



CAMPAIGNCOMMS

No 1: 16th October 2009

CAMPAIGN LAUNCH

The official launch of the campaign will now take place after the Executive Council Meeting on Wednesday, October 21st, where the Better, Fairer Way document and details of the campaign and day of protest will be presented.

ADVERTISING AND COMMUNICATIONS' ACTIVITIES IN RUN-UP TO 6th NOVEMBER DAY OF ACTION

A mailing to all households is scheduled to 'drop' the week October 27 – 30th but may hit as early as 23rd of October. A letter from David Begg seeking broad public support for and participation in the campaign will be delivered to 1.9 million households. The mailing has been segmented to 8 regions and gives details of the local protest rally taking place on November 6th. The mail pack also includes campaign stickers for people to display and wear.

Newspaper advertisements will also appear from the 27th October to November 1st, encouraging people to read the letter, take action and join the protests. A particular emphasis is being placed on regionals (protest locations) and national red-tops. We are hoping to place the tabloid ads as 'advertorials' – including text laid out as newspaper articles covering the central issues of the campaign. Copies of the adverts and the schedule of when they will appear will be included with the next issue of CampaignComms.

We are investigating the cost of placing campaign scaffold drops over prominent union buildings. More on this next issue.

CAMPAIGN LOGO AND MESSAGING

The Campaign Logo and strapline appear in the top left-hand corner of this page. Jpg versions are under development along with core messaging for unions to use in member communications. We would like individual unions to include this in all communications for the duration of the campaign including on website (link buttons will be provided). Please give front-page prominence for the campaign on individual union websites.

The updated campaign document will be provided to all unions in advance of its launch on the 21st of October.

CAMPAIGN WEBSITE

The campaign web microsite will be live from Monday October 19th. The mailpack, all advertising and communications will aim to drive traffic to the site: www.getupstandup.ie

NETWORKING

Like-minded organisations are being contacted and asked to participate in the campaign including the Community and Voluntary Sector, Senior Citizens, Women, Equality etc.

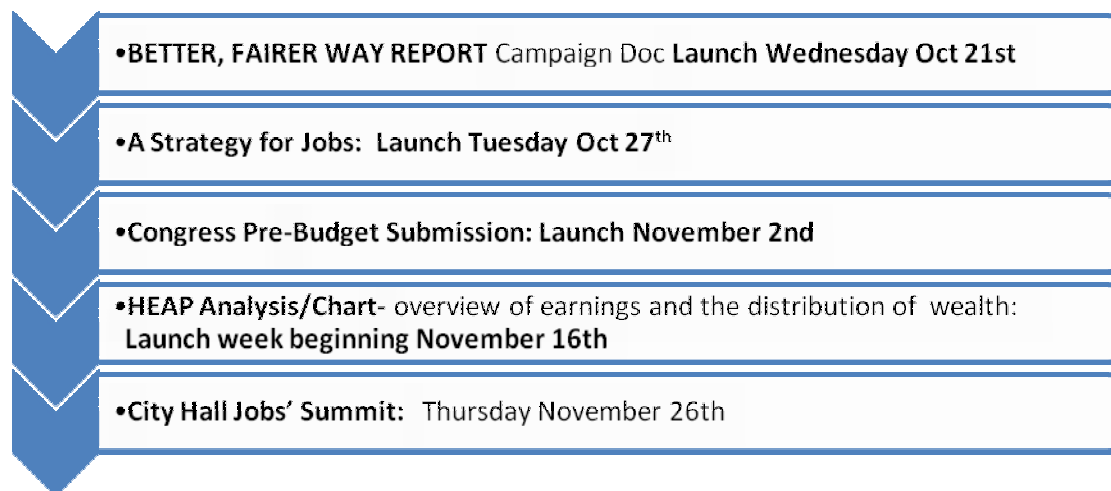
NATIONAL PROTEST RALLIES

There will be eight official rallies taking place in the following locations:

Dublin	Parnell Square
Waterford	The Glen
Tullamore	County Hall
Cork	Connolly Hall
Limerick	The Cathedral
Sligo	The Blue Lagoon
Dundalk	The Fairgreen

FORTHCOMING EVENTS

Several media opportunities and events have been scheduled over the coming weeks including:

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- **BETTER, FAIRER WAY REPORT** Campaign Doc **Launch Wednesday Oct 21st**
 - **A Strategy for Jobs: Launch Tuesday Oct 27th**
 - **Congress Pre-Budget Submission: Launch November 2nd**
 - **HEAP Analysis/Chart**- overview of earnings and the distribution of wealth:
Launch week beginning November 16th
 - **City Hall Jobs' Summit: Thursday November 26th**

CAMPAIGN CONTACTS

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