



# CAMPAIGNCOMMS

## No 2: 23rd October 2009

### CAMPAIGN LAUNCH AND POLICY DOCUMENT

The Campaign launch took place on Wednesday 21 October and received widespread coverage and interest. It coincided with the first drop of the campaign letters to houses in Galway/Mayo. Coverage can be seen on the front page of the Congress website [www.ictu.ie](http://www.ictu.ie). A copy of the mailpack letter is at the end of this newsletter.

The Campaign document 'There is Still a Better, Fairer Way' was released on 21 October 2009. Congress is producing 25,000 copies for key members/activists. Please order from [deirdre.keogh@ictu.ie](mailto:deirdre.keogh@ictu.ie). The text of the document is available on [www.getupstandup.ie](http://www.getupstandup.ie)

Newspaper advertisements are under design and will appear from 27 October to 5 November, encouraging people to read the letter, take action and join the protests. A summary schedule for the print media is given below.

Publication	Dates Ads Appear
Irish Times	27 Oct & 5 Nov
Irish Independent	27 Oct & 5 Nov
Irish Examiner	27 Oct & 5 Nov
Irish Daily Star	27/28/29/30 Oct & 5 Nov
Irish Sun	26/29 Oct & 5 Nov
Irish Mirror	27/29 Oct & 5 Nov
Evening Herald	28/30 Oct & 5 Nov
Herald AM	27/29 Oct & 5 Nov
Star Sunday	1 Nov
Sunday World	1 Nov
News of the World	1 Nov
Munster Express	28 Oct & 4 Nov
Sligo Champion	28 Oct & 4 Nov
Limerick Leader	29 Oct & 5 Nov
Connacht Tribune	29 Oct & 5 Nov
Dundalk Argus	28 Oct & 4 Nov
Midland/Tullamore Tribune	28 Oct & 4 Nov

### WEB & MESSAGING

The website is now live [www.getupstandup.ie](http://www.getupstandup.ie) Link buttons and web banners will be forwarded to unions early next week. Please display on the front pages of your website.

A summary of the ‘There is Still a Better, Fairer Way’ document outlining our key demands and an alternative recovery plan is being sent to unions for use in communications with members and on websites.

### LEAFLETS

An A5 leaflet is being prepared for distribution to union members in centres where the rally is being held. This should be available by 28 October. For supplies please contact [deirdre.keogh@ictu.ie](mailto:deirdre.keogh@ictu.ie)

### STICKERS

Due to very popular demand a further run of stickers is being produced with the existing messaging:



We are also printing along with a new set of slogans.

**SAVE JOBS**

**KIDS BEFORE CUTS**

**SNIP OFF**

**DEFEND OUR HOMES**

## PROTEST RALLIES

The rallies are in the following locations:

Region	Venue
Dublin	Parnell Square
Waterford	The Glen
Tullamore	County Hall
Cork	Connolly Hall
Limerick	Mechanics Institute
Galway	The Cathedral
Sligo	The Blue Lagoon
Dundalk	The Fairgreen

We urgently require a large number of people who are prepared to act as Stewards for the Dublin Rally. All names and contact information (mobile phone number, e-mail address) to Liam Berney [liam.berney@ictu.ie](mailto:liam.berney@ictu.ie) or Fergus Whelan [fergus.whelan@ictu.ie](mailto:fergus.whelan@ictu.ie)

The start time for all rallies is **2.30pm**. This has been communicated in all mailpacks and will be reiterated in press adverts.

Rigs and PA systems are being organised centrally for each of the rallies.

## NETWORKING

Meetings have taken place with a number of like-minded organisations with further meetings planned to take place with the National Women's Council, USI, and the Union of Secondary Students, to build support for the campaign.

## CAMPAIGN CONTACTS

**Campaign Coordination** [sallyanne.kinahan@ictu.ie](mailto:sallyanne.kinahan@ictu.ie) [deirdre.keogh@ictu.ie](mailto:deirdre.keogh@ictu.ie)

**Media:** [macdara.doyle@ictu.ie](mailto:macdara.doyle@ictu.ie)

**Protest Rallies:** [fergus.whelan@ictu.ie](mailto:fergus.whelan@ictu.ie) [liam.berney@ictu.ie](mailto:liam.berney@ictu.ie)

**Networks:** [esther.lynch@ictu.ie](mailto:esther.lynch@ictu.ie) [david.joyce@ictu.ie](mailto:david.joyce@ictu.ie)

**Town Hall Meetings:** [peter.rigney@ictu.ie](mailto:peter.rigney@ictu.ie)

**Web:** [macdara.doyle@ictu.ie](mailto:macdara.doyle@ictu.ie)

**Jobs' Summit:** [paul.sweeney@ictu.ie](mailto:paul.sweeney@ictu.ie) [marian.flynn@ictu.ie](mailto:marian.flynn@ictu.ie)



October 2009

Dear Friend

**This is not a letter to remind you how bad things are in this country. You hear that news every day and may already have been affected.**

This is about how we can get through the crisis without forcing low and middle income families to bear all the burden. It is about how we can emerge in better shape on the other side and make sure the same mistakes are not repeated.

**We believe there is still a better, fairer way to deal with our problems.**

The priorities of Government are wrong and will not change unless you **get up, stand up** and demand that they do what is best for people.

Over recent years, their policies have made speculators, developers and bankers very, very wealthy. They did this at the expense of our kids' schools, our hospital services, peoples' pensions and our homes. And now they have sent us a bill of €54 billion to pay for reckless and maybe criminal behaviour in our banks.

**But there is worse to come:**

The Government now intends to cut incomes, cut vital services and has absolutely no plans to tackle the Jobs' Crisis. Congress has put forward proposals to save and create jobs, to protect peoples' incomes and make sure they have the services they need:

If we extend recovery over a longer timeframe we can ensure important services and supports are maintained.

We must reform our tax system to ensure the wealthy pay their fair share.

Many EU countries have successful schemes that keep people in work, there is no reason why they cannot be introduced here.

But none of this will happen unless we **get up, stand up** and show we want to build a better, fairer society. I am urging you to:

- Join the protest rally taking place on Friday, November 6 at 2.30pm at Parnell Square, Dublin 1
- Make your voice heard by signing up online at [www.getupstandup.ie](http://www.getupstandup.ie)
- Show you support change by wearing or displaying the enclosed stickers

In five years time will you say, 'I allowed this to happen' or will you do something about it?

Yours sincerely,



David Begg  
General Secretary

**Our Five Key Demands of Government are:**

- 1) Tackle the Jobs' Crisis
- 2) Stop cuts to peoples' incomes
- 3) Protect vital services
- 4) Safeguard peoples' homes
- 5) Make the wealthy pay their fair share

For your best protection join a union.  
Contact us now on 0818 300 900 or visit [www.unionconnect.ie](http://www.unionconnect.ie)