

Education Minnesota

Education Minnesota starts a new phase of ‘Believe in We’ campaign for fully funding public education

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ST. PAUL, Minnesota. April 11, 2019 – Education Minnesota will continue its advocacy for fully funding public education through a series of new ads featuring members of the union that will air on television and social media starting Friday.

The major themes of the campaign, which is planned to run for five weeks, including raising revenue to pay for increases in the state’s investments in E-12 schools and higher education. The campaign also touts policies to make college more affordable and to increase the pay of education support professionals.

The campaign will include spots on broadcast and cable television outlets statewide, online display ads, social media post and video pre-roll on YouTube and similar sites. The ads are the latest phase of the union’s “Believe in We” campaign that began in March 2017.

"This campaign signals that it’s time for public education supporters to raise our voice on behalf of a generation of students who need us to advocate for them as others once stood up for us," said Denise Specht, president of Education Minnesota. "It's time to work with pro-public education lawmakers to raise the revenue, reverse decades of underfunding and invest the resources our students need to succeed."

The advertising campaign videos will be available on Education Minnesota’s YouTube page and in the video section of the campaign’s website, www.BelieveInWeMN.com. Social media posts will carry the hashtags #FundOurFuture and #BelieveInWeMN.

About Education Minnesota

Education Minnesota is the voice for professional educators and students. Education Minnesota’s members include teachers and education support professionals in Minnesota’s public school districts, faculty members at Minnesota’s community and technical colleges and University of Minnesota campuses in Duluth and Crookston, retired educators and student teachers. Education Minnesota is affiliated with the American Federation of Teachers, National Education Association and AFL-CIO.

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