

## **SAG-AFTRA Member Social Tool Kit: Television Animation Agreements Ratification**

Thank you for your interest in spreading the word about the [Television Animation Agreements](#) ratification vote. Please consider the sample posts and/or graphics below to help get out the vote on this critical effort – or you can simply repost SAG-AFTRA's social media ([X/Twitter](#), [Instagram](#), [Facebook](#)). Please also consider creating and posting your own content which may be amplified on the SAG-AFTRA accounts.

### **SAMPLE SOCIAL POSTS**

#### **SAMPLE POST 1:**

I am a proud #SagAftraMember and TV Animation voice actor and I voted YES on the new Television Animation Agreements!

Learn more at [sagaftra.org/TVanimation](https://sagaftra.org/TVanimation).

#### **SAMPLE POST 2:**

Retroactive 7% wage increase! A.I. protections and gains for animation voice actors! “Voice actors” are human!

These are just SOME of the reasons why I voted YES for the new 2023 Television Animation Agreements!

#### **SAMPLE POST 3:**

VOTE YES on the 2023 Television Animation Agreements and lock in these gains:

- Pattern-busting 7% wage increase applies retroactively to July 1, 2023
  - Language acknowledging that the term “voice actors” includes only humans
  - Substantial A.I. protections and gains
- and MORE!

#### **SAMPLE POST 4:**

Join me and vote YES on the Television Animation Agreements by March 22 at 5 PM PT! As a proud #SagAftraMember and TV animation voice actor, these agreements provide the A.I. protections and gains we need!

Learn more at [sagaftra.org/TVanimation](https://sagaftra.org/TVanimation).

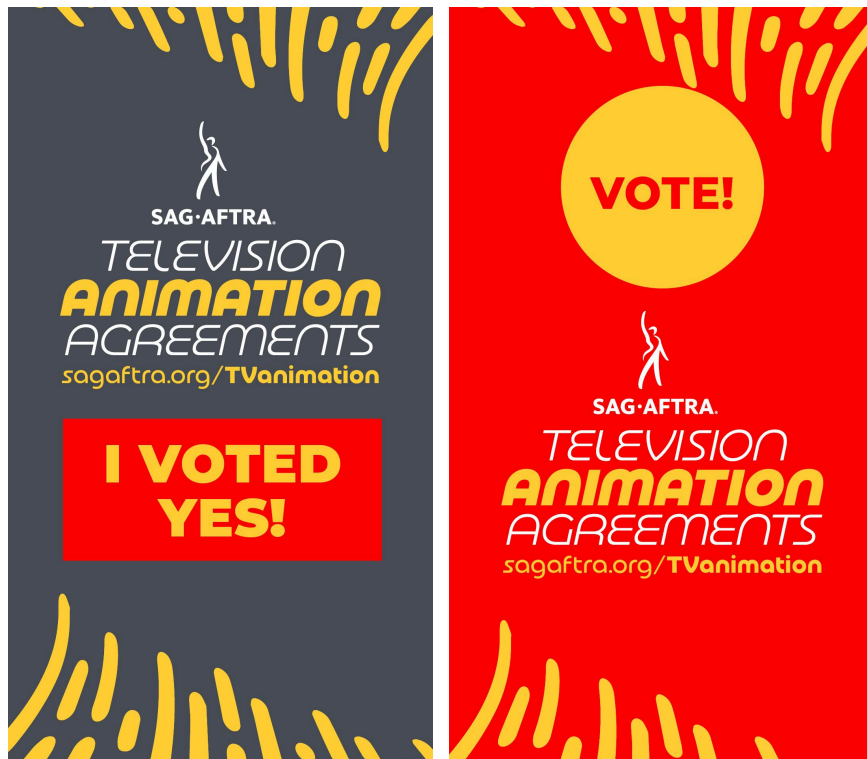
TWITTER, INSTAGRAM, FACEBOOK POST GRAPHIC OPTIONS

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## RECORD AND POST YOUR OWN VIDEO

Thank you for using your voice to get out the vote! Get out your phone and record a short video about why you're voting on the new TV Animation Contract and encourage your fellow SAG-AFTRA members to do the same. Post on social media and tag us so we can amplify your videos!

### Simple tips for recording:

1. Hold the phone horizontally (wide, not tall)
2. For your background and wardrobe, avoid logos, pictures and art that could be copyrighted.

## What you should know:

### Overall summary:

More than \$3 million in back pay, two new holidays and the **first** SAG-AFTRA animation voiceover contract with artificial intelligence protections and gains!

### More details:

- We built on the gains of the TV/Theatrical agreement to secure improved protections for Animation actors, without a strike. Among the highlights of the contract are:
- A pattern-busting 7% wage increase that applies retroactively to July 1, 2023, worth over \$3 million dollars in instant gains for the members.
- Official acknowledgement that “voice actors” must be human.
- Producers must notify the union and bargain with them when a “synthetic voice” is used in any role in animation.
- Producers need to get our consent if they use our name or names to prompt a generative artificial intelligence system to create a Synthetic Voice
- Official recognition of Martin Luther King Jr.'s birthday and Juneteenth as contractual holidays.
- ... and much more.

The Executive Committee, on behalf of the SAG-AFTRA National Board, is recommending a “yes” vote.

### Not sure what to say?

Here are some basic concepts. While personalizing a message is great, it's important to keep your videos on point. See the below suggested talking points.

### Message 1 - OVERALL

Hello! I'm \_\_\_\_\_ and I've been a TV Animation voice actor for \_\_\_\_ years.

Our new contract is up for ratification, and I'm gonna tell you why I'm voting yes on the deal.

Once ratified, performers will get:

- *A pattern-busting 7% wage increase applies retroactively to July 1, 2023. That's worth over \$3 million dollars in instant gains for the members.*
- *AI protections, including specific language acknowledging that the term "voice actors" includes only humans and that acknowledges the importance of human voice acting.*

Importantly, the Executive Committee, on behalf of the SAG-AFTRA National Board, is recommending a "yes" vote.

Take your time. Learn about the issues at [sagaftra.org/TVanimation](https://sagaftra.org/TVanimation) and then vote!

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### **Message 2 – 3 wage increases!**

Hi, my name is a \_\_\_\_\_. And I'm a proud SAG-AFTRA member and TV animation voice actor and I am voting yes to approve our new TV Animation contract. I've been studying the issues and I know that this contract is great for our profession, that's why I am voting "Yes" and I encourage you to do the same.

– *We're getting three wage increases over the next 3 years – starting with 7%! **Retroactive to July 1, 2023!***

By the final year of the contract ***we'll be making 15.17% more than we are now!***

Take your time. Learn about the issues at [sagaftra.org/TVanimation](https://sagaftra.org/TVanimation) and then join me in voting yes! Thank you!

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### **Message 3 - AI**

Hi, my name is \_\_\_\_\_. And I'm a proud SAG-AFTRA member. I'm learning about the TV Animation Contract – and I encourage you to do the same. Here's what you need to know when you vote on ratification:

- *The negotiating committee built on the gains of the TV/Theatrical agreement to secure improved protections for Animation actors.*
- *The new contracts feature language acknowledging that the term "voice actors" includes only humans, and the importance of human voice acting.*

This is big!

But take your time. Learn about the issues at [sagaftra.org/TVanimation](https://sagaftra.org/TVanimation) and then join me in voting yes!

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#### **Message 4 - OTHER**

Hi, my name is a \_\_\_\_\_. And I'm a proud SAG-AFTRA member and Animation voice actor. I'm learning about the new TV Animation Contract – and I voted a loud and proud YES. Here's why:

Do you agree that A.I. protections are essential?

This is the first SAG-AFTRA animation voiceover-specific contract with substantial protections and gains in artificial intelligence.

Does it allow voice actors to be entitled to the same streaming bonus as live action performers?

Yes! Animated programs are now eligible for the success bonus on the same basis as live action programs!

Lock in these gains! Vote YES to ratify the TV Animation Contract.