



**To:** Interested Parties  
**From:** Americans for Job Security  
**Date:** 1/26/2009  
**Re:** American Rights at Work

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Americans for Job Security (AJS), a non-profit, non-partisan issue advocacy organization, is focused on the dangerous effect the Employee Free Choice Act would have on the American economy. Since last fall AJS has been sounding the alarm on the legislation and has run over \$3.3 million worth of television, radio and newspaper advertisements on the issue.

**This memo is to update you on the advocacy activity of American Rights at Work, the leading labor issue advocacy organization on this issue.**

**Summary:**

American Rights at Work (ARAW) is a non-profit organization formed in 2003 to act as a think tank and grassroots lobbying organization for organized labor. The chair of the organization's board is Hon. David Bonior; others on the board include Senator John Edwards and Secretary of Labor Designate Congresswoman Hilda Solis.

American Rights at Work receives funding from unions affiliated with both the AFL-CIO and the Change to Win coalition. Since November American Rights at Work has led labor's public campaign for the Employee Free Choice Act.

**Strategy:**

On January 14, 2009 American Rights at Work announced a \$3 million national TV ad campaign supporting the Employee Free Choice Act.

Since the launch of that campaign AJS media tracking has shown the organization active nationally on CNN, MSNBC, and Headline News and in the Maine (Portland), Maryland (Salisbury), Arkansas (Little Rock, Fort Smith), Colorado (Denver, Colorado Springs), and Louisiana (New Orleans) media markets.

Since the campaign begun they have been on the air with more than \$974,000 worth of message. The campaign is expected to run until February 4<sup>th</sup>.

Prior to the current campaign American Rights at Work was active with \$1,522,187 worth of messaging between November 5<sup>th</sup> and January 13<sup>th</sup>, 2009.

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In addition to the television effort they have echoed their message in Capitol Hill daily newspapers consistently. From December 8<sup>th</sup> to January 9<sup>th</sup> American Rights at Work has spent over \$130,000 on 12 advertisements in Roll Call, The Hill, and Politico.

Total tracked spending of American Rights at Work between November 5, 2008 and January 26, 2009 is \$2,496,187, with \$2,026,000 remaining in their current advocacy campaign.

**Message:**

Since November labor's message has attempted to shift the debate on the legislation away from the loss of a secret ballot onto job security, employee benefits and dissatisfaction with the business climate. Below are the scripts from the two television advertisements which are in rotation for them:

**"Hope and Change" TV :30**

Worker #1: I hope to have some health care...for a change.

Worker #2: I hope to work just one job....for a change.

Worker #3: I hope to be able to save a little....for a change.

VO: We voted on Election Day for hope and change. Now it's time for action. The Employee Free Choice Act lets workers choose to join a union to earn better pay, health benefits and job security.

GRAPHIC: [www.FreeChoiceAct.org](http://www.FreeChoiceAct.org)

VO: The Employee Free Choice Act. It's time the economy worked for everyone again.

**"We Don't Ask" TV :30**

Worker #1: We're not CEOs making millions.

Worker #2: We don't have golden parachutes or option plans.

Worker #3: What we have is our hands, our hearts and our work ethic.

Worker #4: We are America's workforce.

Worker #5: The men and women who keep our economy going.

Worker #6: All we ask for is a level playing field.

VO: The Employee Free Choice Act will let workers choose to form a union to get better pay, health benefits and job security.

GRAPHIC: [www.FreeChoiceAct.org](http://www.FreeChoiceAct.org)

VO: The Employee Free Choice Act. It's time the economy worked for everyone again.

[More information on Americans for Job Security can be found at www.SaveJobs.org.](http://www.SaveJobs.org)

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