

NEW JERSEY EDUCATION ASSOCIATION



180 West State Street
Post Office Box 1211
Trenton, NJ 08607-1211
609-599-4561
www.njea.org

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TO: **Local Association Presidents**

FROM: **Steve Wollmer, Communications Director**

RE: **New TV ads/Star-Ledger Op-Ed**

NJEA is back on the air with three new PRIDE in Public Education TV spots.

Starting this Monday on network TV and cable outlets in the New York, New Jersey, and Philadelphia markets, the spots will feature three teachers talking about what they do, how it contributes to New Jersey's strong national rankings, and why they're proud to teach in New Jersey.

The three spots (click on each to view) feature:

- [Joetta Cryer](#), a math teacher at Burlington Township Middle school
- [Jacqueline McNamara](#), an AP calculus teacher at Mahwah High School
- [Adam Ramsden](#), a teacher at Dater Elementary School in Ramsey

On another note, you may have seen a particularly hostile editorial in last Sunday's *Newark Star-Ledger* that criticized NJEA for spending \$6.6 million last year on ads fighting back against Gov. Christie's budget cuts, twisted priorities, and assorted other failures. As [this op-ed](#) in today's *Star-Ledger* by NJEA President Barbara Keshishian indicates, the paper was guilty of hypocrisy, since the same edition carried a story criticizing reporters for failing to ask the hard questions, and for not holding Christie accountable for his lies and distortions – which is exactly what the NJEA ads did. ***Please share this op-ed with your members.***

We'll be launching even more ads in the near future, so stay tuned, stay informed, and stay involved!

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