



Campaign Communication Tips

Talking About Public Services

- DO** feature public service workers from the community speaking out for the public services we all count on
- DO** feature children, seniors, or others in the community talking about how they benefit from the public services we provide
- DO** talk about “public services”, “public service employees”, and “public service workers”
- DO** talk about services for “the public”
- DO** talk about “public service workers in our community” or “from our community”
- DO** attack “big-out-of-state-corporations” or “corporate profiteers”
- DO** attack “giving our tax dollars to big corporations who are more interested in making profits than providing the public services we all count on”
- DO** say public services are more likely to be fair and accessible to everyone, reliable (not disappear due to profit motive), and accountable to the public
- DO** make public service employees a voice for protecting and improving the public services we all count on by giving employees the tools and training to do the job, ensuring community input, and protecting privacy and whistleblowers
- DON'T** feature union officials saying “the union” is seeking or demanding or winning or fighting for its members
- DON'T** feature union officials or union members talking about what “we deserve” or “demand”
- DON'T** talk about “government services,” “government programs,” “government employees,” or “government workers”
- DON'T** talk about services for “consumers” or “clients”
- DON'T** talk about “state workers,” “county workers,” or “city workers”
- DON'T** attack “private companies” or the “private sector” or “private contractors” or “business” or “the Chamber of Commerce”
- DON'T** attack “privatization” or “contracting out”
- DON'T** rest our case on public services being more efficient, cost-effective, or honest
- DON'T** leave the impression that we're against improving on the status quo