

Sweatfree Toolkit:
How Your Community Can Help End Sweatshops

Campaign Toolkit



Cristina Vazquez of UNITE HERE! with garment workers calling for anti-sweatshop reforms in Los Angeles.

Answers to Common Questions

What is a sweatshop?

According to the U.S. General Accounting Office, a sweatshop is an employer that violates more than one federal or state labor law governing minimum wage and overtime, child labor, industrial homework, occupational safety and health, worker's compensation, or industry regulation.

Picture a 10,000 worker factory, hidden behind concrete walls that are topped by coiled barbed wire and broken glass and patrolled by guards armed with shotguns. Alternatively, picture just a dozen workers hidden in a basement of an ordinary apartment building in a downtown garment district. Sweatshops come in all shapes and sizes. But the workers are usually young women, migrants from the countryside or immigrants from other countries. They are desperately poor and toil long hours for wages that still are not enough to feed, clothe, and shelter their families. Managers deny them bathroom visits and sick leave to maintain high production quotas. They require workers to undergo pregnancy testing and to use birth control to avoid having to pay for maternity leave. Verbal and physical abuse is common. Workers' safety and health are neglected. If workers organize to improve their conditions, they are fired and blacklisted for other employment.

What do sweatshops have to do with me?

As consumers we are a vital part of the system that encourages sweatshop exploitation. If, as a mass consumer movement, we didn't put up with sweatshop conditions and bought only products made under fair conditions, companies would have to listen to us. No longer would they be able to continue exploiting workers. They would need to improve conditions in order to get our money.

Consider other impacts of sweatshops:

Have workers in your community lost jobs because of sweatshop competition?

What are other economic consequences of sweatshops for your community?

What is the political and spiritual impact of sweatshops?

How would a world without sweatshops be different for you and your community?

In the end, all people hurt directly or indirectly are potentially allies in the fight against sweatshops. We have the numbers on our side. And that is real power.

Isn't a sweatshop job better than no job?

This question sets up a false dichotomy. People take sweatshop

jobs out of necessity even though their health and humanity suffers on the job. People everywhere want and need jobs, but they also want respect and a decent living. We are demanding that companies stay with their production factories and improve working conditions on site so that current employees can have work with dignity.

Should I buy "Made in USA?"

Many people see the Made In U.S. label and believe that buying the product supports fair labor practices. The truth is, sweatshops exist within the United States. According to the U.S. Department of Labor, over 50% of sewing shops in the U.S. meet the criteria of "sweatshop". Even worse conditions exist in U.S. territories such as American Samoa – see the National Labor Committee's 2001 report "Made in the U.S.A.?" about Wal-Mart, J.C. Penney, Target and Sears clothing made by women held under conditions of indentured servitude. These sweatshop products all sport the "Made In U.S." label.

Where should I buy from? Which companies should I avoid? Should I consider boycotting certain companies?

We exercise our power by influencing large-scale institutional purchasing and by pressuring companies to improve conditions when we learn about labor violations at their factories. Many of us also choose to hold our individual purchases to the same standards that we ask institutions to meet. The only situations in which the anti-sweatshop movement calls for a boycott is as a strategy in support of factory workers during a key moment of a labor struggle. For a list of sweatfree products made by unionized workplaces or worker-owned cooperatives, see Source for Sweatfree Apparel in this organizing guide.

Would higher wages increase the cost of clothing?

This is a common misperception. Clothing can be both affordable and made under humane conditions. Workers' wages are often less than 1% of the consumer price. Raising wages does not significantly affect companies' profit margin, even if they do not pass on added costs to consumers. But suppose they did. If a company doubled the wages, causing the price of a \$20 garment to increase to \$20.20, would you be willing to pay the difference? Our public institutions should use our taxpayer money to choose clothes sold at the lowest responsible price – not at a price that can only be met by using sweatshops.

Aren't sweatshops a natural stage of economic development that every country goes through?

Manufacturing under poor conditions can be the first stage of industrialization as it was in the 19th century U.S. and Western Europe, and more recently in parts of Eastern Asia. In all of these places, government intervention and protection of local textile and apparel production was key to economic development. A strong labor movement in the U.S. and Western Europe won today's improved conditions.

In the current age of corporate globalization, sweatshops have a distinct new character. Companies based in developed countries like the United States are taking advantage of low wages and lack of labor law enforcement in developing countries by moving their factories to new locations where they can profit by evading labor laws and exploiting workers. We need a strong global movement against corporate greed that will make sweat-free purchasing, and trade agreements with enforceable labor rights, political priorities. Despite the claims of transnational corporations – and the economists that work for them – sweatshops are not a “natural” stage of economic development, nor will they automatically disappear if we abandon the economy to market forces. Like any other injustice, we rid the world of sweatshops only if we demand that they be abolished.

Will a sweatfree policy really make a difference?

Sweatfree policies do make a difference. They are part of a global movement and strategy to improve labor conditions. We make a difference when we are organized together and pressure distinct points of the sweatshop system. Factory workers are best placed to organize unions. Consumers in the U.S. are best placed to get our organizations and local governments to adopt sweatfree policies.

After a policy is adopted we can leverage our influence to pressure suppliers to get contractors and subcontractors to change their conditions. The sweatfree policy requires companies to disclose basic information about factory conditions. If it is revealed – through disclosure or through our international solidarity networks – that conditions do not meet standards set forth in the policy, then we can work with the institution to pressure the supplier to improve its conditions. This is how we communicate a powerful message to suppliers that we will not tolerate sweatshops.

Resources used: “Q & A's about Sweatshops and Us: What Consumers Should Know to Make a Difference” by PICA's Bangor Clean Clothes Campaign, and “How to Become a No Sweat School” by Maquila Solidarity Network.



“Our Sweat, Our Sale, Our Success.” Inside the sewing cooperative, a Nicaraguan garment worker holds a shirt she made.

Fact Sheet: Sweatshops are...

An international issue

- Millions of workers, mostly young women, toil in tens of thousands of sweatshops around the world.
- Brand CEOs and advertisers profit in the millions. The largest apparel companies have revenues in the billions.

At an example Nicaraguan factory':

- Workers have to sew one Wal-Mart shirt every 15 minutes for \$0.09.
- The base wage of \$0.29-0.34/hour is less than half the government's estimate of what is required to meet basic subsistence level needs.
- Mandatory overtime: 12-15 hour shifts. Workers are at the factory a total of 65-79 hours/week.
- Jersey shorts enter the U.S. with a total customs value of \$3.55 each, which includes all production costs, shipping, and profit to factory owners. The shorts retail for \$26 at Kohl's.

Bangladesh example:

- There are 1.8 million garment workers working in 3,780 export factories. 85% are young women.²
- None of these factories have unions with contracts.
- Sewers are paid just \$0.016 for each U.S. university cap they sew. The caps enter the U.S. with a total customs value of \$1.23. The average retail price in the U.S. is \$17.43.³

A domestic issue

- The U.S. garment industry grosses \$45 billion a year and employs more than one million workers.⁴
- More than half of the 22,000 sewing shops in the U.S. violate minimum wage and overtime laws; 75% violate health and safety laws. Over 50% of the shops can be considered "sweatshops".
- Studies conducted in 2000 found that 67% of Los Angeles garment factories and 63% of New York garment factories violate minimum wage and overtime laws. The same studies revealed that 98% of Los Angeles garment factories violate workplace health and safety standards by operating under conditions such as blocked fire exits, unsanitary bathrooms, and poor ventilation.
- In Los Angeles, nearly 70% of immigrant garment workers receive below minimum wage and are paid an average of

\$7,200 a year, amounting to less than $\frac{1}{3}$ of the poverty level income for a three person family.

- In U.S. sweatshops, the sewing machine operators earn about 5% or less of the retail cost of goods.
- Sweatshops are a relatively recent return to the U.S. - not a problem that was never solved. There were few sweatshops between 1942 and 1979. The return of sweatshops to the U.S. is a direct product of transnational corporations financing sweatshops abroad.

A woman's issue

- 90% of sweatshop workers are young women between the ages of 15-25
- As an employment requirement, women at some Mexican and Central American plants are forced to take Depo-Provera shots to prevent pregnancy and so companies do not have to pay maternity leave.
- Too often, if a woman becomes pregnant or refuses to submit to forced birth control, she is fired.

An issue for all of us

- When we buy their products, our consumption support companies that use sweatshops. If on a large scale we prioritized our purchases differently, companies would have to change their practices.
- As consumers we are the key ingredient to ending the race to the bottom.



1 "KB Manufacturing in Nicaragua." National Labor Committee, October 2003.
2 National Labor Committee. See information on Bangladesh at www.nlcnet.org, 2004.
3 National Labor Committee. "Bangladesh: The Role of U.S. Universities and Student Solidarity," 2001.
4 All domestic statistics, except for the last bullet point, are from U.S. Department of Labor 2000 reports available at <http://www.dol.gov/esa/garment/index.htm>. Various calls to numerous divisions at the DOL did not reveal any more recent statistics. No staff members at the DOL knew of any current government No Sweat Initiative. The previous program that produced the reports was likely discontinued at the end of the Clinton Administration



ARE YOUR TAX DOLLARS FUNDING SWEATSHOPS?

The Problem: Worker Abuses

A sweatshop is any factory where workers' basic human rights to form independent trade unions are violated, or where employees are not paid a living wage. Sweatshop workers often suffer from poor workplace environments such as health and safety hazards, lack of benefits, and arbitrary discipline. Many goods manufactured in poor nations—from Alpine car stereos, to Nike shoes and clothes, to children's toys sold at Wal-Mart—are produced in sweatshops.

The Solution: Sweatshop-Free Communities

Governments are among the biggest purchasers in the world. But how are they spending our money? It's up to us to ensure that our taxpayer dollars are not supporting sweatshop abuses through the purchase of firefighter uniforms, office computers, and other government equipment. We can use the government's buying power to help build the market for sweatshop-free goods and promote labor rights.

Get Involved

To learn about how you can make your city sweatshop free, contact Global Exchange at (415) 558-6938 or sweatfree@globalexchange.org or SweatFree Communities at (413) 584-8987 or liana@sweatfree.org. We can provide you with a detailed How-To guide to pass sweatshop-free policies and other resources.

SweatFree Communities
A Network for Local Action Against Sweatshops

140 Pine Street Florence, MA 01062 www.sweatfree.org

GLOBAL EXCHANGE

2017 Mission Street, Suite 303, San Francisco, CA 94110
1-800-497-1994 www.globalexchange.org



WHAT CAN YOU DO?

Host Chie Abad, a former GAP sweatshop worker, to come speak in your community to activate and energize your Sweatshop-Free Campaign! Contact speakers@globalexchange.org or (415) 575-5550 to put a human face on the global economy.

Educate Yourself about the sweatshop crisis. Whether you are looking for basic or detailed information about sweatshops, these are some useful resources:

United Students Against Sweatshops: www.studentsagainstsweatshops.org
Sweatshop Watch: www.sweatshopwatch.org
National Labor Committee: www.nlcnet.org
UNITE HERE!: www.unitehere.org

Join Us!

When:

Where:

What:

No Tax Dollars for Sweatshops Make Our Community Sweatfree!

We the undersigned support efforts to abolish sweatshop labor and endorse fair labor standards.

We ask the *[insert name of state, county, city or school district]* to implement a “sweatfree” policy to apply to all products, including uniforms, apparel, and laundering services, purchased by the *[insert State, County, City or School District]* and licensed by the *[insert licensing system]*.

Name	Signature	Address	Telephone	Email
1 _____	_____	_____	_____	_____
2 _____	_____	_____	_____	_____
3 _____	_____	_____	_____	_____
4 _____	_____	_____	_____	_____
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11 _____	_____	_____	_____	_____
12 _____	_____	_____	_____	_____
13 _____	_____	_____	_____	_____

Working with Elected Officials: How to Make the System Work for *We, the People*

Working with elected officials is a crucial and ongoing part of passing a sweatfree purchasing policy in your community. Bringing concerns to those who represent us is how we can exercise local democracy. Government procurement is a local control issue. We do not want our tax dollars to support sweatshops, so we must hold our elected officials accountable. Passing the policy is ultimately up to the vote of our elected officials.

Democracy rests on the simple idea that elected representatives serve the interests of those who elected them. Unfortunately, this revolutionary idea doesn't always work in practice. This does not mean we should give up on the political process. Rather, it should spur us to work even harder to ensure that elected officials—the servants of the people—are following our views.

This guide offers some pointers on how we can make exercise local democracy to abolish sweatshops around the world. Included in this guide are instructions on how to prepare for and meet with elected officials, the best way to contact a legislator on issues of concern and tips on how you, as a citizen-activist, can become more politically influential.

I. Meeting with legislators

Without question, meeting with and developing long-term, productive relationships with legislators is the most effective form of grassroots lobbying. This is true for representatives at the local, state and national level. Everyone who will be meeting with the elected representative (or their aides) should be an active participant in the meeting.

1. Setting Up a Successful Meeting

Pre-appointment planning

- Gather information about your representative, including their committee assignments and their voting record.
- List your reasons for the meeting in a clear and concise manner.
- Decide who will attend the meeting. Generally the more people, the more likely it is that you will meet the legislator rather than just staff. A small representative group or a coalition of leaders may be the best bet.
- Determine how much time you will need. Fifteen to 20 minutes is generally the longest appointment with a legislator you can expect, so be concise and present only two to three points for discussion.

Call your representative's office to schedule a meeting

Organize your resources for the meeting

- Create a typed agenda for the meeting.
- Prepare materials, including specific requests, that you can leave with the legislator.
- Assign roles for the meeting, making sure to involve every partner.

Practice for the meeting

Confirm the appointment

- One week before the meeting.
- The morning of the meeting.

2. Suggested Format for the Meeting

Introductions

- Connect with the person with whom you are meeting. (Example: If it is an aide, ask what brought them to work with the representative.)
- Describe who you are and what you do in the community.
- Explain why the issue is important to you. Show that the issue is personal and communicate your concerns on a personal level.
- Give the representative (or their aides) a typed agenda and a list of your requests.
- Show that you are local—legislators pay particular attention to constituents. You need to show that your support can help this person get reelected.

Acknowledge your legislator for any previous positive actions.

Presentation of issues

- Stick to your agenda and assigned roles.
- Involve all of the participants.
- Show a video or use another creative element.
- Be honest and don't claim to know more than you do about an issue.
- Keep the lines of communication open. Give the legislator a chance to express an opinion. If he or she is supportive, don't be afraid to ask for help in advancing your issue and in contacting other like-minded legislators.
- Keep the communication positive. Never burn bridges. Even though the legislator or the staff person is rude or uncooperative never lose your cool, argue or threaten.

Make specific requests and ask for an immediate answer

- If the representative or their aides are unwilling to make a commitment, set a date for a follow up meeting.
- Carefully record any questions, objections or concerns.

After the meeting, determine your next step and plan for follow-up

- Send any materials and information you offered. Follow up on deadlines and if they are not met, set up others. Be persistent.

The next day, send a thank you letter

II. Letters and other written communication

It is important that we tell elected officials where we stand on issues. Our input on human rights, global trade, corporate accountability, peace and reconciliation, and other issues shapes the way our representatives create and implement policy.

When you are pushing an issue or supporting or trying to defeat a bill, writing to your legislators is a very effective way of getting your message across. However, some methods of communication are more effective than others.

1. Personal letters or faxes

The absolute best thing to do is to write a personal letter. Personal letters show legislators that the author is knowledgeable, interested and committed to the matter at hand. Sending a personal letter also alerts the legislator to the fact that the author is politically active. Legislators keep close track of how their mail is running on particular issues, so your letter will have an influence whether the elected official will read it or not. Many legislators argue that one clear, logical individual letter is worth more than a petition with a thousand signatures!

Suggestions for writing personal letters

- *Be Timely*—Write when an issue is current. Procrastination reflects apathy, and an outdated letter is a sure way to guarantee that your voice will not be heard and that the legislators will assume you don't really care.
- *Be Brief*—Limit yourself to one page and to one topic. The goal is to be read and understood.
- *Be Specific*—Reference specific bill numbers. Include basic information like what the legislation would do and how it would affect you and other people in the legislator's district or state. Remind legislators how their actions affect your issue and your vote.
- *Be Legible*—Clearly sign your name and include your address in the letter itself (envelopes with return address are routinely discarded). Type your letter rather than hand write it.
- *Be Supportive*—Write thank you letters when a legislator supports your cause. Too often they get only "anti" or complaint letters. A thank you will make you stand out and it will help establish a more personal relationship with the legislator.
- *Don't Be a Pest*—Don't become a constant "pen-pal." Legislative offices track who writes and how often. Avoid being seen as a constantly writing crank or malcontent; it will dilute your message.

2. Email correspondence

Email has become a very useful tool for quickly and effectively communicating with elected officials. Keep in mind, however,

that email is easily deleted and often comes in overwhelming numbers. A personal letter will always be more effective.

3. Form Letters

"Canned" or form letters are okay, but not nearly as effective as a personal letter or email. Certainly, they are easy to produce and send in. However, they lack personal touch and conviction. Legislators are more likely to discount form letters because they may show a lack of effort, and lack of effort can be translated into lack of interest.

Nonetheless, if you are embarking on a form letter campaign, keep these two iron-clad rules in mind

- *Include your address*—A great number of form letters have no obvious space for you to LEGIBLY write in your address. Without an address, the legislator has just a piece of paper. He or she won't know whether you are a constituent or not.
- *Give extra effort*—Take an extra 30 seconds to write a 1- or 2-line personal note at the bottom of the form letter. Briefly restate your concerns. Ask for a written response. Any effort to make a form letter personal will help it be noticed.

III. Phoning your legislators:

Phone calls are a relatively effective way of communicating your concerns to your legislators. Phoning is especially important when a bill is moving quickly through the legislative process and time is short. The opportunity cost is that issues need to be relatively simple to be communicated well.

- *Be simple*—Call about one issue at a time. If possible, refer to the bill number and what the bill will do.
- *Be brief*—Introduce yourself, state how you feel about a particular bill or issue and ask for the legislator's support. If the legislator is undecided, ask to be updated on his or her stance after a period of time or ask for a meeting where you can argue your position.
- *Be logical*—Call your own representatives before you call any others. Your local legislators are always your first priority. They owe their political fortunes to you and your neighbors.
- *Be connected*—Always leave your name and address, particularly if you are a constituent. To keep track of how the constituency feels on certain issues legislative offices often log phone calls. Legislative offices usually respond to phone inquiries by a mail after a brief period of time. If you phone to express an opinion but refuse to leave an address, you are wasting your breath.
- *Be smart*—Always say thank you. Never be abusive or threatening.

How to Use the Media to Broadcast Your Message

In order to bring new people into your sweatfree campaign, media coverage is a must. It is also a great way to pressure the targeted elected officials – no politician wants to be known as a supporter of sweatshops. Media helps make your sweatfree campaign a local issue.

Whether we like it or not, the mainstream media has a massive influence on politics in the United States. There is no question that we need to democratize our media, but as we do that we must also work with the mainstream media to broadcast the messages and values that are important to us as progressive activists. The media can be on our side. A fantastically well organized rally attended by 100 committed citizens is a beautiful thing. But if the media covers the rally, you will reach ten times that number with your message.

Telling a story or communicating a point of view to reporters and editors from mainstream publications is a special art. You have to be clear and brief and at the same time deeply thoughtful. You have to know certain tricks of the trade that will help your issue stand out from the hundreds of other interesting things happening in the world. This guide will help you get your important issues into the media's eye.

PRESS RELEASE—HOW TO

(Adapted from Salzman's "Making the News" and SPIN Project Materials)

What is a Press Release

- Informs reporters about your event, report, or issue.
- More detailed than the advisory—should tell all the information a reporter needs to write their piece.
- Envision, then write the press release as the news story YOU would want to see written.
- Sent out the morning of or the day before the event.

Elements

- **Headline.** This will make or break a news release—include the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font).
- Important information should jump off the page—most reporters will only spend 30 seconds looking at a release.
- Spend 75 percent of your time writing the headline and the first paragraph.
- Use the inverted pyramid style of news writing. Make your most important points early in the release and work your way down.

- Keep sentences and paragraphs short. No more than three sentences per paragraph.
- Include a colorful quote from a spokesperson in the second or third paragraph.
- Include a short summary of your organization in the last paragraph.
- Mention "Photo Opportunity" if there is one. Be sure to send a copy of the release to the photo desk.

Structure / Form

- In the top left corner, type "For Immediate Release."
- Below "For Immediate Release," type the date.
- **Contact Information:** In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Include the contact's home phone number, if appropriate.
- Type "###" at the end of your release. This is how journalists mark the end of a news copy.
- Type "MORE" at the end of page 1 if your release is two pages, and put a contact phone number and short head-

line in the upper-right hand corner of subsequent pages.

- Print your release on your organization's letterhead.

How to Distribute It

- A release should be sent out the morning of, or the day before your event. In some cases, you may want to send an "embargoed" copy to select reporters ahead of time, meaning that the information is confidential until the date you specify.
- Generally, send a release to only one reporter per outlet.
- If your release announces an event, send it to the "daybooks." A daybook lists news events scheduled to take place in the region on that day. Someone from each major outlet reviews the daybooks each morning.
- **ALWAYS make follow up calls after you send the release. If your release is announcing an event, make the calls the morning before your event is scheduled.**
- Have a copy of the release ready to be faxed when you make the calls.

PITCHING YOUR STORY

(Adapted from Salzman's "Making the News" and SPIN Project Materials)

- **Telephone calls are the most effective way to communicate with reporters.** Pitch calls are essential to an effective media strategy. Reporters are on paper overload—chances are they never saw your faxed release or advisory.
- **Target your reporters.** Contact reporters who cover your issue, and reporters you have a relationship with. If you have to make a “cold call,” ask the general assignment editor or producer who you should speak to.
- **Find a “hook” for your story.** Show the reporter how your story is significant, dramatic, timely, controversial or impacts a lot of readers.
- **Always pitch the story first,** and then ask if they received your release or advisory. Immediately capture the interest of the reporter—they won’t wait for you to get to the point.
- **Keep the pitch short and punchy.** Reporters don’t have time for long pitch calls, so get to the most interesting and important information in the first 90 seconds. Don’t forget the Who, What, Where, When, and Why.
- **Be enthusiastic and helpful.** If you’re not excited about your story, why should the reporter be?
- **Never lie to a reporter.** They may not like what you have to say, but they must respect you.
- **Be considerate of deadlines.** Pitch calls are best made in the mid morning (9:30 to noon). If you sense a reporter is rushed or impatient, ask them if they are on deadline and offer to call back.
- **Only pitch one reporter per outlet.** If you do talk to more than one person (which sometimes is necessary), make sure the other reporter knows that you’ve talked with someone else.
- **Close the deal.** Ask the reporter if they are interested or if they are coming to the event. Most will not commit over the phone but they will think about it.
- **Offer to send information.** If they don’t commit to attend your event. Offer to send them information if they cannot attend. (Remember to send the information right away.)
- **Don’t get frustrated.** Pitch calls can be frustrating when reporters don’t bite. But remember that every phone call keeps your issue and organization on their radar screen, and is an important step in building an on-going professional relationship with reporters.

LETTER TO THE EDITOR—HOW TO

(Adapted from Salzman's "Making the News" and SPIN Project Materials)

What is a Letter to the Editor?

- Letters to the editor (LTE’s) most often discuss a recent event/issue covered by a publication, radio station, or TV program.
- They are your chance to “sound-off” to your community about issues in the news. **They are widely read**—so make them an important part of your media strategy.

Elements / Hints

- It is much easier to publish a letter to the editor than it is to place an op-ed.
- Your letter has the best chance of being published if it is a reaction to a story in the paper. Respond as quickly as you can.
- Read the letters page—you will learn how to develop an effective letter-writing style, and you will see if someone has already responded with your idea.

- Keep it short and concise—150-200 words. The paper will take the liberty to shorten your letter to suit its format; the more it has to cut, the less control you have of what gets printed. Lead with your most important information.
- Focus on one main point and make a compelling case.
- Write in short paragraphs, with no more than three sentences per paragraph.
- Don’t write too often. Once every three months is about as often as you should write.
- Avoid personal attacks.
- Put your full name, address and phone number at the top of the page and sign the letter at the bottom. You must include a phone number for verification purposes.
- Follow up to see if the letter was received.

FUNDAMENTAL TIPS FOR INTERVIEWS

- Discipline your message! Use your slogan or message as much as possible.
- Familiarize yourself with three soundbites (with backup information). Write them down.
- Always turn the question back to your message.
- Anticipate questions.
- Know the opposing points.
- Practice—even people who speak all the time practice.
- An interview is never over even if the tape stops rolling. Everything you say to a journalist is on the record.
- Don't get frustrated by difficult questions—just stick to your messages.
- If you slip up, don't worry. Just ask the reporter to start again (unless it's live).
- If you need more time to think, ask the reporter to repeat the question or ask a clarifying question—or simply pause and think before answering.
- If you don't know an answer to a question, don't force it. Try to return to your message. If it's an interview for print media, tell the reporter you'll track down the answer later and call them back.
- Tell the reporter you have more to add if he or she overlooks something you think is important.

Holding a Media Event

(Adapted from Salzman's "Making the News" and SPIN Project Materials)

What is a Media Event?

- An activity intended to generate news coverage. They often involve gimmicky visuals, playful stunts, props, etc.

Hints

- Determine if your event is newsworthy. The more of the following characteristics it has, the more likely it will get coverage:

- ◆ *Novelty*
- ◆ *Conflict*
- ◆ *New data, symbol of a trend*
- ◆ *Simplicity*
- ◆ *Humor*
- ◆ *Prominent figure involved*
- ◆ *Action*
- ◆ *Bright props and images*
- ◆ *Local impact*
- ◆ *Holidays, anniversaries.*

- Build your media event—site, speakers, visuals—around your message and slogan.

- Make it fun. If you don't look like you want to be there, why should the press?

- Don't be afraid to employ stunts. Sexy and trendy events take precedence over long range things with the media.

- Consider timing. Is your event competing with other things? It is best to stage an event Monday through Thursday, 10 A.M. through 2 P.M.

- Find an effective location. Consider the following questions when choosing a location:

- ◆ *Is the site convenient? Reporters are busy and won't travel far for an event.*
- ◆ *Is your site too commonly used for media events? Try to find a unique location, if possible.*
- ◆ *If your event is outdoors, do you have a backup location? A little rain or bad*

weather won't ruin an event, but severe conditions will. Also consider if it is possible to postpone it if the weather is very bad.

- ◆ *Do you need a permit? Check with the local police department.*

- Arrange to have photographers take pictures of your event.

- Display a large banner or sign with your organization's logo.

- The event should last 15 to 45 minutes.

- Distribute information about your issue and organization at the event.

- Remember equipment. Will you need a megaphone, podium, or portable microphone?

- Have spokespersons ready to be interviewed.

- Find out which reporters attended the event. Follow up with the no-shows.

Making News

LOCAL NEWS
SPOTLIGHT Stillwater Area High School
Girls' commitment to cause prompts school board action
 Resolution bars district from buying sweatshop products
 Top brands work, too, to improve conditions for the employees.

City purchasers urged to clean up their act
 Here's what Milwaukee police officers don't want to have going through their minds as they search the streets for a child abuser — that they're wearing uniforms made by sweatshop labor.
 "That's a very apt image," said Bradley DeBraska, president of the Milwaukee Police Association union. He feels that in the past the city police department "has believed they were exempt from these sort of labor laws," but his union aggressively disagrees. "We are absolutely against that," said DeBraska. "We should comply with all labor laws."
 DeBraska is talking about a strange situation — how the city seems to be resisting activity, substantiated wages, pollution and violation of worker rights.
 The company — VP Corp., ranked the world's largest clothing company — in the late 1990s took over the Horace Small brand that had been a contracted supplier for city police uniforms.
 The city's purchasing department, currently headed by Cheryl Oliva, would like to move ahead on the new contract but the fair trade folks are insisting that VP provides better answers on adherence to Ethical Purchasing.
 The ordinance lays out requirements for contractors to provide sworn affidavits on such things as who they do and if wage standards at



Police union leader DeBraska

books — informally known as the Clean Clothes Act and more precisely as the Ethical Purchasing Ordinance — is a statement of principle. It has teeth, to the Wisconsin Fair Trade Campaign Milwaukee Clean Clothes Campaign sympathetic members of the Common Council. The standards can be waived in emergencies or if no eligible contractor is available.
 Now the police union has actively joined with the other labor groups and the community and environmental activists that make up the fair coalition.
 All are raising questions about if multimillion contract for police uniforms and related attire that the city purchasing department has pushed toward a contract for numerous instances of sweatshop

Nicaraguan visitors promote fair trade
 Business women resist sweatshop practices
 To come was to educate people about what's going on in their part of the world," Michaud said.
 To raise money for the majority of free and Nicaraguans, women are in sweatshops. If it were become a Women's Sewing Union of the Industrial Workers of the World activist organization visited March 2 inside the Pirate Gear Shop after handing out fliers attacking it for selling merchandise they say is made in Third World sweatshops.
 The agreement prohibits protests occupying areas around the ballpark, and an ending a they can distribute leaflets in other including sidewalks outside the stadium.
 City Solicitor Jacqueline Morrow said to take part in the set

Protesters to make pitch outside baseball stadium
 Members of the Workers of the World criticized the F merchandise in Third World
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Minneapolis schools adopt 'sweat-free'
 The Minneapolis School Board adopted a resolution Nov. 26 committing itself to devising a purchasing policy that forbids it from buying apparel, athletic equipment and other goods "made in sweatshop environments."
 The policy would require the school district to buy or rent only goods made by companies certifying that workers are paid a wage above poverty level, are not forced to work unusually long hours, and are permitted to organize or join unions of their choice.
 Larry Weiss

State probing union charge of sweatshop use

The New York Times
 'sweat-free'
 ing power, he said, we're doing is cr that some compa nies is going to come forward fully in other countr that meet these requir To date, similar have been

Latin Sweatshops Pressed by U.S. Campus Power
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 Larry Weiss

Common Dreams
progressive newswire
 FOR IMMEDIATE RELEASE
 MARCH 22, 2004
 5:17 PM
 CONTACT: SweatFree Communities
 Born Claesson 207-262-7277

Schools, Cities, States Unite to Fight Sweatshops

No Write a winning essay? No sweat
 Westbrook senior Elizabeth Trask submitted her entry, won first prize, and
 public affairs lawyer of "I'm interested in workers fair wages an ing conditions," said her school's outdoor b earn money.
 Trask said before Clean Clothes center thought into the pla sweatshops

BREAKIN' A SWEAT
 Garment-worker advocates worry about the enforcement of Angeles' unique anti-sweatshop ordinance
 — By BOB MURRAY —



Workers' advocate: Attorney Julie Su

he Los Angeles mayoral election might not have inspired national interest, but behind the scenes, city leaders are busy up to set a national precedent
 made in China — "where the right to organize is denied across the board."
 The Minneapolis resolution was crafted by the district's High School Citywide Student Government, in response to efforts by student resource Center of the Americas' YO! Program (Youth Organizers on Sweatshops and Child Labor).
 Putting purchasing power into action, Weiss said new

Pirates arrest anti-sweatshop activists
 BY KATHERINE PITTSBURGH
 Bulwara Commons Bridge "like the vendors Open House, the first day fans could buy individual game tickets and get an insider's look at the still-new tan-papaya-built stadium. Fans were that Pirates fans would have



Fundraising

Here are some ways you can fundraise for your efforts to end sweatshops while you increase awareness, build a stronger organization, and have fun.

A. HOST A HOUSE PARTY

A house party is one of the simplest ways to educate people about and fundraise for your sweatfree campaign. The idea is bring people together—old friends, new friends, friends of friends, relatives, and neighbors—to talk with them about your work in an informal atmosphere. House parties are a good venue to explain a complicated issue to many people at once, allowing them ask questions and get more information.

It can also be a place for a group of people to meet someone famous or interesting. You or your selected speaker tells your story to an audience that is then moved to do something to support your cause, including giving money.

1. Find a Host

The host of a house party has many important duties to fulfill, and they do not just include providing the house and some food. The host, with the help of co-organizers, invites those who they think might be interested in sweatfree campaigns. An ideal host is somebody who understands the campaign, can easily discuss it, and is not afraid to ask their friends, or those present, for money.

2. Show an anti-sweatshop film or bring a speaker

There are numerous films on sweatshops and alternatives, such as “The Hidden Face of Globalization” (30 min, 2003), “Sweating for a T-shirt” (1998) or “Sweat” (2005). See the list of resources in this organizing guide for more information.

You can also ask someone from your group, a community member who has been involved with sweatfree campaigns, or a well-known person familiar with the issue to give a presentation. Feel free to contact Global Exchange or SweatFree Communities for suggestions of speakers.

3. Prepare the List of People to be Invited

Invite four times as many people as you want to attend. The most effective way to get good attendance is to mail out invitations, and follow up a week later with a personal phone call. Five to seven days before the party, make a second reminder call. It will greatly increase the attendance at your party. Begin by inviting the host’s friends and neighbors. Do not forget the people who you know are interested in the issue, but focus on expanding your base of supporters. That way you increase your numbers... and your budget.

4. Design the Invitation

An invitation does not have to be fancy and can be easily printed at a copy shop, so expenses should not be an issue. If you have access to desktop publishing computer programs, attractive invitations can be produced without much difficulty or cost. The invitation should reflect something about the host, the guest speaker and your sweatfree campaign.

Remember to include the following:

- An RSVP asking invitees how many people will be coming.
- A clear statement that people will be asked to make a monetary contribution, for example, “Bring your questions, your enthusiasm and your checkbook.”
- A way for people to support your work even if they cannot come to the party. A reference on the RSVP such as, “I can’t come, but I’m enclosing a donation and/or would like to get involved” is suitable.
- Directions to the house and the host’s telephone number.
- A request for guests to bring potluck dishes, if you want to do this.

5. Choreograph the Event

Parties sometimes fail because of disorganization. Because the idea is to ask people for money, make the party easy; cater to your guests as much as possible without overdoing it. Do what you can to make it easy for them to find parking, find the house, find the bathroom, get to the food, relax and have a good time. In other words, help them to help you. It is also a good idea to have a guest book where guests can provide their contact information. This is useful in keeping track of supporters. Although it may sound obvious, remember that a party is a party. It supposed to be fun, so make it fun. Food, music and refreshments all contribute to creating a friendly atmosphere that will help inspire guests to contribute to your cause. The presentation (film and/or speaker) should move the audience to discuss the issue and commit to taking action and giving money.

6. Orchestrate the Pitch

Everything at the house party should be built around the pitch. Time the pitch about one hour into the party to make sure everyone is present when it happens. The host calls for everyone’s attention, introduces him or herself and welcomes everyone. If there is a presentation, the host introduces the presenter.

After the presentation, the host should be make the pitch. You may also want to station “decoys”—a few pre-selected people who agree to quickly contribute after the host makes the pitch. They break the ice and generally make people feel more comfortable about giving money by being the first to do so. Also, decide ahead of time how people can contribute. Choose beforehand whether people should place donations in a basket, or designate people to go around and collect the contributions. It is very important to not hurry the pitch. Give people time to write checks, give cash, whatever. Do not just carry on quickly

into the party. If the host starts to party then everyone else will follow...and forget to contribute. Obviously, this is not a desired result.

7. Evaluate and Follow Up

After a house party, evaluate what went well and what could have been done better. When doing this keep in mind the previous points, with special attention to the presentation and pitch. Send thank you notes to everyone who gave money. Add the guests’ information to your or your organization’s records for later use.

B. PASS THE HAT

Even outside of a houseparty, such as at meetings and other events, you can make an announcement about the sweatfree campaign and why it is important to have funding to keep the campaign going. Then, pass the hat and ask people to donate \$5 to \$20 or even write a check for more. Create a culture of giving!

C. FAIR TRADE CHOCOLATE FUNDRAISER

Many schools and other institutions sell candy and chocolate to raise money. These chocolate fundraisers are big business for companies and are one of the major ways kids learn about chocolate and get “hooked on” certain companies, often the companies that abuse workers’ rights on the cocoa farms. You can raise funds and awareness about labor rights by holding a Fair Trade chocolate fundraiser.

You can order Fair Trade chocolate in bulk from a variety of chocolate companies (see www.globalexchange.org/campaigns/fair-trade/cocoa/retailers.html for a list) and then sell them for a bit more as a fundraiser. Some companies may even donate some or all the chocolate – just ask! For a detailed Fair Trade Chocolate Fundraiser guide, please visit www.globalexchange.org/cocoa.

D. FAIR TRADE CRAFTS SALE

Raise awareness, support artisan cooperatives, and fundraise for your student organization all at once! Please visit www.worldofgood.org/partners/edu/ for fundraising kits of fair trade gifts and accessories.

E. INDIVIDUAL AND ORGANIZATIONAL REQUESTS

As a sweatfree campaign you can build a strong base of support from supportive community members, both individuals and organizations. The key to successful fundraising from individuals is an accurate and up-to-date database of members and potential supporters. Always pass around a sign-up list at meetings and events. Enter the information immediately in your database. People move frequently so be sure to update addresses regularly.

Once or twice a year send a fundraising mailing to everyone in your database. Make the letter brief and to the point, and include a return envelope to make it as easy as possible for people to donate. About two weeks after the mailing, organize a phone bank to follow up on the letter. Few people like calling others for money, but without the phone calls you will get at most a half or a third of what you could get otherwise. Remember that the phone calls are not just about raising money; they are a way for you to get to know your membership base and build relationships. They can be a lot of fun!

There are probably a number of organizations in your community that can and should support your work, especially those that are part of your coalition. Consider reaching out to local unions, congregations, peace and justice groups, and social and environmental justice organizations. Send them some information about your campaign, then call them, talk about your work and theirs, establish common ground, and ask if you can make a brief presentation at a meeting. At the presentation you can ask for them to support your work in different ways, including a monetary contribution. You should also consider how your group can support their cause.

F. RAFFLE

Ask local businesses to donate a product or service to support your sweatfree campaign for a raffle at a sweatfree event. You can return the support by advertising for that business on the outreach flyer or at the event.