

# EDUCATE, OUTREACH ENGAGE

## *President Launches Engagement Effort*

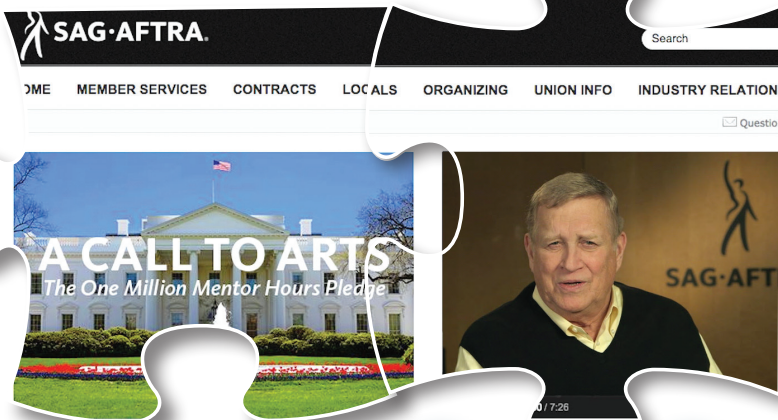
**PRESIDENT KEN HOWARD** is leading a new enterprise to engage and educate members, strengthen the union's ties with those in the entertainment and media industries, and reach out to pre-members.

This major initiative, the President's Task Force on Education, Outreach and Engagement, has begun its work with the creation of an outreach toolkit, which includes videos, pamphlets and booklets, webinars and seminars. Member leaders have already had the opportunity to see the new materials, covering topics such as union governance and how to engage with various audiences. This first step prepares them with the knowledge they need to raise awareness of union issues in their discussions with union members and pre-members.

Some of these materials are already available to all union members.

While the PTEOE is something new at SAG-AFTRA, its creation is also a way to channel and focus the continuing energy that led to the merger of our legacy unions.

"I was heartened to see the way members stood up and took charge during the merger campaign,"



said Howard, “and, as I have visited locals around the country since then, I see that members’ commitment and passion haven’t waned. For our union to realize its true potential, we need to harness this enthusiasm.”

The concept for the initiative grew as Howard visited locals across the nation and spoke with members from all categories. In a key meeting with New York singers and dancers, the concept really began to take shape. Last year, as things settled down post-merger and several major contract negotiations concluded, Howard discussed the idea with National Executive Director David White and shaped what would become the PTEOE.

“Engagement is key to SAG-AFTRA’s success, and an informed, active membership is our most valuable asset,” said Executive Vice President Gabrielle Carteris. “When we utilize that resource, collectively we can achieve anything.”

“Relationships are a critical component in reaching the best deal. I see this initiative as all about building relationships — between the members and the union, between the members and the industry, and among the members themselves. In an industry built so heavily on relationships, I expect this effort to provide benefits beyond our initial goals,” said White.

Howard established the Task Force, and the SAG-AFTRA National Board approved his appointment, as well as that of Carteris; Vice President, Broadcasters Catherine Brown; and National Board members Rebecca Damon and Ellen Crawford as voting members; and Vice President, Recording Artists Dan Navarro; N.Y. Board member and dancer Jamal Story; and National Board member Abby Dylan as alternates. The

Task Force members, from top, SAG-AFTRA President Ken Howard; N.Y. Local Board member Jamal Story and National Board member Rebecca Damon; Vice President, Recording Artists, Dan Navarro; Vice President, Broadcasters Catherine Brown; and National Board member Abby Dylan.



## MEMBERS ENGAGE WITH NEW RESOURCES

Education is a key component to the task force, and this includes supplying member leaders with a comprehensive toolkit — written material, videos, webinars and seminars — to assist those on the local level in engaging not only fellow union members, but pre-members as well. Understanding how the union works was a first step in this education effort. On April 1, Executive Vice President Gabrielle Carteris presented a pair of two-hour Web-based governance and leadership orientations. The webinars provided an overview of the union’s governance structure, including the purview of the National Board, convention and office of the president. Carteris was assisted in the presentation by legal and governance staff, including Chief Operating Officer/General Counsel Duncan Crabtree-Ireland. Leaders also received an overview of the ways the union works to empower members and protect their rights. The education outreach continues with the new information booklet *Working for You*, which provides a lot of information, including benefits available to members, who to call and other valuable information. A copy of the booklet was mailed to each member receiving this issue of *SAG-AFTRA* magazine, and will be available for members at meetings and other events.

committee's small size is deliberate so that it can be nimble and react quickly.

One of the first goals of the president's initiative is to educate members on the workings of the union and the many opportunities that SAG-AFTRA and the Screen Actors Guild Foundation have to offer.

Member-to-member contact is the heart of this effort, so outreach will be conducted during set and station visits, at membership meetings and at union and industry events. The union will provide resources to assist members, including informational material such as the *Working for You* booklet, which presents a concise overview of how the union works, data on member benefits, a contact directory and other valuable information. Get a copy at your local, or view the PDF at [sagaftra.org/workingforyou](http://sagaftra.org/workingforyou).

To chart a course to increased member participation, SAG-AFTRA sent out a survey to elected member leaders and the general membership in late March to gauge the current level of engagement among members, the effectiveness of union communications and to examine ways to improve the organization's outreach. The results of that survey have helped determine how best to proceed.

All of this is critical because, from time to time, major issues can arise that have a huge impact on members' lives — whether it's fighting for or against legislation or ensuring more work is being done under union contracts — as with SAG-AFTRA's commercials initiative (see page 34). When members' action is needed, they are better equipped to fight to protect their rights if they are up to speed on the issues. SAG-AFTRA will continue to keep members up to date through print and digital publications, social media and every other channel at the union's disposal.

Another important element is outreach to pre-members, filmmakers and others who work in different capacities in the entertainment and media industries, and even the community at large.

One of the most high-profile examples of the work on this front occurred on March 20, when Howard spoke at the White House. He was answering a call from President Barack Obama to SAG-AFTRA and the American Film Institute to help encourage mentorship (see next page). These goals aligned perfectly with those of the union.

Additionally, the union seeks to enhance members' interaction with the industry by ensuring it has a presence at film festivals and other industry-related events. Through the creation of standardized material, it is simpler to, for example, send a union representative to give a presentation at a greatly reduced cost.

This is just the beginning. In the months ahead, union business will intensify as the biennial national convention nears. Why wait? It's the perfect time to get involved. See page 11 for information on how to get involved as a delegate, or log on to [SAGAFTRA.org](http://SAGAFTRA.org) to learn more about your union.

*“For our union to realize its true potential, we need to harness this enthusiasm and energy.”*

— KEN HOWARD



Left, the SAG-AFTRA *Working for You* booklet, contains information on how the union functions, benefits available to members and who to call when you have a question.

Below, from left, President Ken Howard, Executive Vice President Gabrielle Carteris and National Board member Ellen Crawford serve on the President's Task Force on Education, Outreach and Engagement.





JONAH KOCH

JONAH KOCH

SAG-AFTRA President Ken Howard, far right, was joined by, from left, SAG-AFTRA National Executive Director David White and actors Joe Morton and Hilary Swank at the March 20 A Call to Arts event at the White House. At right top, President Barack Obama. Bottom right, Howard at the presidential podium.

## UNION ANSWERS PRESIDENT OBAMA'S CALL

President Barack Obama is calling on entertainment leaders to join his A Call to Arts initiative, which asks actors and filmmakers to help mentor young people for careers in the industry, with a goal of 1 million hours of mentorship over the next three years.

Answering this call was SAG-AFTRA President Ken Howard, along with SAG-AFTRA members Hilary Swank and Joe Morton, who appeared at the White House on March 20 during the 2015 White House Student Film Festival. Also attending the event were National Executive Director David White, Chief Communications and Marketing Officer Pamela Greenwalt, and actors Kal Penn, Terrence J, Amber Riley, Michael Ealy, La La Anthony and Jake Johnson, along with director Steve McQueen and producer Will Packer.

Howard recalled his experiences as an educator and mentor, and reflected that, when it comes to mentoring, learning is a two-way street.

"I have been fortunate to have been able to foster the next generations of

entertainment professionals at Harvard and Amherst," Howard said. "And if there's one thing I have learned over my career and my time in the classroom — on both sides of the lectern — it's that we are all students. There is always more to learn.

"The students here today reflect all the reasons I am committed to this endeavor. I see creativity, enthusiasm, passion and vision, and it makes me excited for the future of the entertainment industry. And it is why SAG-AFTRA is answering the president's Call to Arts," he said.

The timing was perfect for the President's Task Force on Education, Outreach and Engagement to spring into action. Using its nationwide network of resources, the union will mobilize members and leadership, and dedicate existing educational seminars, outreach efforts, conservatory programs and classes to the effort, resulting in an immediate addition of tens of thousands of additional mentor hours and opportunities.

In the summer, the union will partner with the American Film Institute to offer a three-day mentoring event on the campus of the AFI Conservatory in Los Angeles, and AFI will encourage its 350,000 subscribers to participate in SAG-AFTRA's mentor programs.

The Screen Actors Guild Foundation will also join the campaign through its BookPALS program, *The Business* seminars, Storyline Online videos, and a host of other mentoring programs offered live, online and via live stream nationwide.

@ Find out more at [serve.gov/acalltoarts](http://serve.gov/acalltoarts).