



February 1, 2010

*via email*

**TO: HEADS OF UNIONS**

Greetings:

**OFL's *Communities That Work* Campaign**

Thanks to your help and co-operation, today marked the public launch of the OFL's *Communities That Work* campaign. For the next week, our radio ads will be heard on a heavy rotation on stations in every corner of the province. Our campaign website, [communitiesthatwork.ca](http://communitiesthatwork.ca) has "gone live", and provides an incredible resource for our activists, the media, and anyone in the province who is interested in the issue of preserving and creating good jobs. Media releases have gone out around the province announcing the campaign launch, and tomorrow I will talk to Queen's Park media about the campaign following my budget presentation to the Standing Committee on Finance and Economic Affairs. I know that many of you will also be presenting to the Committee this week, and it would be ideal if you could also talk about *Communities That Work* when media opportunities arise.

All of which to say, *Communities That Work* is moving full steam ahead, and in the coming days and weeks this platform will help us ensure that McGuinty's Liberals know that they must come through with a "jobs budget", not a "job cutting budget".

Our success to date in this campaign rollout stems largely from the fact that this has been such a co-operative effort between the Ontario Federation of Labour and our affiliates. The research backgrounders, campaign messaging and media presence were developed with hard work and input from the research and communications staff from many affiliates, working in partnership with our staff from the OFL. When we all work closely and co-operatively in this manner, there is no limit to the good work we can accomplish.

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To that end, I would now like to call upon you to help identify regional officers, staff or activists from within your affiliate who might be willing to act as regional spokespeople who can put a local flavour on our overall messaging in response to requests from local media outlets. The OFL will continue to field media inquiries centrally, but a regional network of spokespeople is extremely helpful in building province wide interest and engagement in *Communities That Work*.

We have already received lists of designated regional spokespeople from a number of affiliates, but I want to make sure that each affiliate has an equal opportunity to be included in local outreach efforts. Please direct your designated local contacts to Mike Belmore in the OFL's Communications Department: [mbelmore@ofl.ca](mailto:mbelmore@ofl.ca)

In solidarity,

A handwritten signature in black ink that reads "Sid Ryan". The signature is written in a cursive, slightly slanted style.

Patrick (Sid) Ryan  
President

c: OFL Executive Board

PR/MB/ph/cope343