Strike Prep Art Build
December 7-9

685 Venice Blvd, Venice, CA 90291

Hours (divided into three-hour shifts)
Friday, Dec. 7: 4pm to 10pm
Saturday, Dec. 8: 10am to 10pm
Sunday, Dec. 9: 10am to 10pm

Educators, artists, students, and families will work with local and national artists to produce thousands of banners, picket signs, and posters to use in the march and potential strike. Everyone welcome! Join us and make some great art to help stand up for public education!

DON’T MISS THIS EXCITING EVENT

RSVP at https://wearepublicschools.org/make-art-with-us/
UTLA IN THE MEDIA

UTLA's media plan is in full effect, and whether it's paid, earned or social media – our message to save public education in LA is everywhere!

EARNED MEDIA
UTLA members are featured prominently and positively on radio, in newspapers, online and TV news, in both English and Spanish. We average about $500,000 a week or $2 million a month in earned media -- positive free news stories about UTLA's fight for a fair contract. We are dominating the region's news cycle on social media, and members as well as the public are coming to us for information like never before. In one week alone we received $2.2 million in earned media!

PAID MEDIA
This week, we kicked off the “We Support LA Teachers” paid media campaign that includes our message on more than 150 buses as well as dozens of billboards and online ads, including the LA Times and Pandora. This week we also re-launched the popular “We Are Public Schools” website that educates members and the public about our issues as well as ways the public can support us and plug into our campaign.

SOCIAL MEDIA
We now have more than 50,000 followers on Facebook, 10 times the number of just one year ago. The UTLA News live broadcasts and ongoing news segments on Facebook have broadened our engagement to be one of the top educational news influencers in the region. That is more than: LAUSD, with 17k; LA School Report, 7k; LA Daily News, 33k. On Twitter, UTLA has 7,300 followers, which is three times more than Speak Up—the billionaire-funded so-called parent group has 2,400 followers. We have more followers than Austin Beutner, Nick Melvoin and Monica Garcia combined.