherst School Board is asking you to vote YES on Article 12 to support the following:	Support staff with health care contributions, a 0% cost of living increase for the first year and increased employee health care contributions.
Article 13	Article 14
Article 13 is a three year collective bargaining agreement for our support staff colleagues (ASSA), with a 0% cost of living increase for the first year and increased employee health care contributions.	Article 14 is a special meeting to discuss the possibility of a new school building.
Article 15	
Expendable Trust	

30 People Reached | 6 People Talking About This


Like | Comment | Share | Mark As an Action


Sam Danusso for NEA-NHT President and 3 others like this.

5 More

Write a Comment...

Media samples

 **NHLABOR_NEWS** RT: AFT New Hampshire: If you live in Amherst please be sure to vote tomorrow and support our colleagues at... fb.me/1JV0ajpBR

 **NHAFLCIO** If you live in Amherst and want to support our schools please be sure to vote YES tomorrow on Articles 12, 13, 14, 15 @AmherstEA

 AFT New Hampshire
If you live in Amherst please be sure to vote tomorrow and support our colleagues at Amherst EA!

**Please Support Amherst Schools
Vote YES On March 11th, 2012**



Call Please:
Contact Your Congress and Senators (See "Send Support Letters")
Phone: 603-888-1000
See More
@ Amherst Educational Association

Support Amherst Teachers



Amherst K-8 teachers have not had a contract since July 1st. Please tell the Amherst School Board to settle a contract by Jan. 11th.

Amherst Educational Association
Amherst Town Elections are on March 11th. Please Support Amherst Schools - vote YES on Article 12 (Budget), Article 13 (Support Staff CBA), Article 14 (Special Mtg.) and Article 15 (Expendable Trust).

Article 13 is a three-year collective bargaining agreement for our support staff colleagues (MSA), with a 2% cost of living increase for the 1st year and increased employee health care contributions.

The image is the front of a postcard mailing that will go out this week to almost 200 NEA-AEA members who live in Amherst.

**Please Support Amherst Schools
Vote YES On March 11th, 2012**



18 People Shared 5 People Liked About This

100% Comment Answer - March 9 at 8:11pm

1 Like - Shared for NEA-AEA President And Teachers (44 likes)

1 Like

[View 4 comments...](#)

Messaging to school board

January __, 2011

Dear (School Board Member),

I am writing to you as a member of the Amherst Education Association to request that you work towards the settlement of a fair teachers' contract.

As I am currently working without a contract for the 2010-2011 school year, I fully support the efforts of our negotiating team and am hopeful the Amherst School Board and the AEA can reach an agreement before January 10th, 2011.

Thank you for your time and consideration.

Sincerely,

(Your Name)

(Building/ Teaching Position)

Consistent messaging

AGAIN?

Barely 1½ years after the end of the only teacher contract crisis in the 30-plus year history of the Amherst School District, the Amherst School Board has unilaterally declared impasse in contract negotiations with teacher representatives of the Amherst Education Association (AEA).

What Are the Facts?

- Unless a successor agreement is negotiated before the State of New Hampshire budget submission deadline of January 9, the Amherst School District again faces the prospect of a professional staff forced to do the important work of educating Amherst's children without the stabilizing influence of a master contract.
- During the recently ended contract crisis, Amherst School District teachers, guidance counselors, nurses, librarians and speech pathologists worked a year without cost of living or step increases for the first time in our history. The contract that was finally settled included significant teacher concessions in health insurance benefits and cost of living increases that did not keep pace with inflation. The crisis was a major distraction and energy drain that seriously damaged teacher morale.
- Though contract negotiations are rarely easy, the Amherst School District and the Amherst Education Association had more than 25 years of win-win contract settlements, resulting in a salary and benefits package that was sensitive to taxpayer limitations while still competitive with surrounding communities with whom we compete for the best professional teaching staff. That competitive edge is eroding. In one neighboring community, teachers retiring with as little as 15 years of service can receive over \$100,000 more than a comparable Amherst teacher.
- Sadly, this is not about the larger issue of improving teacher salaries to make teaching more competitive with other professions. It is about not losing more ground in the effort to make a decent living for our families. The AEA's bargaining philosophy has not changed. The community's economic status has not deteriorated. We believe the community's commitment to a high quality of life-of which the school system's excellence has always been an integral part-is undiminished. We must ask the School Board: What has changed that would deny us the benefit of a fair contract settlement?

What Are Our Bargaining Goals?

- Cost of living increases that at least keep up with the cost of living and are competitive with other communities.
- Retirement benefits competitive with other communities.
- Maintain professional working conditions.

What Can You Do?

*Please contact the members of the Amherst School Board (www.sprize.com). Tell them how important it is to avoid another contract crisis and that you support the Amherst Education Association's bargaining goals. **Please urge them to reach an agreement before the state's budget submission deadline, January 9.***

Amherst Education Association
Amherst's Elementary and Middle School Education Professionals
P.O. Box 514 Amherst, NH 03031



Follow-through

- ✦ Officers, building reps, reliable ‘whips’
- ✦ “Hey, are you _____”

Resources

- ✦ UniServ Director
- ✦ NEA-NH Communications Director
- ✦ Regional Council
- ✦ aeacomm@gmail.com (AEA e-mail)

