

## 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. July 9, 2020* – Education Minnesota will continue its advocacy for fully funding public education through a series of new ads that will air online starting today and on television starting Friday.

The major theme of the campaign, which is planned to run for at least seven weeks, includes the recognition that we need to fully fund our public schools more than ever. To make that happen, we need to vote for candidates for public office with the courage and vision to provide our schools and our students with the resources they need to succeed.

The campaign will include spots on broadcast and cable television outlets statewide, online display ads, 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.

The four ads are available on Education Minnesota’s YouTube page. More information is available on the ad campaign’s website: [BelieveInWeMN.com](http://BelieveInWeMN.com). The initial ad buy is budgeted for at least \$400,000.

Education Minnesota also announced that it is signing on in support of the #StopHateForProfit initiative, which was launched last month with the goal of addressing hate and misinformation on Facebook. The initiative is made up of hundreds of key civil rights organizations, religious entities, philanthropies and other nonprofit organizations calling on the for-profit business community to pause advertising on Facebook to help send the message that Facebook must take commonsense steps to address hate and misinformation. To honor this effort, Education Minnesota will not purchase ads on Facebook and Instagram for the remainder of July.

### 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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