

WHY YOU SHOULD OPPOSE FAST TRACK TRADE NEGOTIATING AUTHORITY

As part of its drive to expand NAFTA to the entire Western Hemisphere, the Bush administration is working hard to get “Fast Track” trade negotiating authority. Fast Track would prevent Congress from changing, or even having extended debate on, any trade agreement negotiated by the president. Such an arrangement would reduce the role of Congress in trade negotiations to little more than a rubber stamp. As Fast Track shows, the “free trade” agenda is as much about governance—who will make the rules in the new global economy—as it is about trade. Fast Track is simply undemocratic. In recent years, Fair Trade forces twice defeated President Clinton’s Fast Track requests. By educating our communities about the failures of free trade, we can do it again.

Fast Track Would Remove the Checks and Balances of Governance

While the U.S. Constitution gives the president exclusive authority for managing “relations with foreign sovereigns,” it invests in Congress the power to “regulate Commerce with foreign Nations.” This design is one of the many checks and balances built into the Constitution to prevent one branch of government from having absolute control of a vital policy area. Fast Track would destroy that balance by delegating Congress’ constitutional authority over trade policy to the White House. Fast Track would prevent Congress from amending trade deals and would allow the president not only to draft agreements, but also to craft any legislation needed to bring U.S. laws into compliance with such agreements. Essentially, it gives the president the ability to legislate without having to listen to citizen input. By concentrating even more power in the executive branch, Fast Track takes our government in an undemocratic direction.

Fast Track Would Limit Public Debate on Trade Issues

If Congress approves Fast Track, our representatives and senators will limit themselves to having no more than 20 hours to debate any trade deal brought before them for ratification and to vote on the issue within 60 days of when it is introduced. Those limits would curtail public discussions about trade policy. Extended debates on Capitol Hill give ordinary citizens the chance to influence public policy by expressing their opinions to their elected representatives. If trade legislation is forced to speed through Congress, that will limit the opportunities for careful deliberation on the merits and weaknesses of complex trade agreements. Because it curtails discussion, Fast Track is fundamentally undemocratic.

Fast Track Would Help Corporations Write the Rules for Trade

Already, corporations are given a back stage pass to trade negotiations through the U.S. Trade Representatives’ Industry Sector Advisory Committees. For example, more than 300 business representatives have been helping to write the rules for the Free Trade Area of the Americas (FTAA) while civil society groups are left in the dark. By forcing Congress to have a yes-or-no vote on trade deals and preventing Congress from making any changes to such agreements, Fast Track puts even more power in the hands of the corporate rule-makers. Corporate representatives will know they can craft deals that suit their agenda without worrying about any counter-influence from public interest groups.

Fast Track Takes Us in the Wrong Direction

The Bush Administration says it wants Fast Track to pursue a new round of trade talks under the WTO and speed up negotiations for expanding NAFTA to the entire hemisphere through the FTAA. But the rules imposed by the WTO and NAFTA are a disaster for working families, the environment and human rights protections. Such agreements are spurring a global “race to the bottom” that harms the majority of people while mostly benefiting transnational corporations. Take, for example, Mexico, where, according to the Mexican government, wages in the country’s manufacturing sector have fallen 10 percent since NAFTA went into effect. Since NAFTA began, the ordinary Mexican’s purchasing power has decreased 39 percent and the number of people living in “severe” poverty (surviving on less than \$2 a day) has increased by 4 million, according to the United Nations. Mexico’s environment has also suffered: In the Mexican state of Guerrero, 40 percent of the forests have been lost in the last eight years, and when peasants tried to fight the massive clearcutting there they were jailed. When we’re headed in the wrong direction, getting on a fast track is the last thing we should do.

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Fast Track is an Obstacle to Making Trade Clean, Green and Fair

According to a recent University of Maryland poll, 78 percent of Americans believe that trade agreements should include protections for the environment and labor rights. But Fast Track, by limiting citizen involvement in making trade policy, will render that demand meaningless. If we are to achieve socially responsible and environmentally sustainable commerce, we need more public participation in the decision-making process, not less.

Fast Track is Outdated

When Fast Track was first created, in the 1970s, international trade agreements dealt only with very narrow topics such as tariffs and import quotas. Today, the rules laid out by the WTO and NAFTA affect almost every aspect of our lives—from environmental regulations to food, worker safety, and banking standards. Modern corporate globalization agreements also affect how communities will be able to spend their local tax dollars and how governments can provide basic social services. The WTO and NAFTA rewrote significant sections of US laws that directly affect millions of Americans. Clearly, Congress' delegation of its trade authority is unwise given the broad areas of law impacted by today's commercial treaties.

Resistance to Fast Track is Building

Twice during the Clinton Administration Fair Trade forces around the country mobilized to put pressure on their representatives to defeat the president's Fast Track requests. Those hard-won victories were made possible because public opinion is on our side. According to a poll by a professional polling agency, 57 percent of Americans oppose the idea of Fast Track. That sentiment comes in part from skepticism about the "free trade" agenda in general. As the continuing protests against corporate globalization have shown, a growing number of people agree that free trade is not working for the majority of the world's citizens or the environment.

There is a Better Way

The Bush Administration likes to say that it can't make policy without Fast Track. But Fast Track has only been used five times since it was first created. And, in any case, there are better ways to create trade policy. We need a democratic process that ensures that trade negotiators are accountable to public opinion when making these important choices. A new "democratic track" on trade policy would preserve Congress's legislative role and strengthen public participation. Enforceable labor and environmental standards must be included in future agreements. Workers rights and the environment must be given the same or tighter protection as international investors. And trade rules must never undercut public health, safety and environmental laws.

CALL YOUR REPRESENTATIVE TODAY AND ASK THEM TO VOTE AGAINST FAST TRACK. THE CAPITOL SWITCHBOARD IS 202-224-3121.

FREQUENTLY ASKED QUESTIONS ABOUT FAST TRACK

What is Fast Track?

Fast Track is an arrangement by which Congress surrenders its constitutional authority to regulate foreign commerce and gives that power to the executive branch. It sets in advance the conditions for congressional consideration of any trade agreements, thereby limiting public participation in the formation of trade policies. Fast Track would allow the Bush Administration not only to negotiate international trade agreements but also to draft all of the implementing legislation required to bring U.S. law into accordance with these agreements. The resulting agreement and implementing legislation would then be presented to Congress as a package deal for a simple yes-or-no vote with limited debate and no amendments allowed. The time allowed for debate is limited to less than 20 hours.

Why does the Bush Administration want Fast Track?

Fast Track would allow the Bush Administration and its corporate allies to set the terms of international trade with minimum oversight from Congress. If Congress were more intimately involved in international trade negotiations, agreements like NAFTA might never have been passed. "Free trade" agreements in general benefit mostly a select few transnational corporations while contributing to environmental destruction and sweatshop-style production. Such agreements would face more scrutiny and have a harder time becoming law in a truly open and accountable system.

President Bush and his Trade Representative Robert Zoellick plan to use Fast Track to expand NAFTA and create the Free Trade Area of the Americas (FTAA). This agreement would impose the failed NAFTA model of free trade, deregulation and privatization throughout the Western Hemisphere. The Bush Administration describes Fast Track as crucial to their efforts to expand NAFTA and promote free trade worldwide. The President's 2001 International Trade Legislative Agenda lists enacting Fast Track as the Administration's top trade legislative priority.

But NAFTA expansion is only the tip of the iceberg. The Bush Administration also intends to use Fast Track to pursue a new round of trade talks under the WTO and speed up negotiations on other bilateral and regional agreements, including free trade agreements with Chile and Singapore. Fast Track would be the administration's best tool for passing all of these agreements. Fast Track would allow the Bush Administration to set the agenda on issues of international trade for the next 5-8 years.

Why should I be concerned about Fast Track?

Fast Track risks disturbing the delicate balance of power between Congress and the President on issues of international trade. While the US Constitution invests in Congress the exclusive authority to "regulate Commerce with foreign Nations," it bestows upon the Executive exclusive authority for managing "relations with foreign sovereigns." This design is one of many checks and balances built into the US Constitution to avoid one branch of government from having absolute control of a vital policy area. Fast Track would concentrate the power to set the terms of international trade in the hands of the President.

By denying Congress input in the trade negotiating process, Fast Track denies everyone except the corporate executives a voice on trade issues and gives corporations a free rein to profit from lower wages and increased environmental destruction. Already, the use of Fast Track in the past has led to pro-corporate free trade agreements like NAFTA that provide extensive protections and windfall profits for transnational investors while limiting governments' ability to regulate trade in the public interest.

Fast Track would remove the Bush Administration's trade negotiators from even the semblance of accountability—either to Congress or to the US public—and essentially subordinate even the concept of democracy itself to the administration's drive toward the ideological manifest destiny of unfettered markets. Thousands of US laws affecting a myriad of issues could be rewritten without any hearings from congressional committees with jurisdiction over them. Neither you nor your congressional representatives will even be able to see these trade agreements—let alone join the debate—until it's already too late.

Negotiations for the Free Trade Area of the Americas are already being conducted in secret and without the input of consumer, labor and environmental groups. If Congress grants the President Fast Track authority, the scope of public debate on issues of international trade will be reduced even further. Speeding up the timetable for congressional consideration of trade agreements would place extraordinary limits on the ability of ordinary citizens to interact with their elected officials. It would also severely limit the ability of public interest groups to educate and mobilize people against trade agreements that are harmful to the public interest.

Concentrating the power to negotiate trade agreements in the hands of the President also strengthens the hand of transnational corporations. Over 300 representatives of transnational business

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already have a back stage pass to the negotiation process by virtue of their membership on the US Trade Representative's Industry Sector Advisory Committees. With Fast Track in place, transnational businesses will be able to directly influence the implementation process without having to worry about any counter-influence from public interest groups. Fast track would allow business interests ample opportunity to sneak additional sweetheart deals for themselves into the text of trade agreements and all related legislation. It would then forbid Congress from weeding these provisions out in the amendment process.

Where did Fast Track come from?

Fast Track's structural design dates back to a day when trade negotiations were about tariffs and quotas only. Fast Track, which was only used five times since its 1974 establishment, has now been outgrown by the huge scope of what is covered in today's international commercial negotiations—a host of regulations including environmental, food, worker safety and local banking and tax standards.

When Fast Track was first established, the issues under consideration in international commercial agreements were narrowly limited to traditional trade matters. Most US trade agreements were bilateral deals between industrialized countries dealing with specific industrial or agricultural sectors—a far cry from the complex, multilateral agreements (like NAFTA, the WTO and the FTAA) that the Clinton administration used it for and the Bush White House intends to use it for.

Fast Track was first used during the 1979 GATT Tokyo Round Agreement. The implementing legislation for the Tokyo Round was a thin document of under 50 pages; few U.S. laws were modified. The only non-tariff issues even discussed in the Tokyo Round were customs classifications, a non-binding, non-enforceable product standards code, fine tuning of existing anti-dumping rules, and some limited government procurement policies.

The second use of fast track was the U.S-Israel Free Trade Agreement of 1985. The pact's entire implementing bill was less than four pages long and pertains only to lowering tariffs and rules on government procurement between the two countries. It was only with Fast Track's third use, for the 1988 US-Canada Free Trade Agreement, that the issues under discussion in "trade" talks begin to expand into new areas. The US-Canada Agreement made changes to domestic agriculture, banking, investment, food inspection, and other policies. This was the first implementing bill for a trade agreement to span more than 100 pages.

The 1993 NAFTA and 1994 GATT Uruguay Round exploded the boundaries of what was included in "trade" pacts. NAFTA, GATT-WTO and their implementing bills rewrote huge swaths of US laws. These pacts required the reshaping of domestic laws on service industries and investments, not just terms for trade in goods. Each of these agreements' implementation legislation contained more than 1,000 pages of changes to a vast array of US laws. Each also had a court system with economic penalties, but not the due process guarantees of domestic law.

Regardless of whether Congress's delegation of its trade authority was wise in the past, it is clearly no longer appropriate for the broad areas of domestic policy and law affected by today's international commercial agreements.

What are the Alternatives?

We need to re-establish checks and balances in US trade-policy making. We need to put the brakes of accountability on the trade negotiators now freelancing new deals without congressional or public input. We need to take back trade policy making by establishing a new, democratic system of making these important choices. We need to get the United States off the Fast Track and back on the right track.

A new "right track" to trade policymaking would be based on the following principles:

- **Enforceable Labor and Environmental Provisions Must be Included in the Core Text of any Future Agreements**

Trade negotiating authority must require the inclusion of enforceable workers' rights and environmental standards in the core of all new trade agreements. New trade agreements must ensure that all workers can freely exercise their fundamental rights and require governments to respect and promote the core labor standards laid out by the International Labor Organization in its 1998 Declaration on Fundamental Principles and Rights at Work.

It is not sufficient simply to list workers' rights and environmental protections among the negotiating objectives. Already, workers' rights have been among our negotiating objectives for more than 25 years, with very little progress being made.

- **Workers' Rights and the Environment Must Be Afforded the Same Protections as Transnational Investors**

Workers' rights and environmental standards must be covered by the same dispute resolution and enforcement provisions as the rest of the agreement. Monetary fines modeled on the NAFTA labor side agreement or the Canada-Chile agreement are inadequate and have proven an inef-

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fective means of enforcement. When violations against labor and environmental standards result merely in monetary penalties, corporations can write off fines as part of the normal cost of doing business, as simply an expense to be figured into any budgeting. NAFTA provides fines for labor and environmental infractions that do little more than shuffle money from one government fund to another. Such fines have proved to be ineffective. We need a system of trade sanctions that allows poor countries the same opportunity to file sanctions as richer countries. We must implement a real enforcement mechanism to give labor and environmental interests the same protection that corporate copyrights already enjoy.

- **Trade Rules Must Not Undercut Public Health Safety and Environmental Laws**

Trade agreements must not undermine public services or public health, nor allow individual investors to challenge state laws in secret. Trade authority must establish responsibilities for investors—not just rights—and must not require privatization and deregulation as a condition of market access. An alternative "right track" trade negotiating authority would require negotiators to develop trade rules that cannot undercut public health, safety and environmental laws.

- **Congress' Normal Legislative Role Must Be Preserved and Public Participation Strengthened** a right track to trade negotiating authority must preserve Congress' constitutionally mandated role in trade legislation and encourage stronger public participation and democratic oversight in trade policymaking. Congress must ensure that ordinary citizens have access to negotiating texts on a timely basis, and that negotiators are accountable to both Congress and the public as to whether mandatory negotiating targets are being met. Bodies such as the Industry Sector Advisory Committees must be opened up to include public interest representatives, and all impacted constituencies must be involved in designing our nation's trade policies.

What can I do to help?

The Bush Administration is determined to obtain Fast Track negotiating authority to facilitate the FTAA talks. The corporate lobby is gearing for battle as well—it has targeted 167 congressional districts across the country and has set aside money for advertising campaigns, glossy lobbying publications and hefty campaign contributions. But the movement for global justice is growing all over the world, uniting workers, environmentalists, farmers, consumers, small businesses, people of different faiths, students, and activists, both within countries and across borders. This Fair Trade movement is demanding that human rights must take precedence over corporate rights. Having already forever shifted the debate around trade and investment issues, we now face an historic opportunity to democratize the decision-making on trade issues.

FAST TRACK ROUND II

WE CAN DEFEAT THE FAST TRACK BILL BEFORE IT BECOMES LAW AND DEFEATS US!

On December 6, 2001 Fast Track (H.R. 3005) was passed in the House by one vote (215-214) after a disgusting show of democracy at its worst. During the vote, the Speaker of the House allowed for time to be added to the voting session and Representatives were pressured to change their votes, in exchange for last minute deals. After months and months of campaigning by fair trade activists, this was a blow for all of us.

On May 23, the “free trade” loving Senate passed Fast Track, with a two-third majority, which we expected. But the version passed by the Senate is significantly different than the House version, and a Conference Committee must now be held to reconcile the two bills and **RETURN THE BILL TO THE HOUSE FOR A SECOND VOTE**. This is our second chance to beat Fast Track once and for all.

The fight in the House and Senate for Fast Track passage has been such a big deal (two contentious amendments and aspects of the ‘language’ were changed in the Senate that led to many hot debates) that the ‘quick passage’ of the bill Republicans promised to President Bush has not happened. In fact, the vote on the Rules for the Conference Committee has caused such commotion that even the mainstream media agrees that Fast Track is on its last legs. **WE NEED TO KEEP UP THIS PRESSURE AND DEFEAT FAST TRACK.**

The most important thing you can do is voice your opinion about Fast Track to your Representative and hold them accountable for their vote. If they supported Fast Track in December they need to hear how disappointed you are and that they now have a second chance to redeem themselves. If they voted against Fast Track they need to be thanked and supported. We must make sure that not a single one of these Members changes his/her vote.

You have been contacted by Global Exchange because you live in a district where your member may change their vote, either for better or for worse. We only have a short time to pressure them to vote the right way. Conference Committee will start before the July 4 Recess and may come up for a vote as early as July 16.

YOUR CALL TO THEIR OFFICE WILL MAKE THE DIFFERENCE.

Your Representative MUST hear from you before the second House vote!

- Call your Member and urge them to oppose Fast Track by voting NO. Call the district office or use the AFL – CIO toll free number to contact them in DC: 1877 611 0063. The capitol switchboard will also connect you at 202 224 3121.
- Meet with your member. In the short time left, you can try to meet with them when they return to your district, call the office to set up an appointment with them or their aides. 202 224 3121.
- Send Letters to the Editor about Fast Track.

THINGS YOU CAN DO TO STOP FAST TRACK

Act immediately – Time is running out!

We've included Background Information in the form of fliers you can copy and give out to your friends and other concerned citizens. The Tools for Action will give you ideas for becoming more active in your community around Fast Track and fair trade. The list of Contacts and more information are there to help you educate yourself. If you need more information or pointers particular to your Representative, contact Leila Salazar at 1800 497 1994, or ftaa@globalexchange.org, or your local Fair Trade Coalition.

Act immediately – Time is running out!

To stop Fast Track you can: call, write and meet with your representative, keep the pressure on them and demand a response; inform yourselves and others, network and become active with your local fair trade coalition; be creative and mobilize others!!

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Background/Fliers

- 1) Why You Should Oppose Fast Track Trade Negotiating Authority – GX
- 2) Frequently Asked Questions about Fast Track - GX

Act immediately – Time is running out!

Tools for action

- 1) Call your Representative – hand out these fliers to all
- 2) Public Citizen's Grassroots Primer for Congressional District Office Visit
- 3) Host a Teach In – you may not be able to do this before the vote, but contact your local fair trade coalition and find out if they have one planned
- 4) Creative Actions – plan one in your community

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Contacts

- 1) Fair Trade Coalitions in your area – contact to: ftaa@globalexchange.org” ftaa@globalexchange.org for contacts
- 2) Join our list serve: Global Justice. The list-serve posts updates and actions on our work to challenge unjust, secretive global rulemaking by the World Bank, IMF, WTO and the proposed FTAA. Our Global Justice (Bay Area) list sends out the same information as the Global Justice list, plus information on events and meetings that you can attend locally in the Bay Area. You can sign yourself up for these lists at: exchange.org/getInvolved/lists.html” <http://www.globalexchange.org/getInvolved/lists.html>

ACT IMMEDIATELY – TIME IS RUNNING OUT!

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CREATIVE ACTIONS

Here are a few ideas for innovative actions collected from different organizations. You can use the tactics from this list or just use them for inspiration to think of your own actions that will excite your activists and make your Representatives take notice.

- **Parade floats** The 4th of July is coming up and politicians will be at home campaigning. Be patriotic and make a float for your local Independence Day parade. March along side handing out flyers explaining Fast Track and your representative's stance (and their phone number). If you can't make a float, how about a banner? The float/banner should have a clear message. For example, "Fast Track = Layoffs." Perhaps you could find a way to dramatize whatever your message is (for instance, you could hand out mock pink slips along with the anti-Fast Track literature).
- **Cookies for calls/signatures** Set up a mobile phone-bank with your cell phones or get an organization to loan you a few for a day. Lure people with cookies, explain the issues, give them literature, and get them to call their rep. (or sign a letter/petition).
- **Tombstones** Make cardboard tombstones and write on them the name and life spans of factories that have closed. Place them in front of a rep's. office or campaign office. If you want to go all out, hold a candlelight vigil. "RIP...xxx...1980- 2002 Will be mourned for by all those who lost their jobs."
- **Yardsigns** Make signs that say your rep's. name and "vote no on fast track," and distribute them throughout your district. Check with your local or state AFL-CIO or affiliates to see if they have the "Working Families Say Stop Fast Track" posters or other Fast Track signs which can be made into yardsigns. Staple two together, put on a stick and plunge it into the ground. Write on your rep's. name or have stickers printed with their name to personalize the message. To maximize exposure, place signs near Rep's homes or offices.
- **Thank you party/demo.** If your rep. voted "no" last time, throw them a party in their office (complete with cake, noise makers, and party hats), solicit press coverage, and present them with a certificate or trophy to thank/comment them for doing the right thing. Another possibility is to hold a demonstration outside their office and have "thank you" signs and banners. Either way, call up their office first and make sure not to alienate them.
- **MTBE lemonade stands** Set up a lemonade stand in front of your rep's. office or in a public place and have two pitchers, one of "safe" lemonade and one of icky, brown "MTBE-polluted" lemonade. Hand out literature, gather signatures, encourage people to make calls. These are the states that have banned MTBE: Arizona, California, Colorado, Connecticut, Illinois, Iowa, Kansas, Michigan, Minnesota, Nebraska, New York, S. Dakota, Washington. Legislation is still pending in: Kentucky, Massachusetts, Missouri, New Hampshire, New Jersey, Pennsylvania, Texas. In Indiana, MTBE has been found in the drinking water.
- **Stand-ins** Get volunteers to stand at a busy intersection during rush hour with signs and banners. This can be done with just a few people and lots of folks will see you.
- **Banner Drops** From a bridge or outside of a downtown office window, hang a large banner that says something like , "Tell ___ to vote No on Fast Track xxx-xxxx."
- **Stickering!!!** Print out a page with your fast track message, and get your local copy shop to print it on sticker paper. Cut 'em up, and plaster them around your town. Be sure to include your Rep's phone # on the sticker. (This is a good project for students)
- **Raging grannies** Four sweet, elderly ladies in sun-bonnets marched into Rep. Harman and Sen. Feinstien's offices and sung anti-FT lyrics they'd written to the tune of well-known songs. This group may also be available in your area.
- **Shadowing** Find your rep's public schedule (look on their web page or call their scheduler) and get a crew of volunteers to show up at each one with Fast Track signs, flyers, and pertinent questions.

HOW TO HOST A "TRADING DEMOCRACY" TOWN HALL

"Trading Democracy" is the Bill Moyers PBS Special which through continual replay in homes, churches, union halls, and theatres across the country is opening up American minds to the serious threat posed by NAFTA's Chapter 11 investment rules and their proposed expansion through Fast Track.

The "Trading Democracy" Town Hall is a way to educate your coalition partners and community members, mobilize them to action, and instantly put pressure on your Representative, all in one event! You can do a Trading Democracy showing of any size- from a House Party with friends and neighbors, to a 300-person public event. This document is geared toward a large event, but you can scale it down to fit your capacity.

What Does A Town Hall Look Like?

For our purposes, the town hall involves is a gathering of coalition partners and community members as well as state and local elected officials and press. Government officials and community leaders speak about the issue of CH 11 and Fast Track, and the video is shown. If you also invite a staff member of the targeted Representative, or the targeted Rep. him or herself, you can ask your Rep. to explain his or her stance on Chapter 11, Fast Track and related issues. During the program, you can ask all the participants to sign a letter or postcard, call their Rep., sign up to show the Moyers video to family or friends, and/or take another action step on the issue.

General Planning

Assess your budget and organizational resources, goals, specifics of your Rep. and the constituents you'll be mobilizing- are they going to care more about the enviro angle or the local sovereignty angle? Will this affect where you hold the event or who you invite to speak? Assess your realistic turnout capacity as far as numbers and timeline.

Choosing a date

Consider when the Rep. will be in town, how long you need to pull the event together, the short legislative timeline, and check with your coalition partners to make sure you aren't competing with any other events. Ideally you would pick several dates to give the Rep a choice, but given the short timeframe, you may need to just pick a date and run with it. A second good option is to have staff for the Rep. attend.

Venue

Consider how your constituents or the Rep. will view the locale (whether it's a union hall, a church, or a high school). Consider location, accessibility, suitability for viewing TV and speakers, parking etc. Nail down a venue as soon as you can. To promote the event, you need to be able to tell people when and where the event is occurring. Think about video equipment now (see notes below).

Building Crowd

Building crowd will be key. Assign crowd-building captains among your coalition partners and get a realistic estimate of how many folks each can turnout. Who should you invite? Who has access to what mailing lists, email lists, phone lists? Labor unions and environmental groups tend to have especially good lists. Place announcements in community bulletin boards, newsletters, public radio, and newspapers (don't forget university newspapers). Assign volunteers to make announcements at PTA meetings, during church, and at other community events. The week before the event, contact local media to see if they have calendars of events that are either internal (AP maintains one) or public. Many local papers run local community calendars and will be willing to list your showing.

Is there a local or national group which can help you publicize or help pay for a mailing or publicity postcard? Unions in particular may be willing to include a flyer on the event in a mailing they were already planning. Make sure that any publicity you do for crowd-building also has a "call your Rep. at xxx-xxxx." That way you get an action from folks even if they can't attend. Make sure you list a local contact for more info. Fol-

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low-up on postcard mailings and announcements with phonebanking a few days before because email and regular mail are no substitute for a phone call. Ideally, you should call five times as many folks as you want to come. Make sure that when you call you aren't just passing on information, but are asking for a commitment to come. If you want to track likely attendance numbers as they build, you can ask folks to RSVP.

Very concrete turnout-boosting steps you can take immediately after securing the venue for a particular date are to: 1) ask local coalition partners to co-sponsor the event. This adds legitimacy and interest to the event and it also helps to draw in more allies and membership lists that you can promote the event to; and 2) create promotional materials that you can provide coalition partners to make outreach easy for them. Create an e-mailable promotion piece, create a flyer (a faded image of the statue of liberty works nicely behind the flyer text), create a postcard template and then, as different coalition partners commit to do mailings, work with them to adapt the text to their constituency. The easier you make it for folks to promote the event, the more promotion will happen.

Inviting local elected officials

These are the folks who are writing the laws being overturned by CH 11. The Town hall is a great opportunity to educate them and cultivate them as future allies. Even if you are going for a smaller event, you should still extend an invitation to elected officials and the press. Even if they don't attend, the invitation alone helps to raise the issue.

Asking your Rep. or his or her staff

You as an organization should assess whether or not it will be beneficial to have the Rep. present, or just staff. For instance, you may have a Rep. who needs a little shoring up and will be impacted greatly by seeing a room full of activists. You may also have a fast-talker Rep. who ends up explaining himself beautifully, intimidating speakers from being critical of his position, and charming the crowd. Remember that we don't want to use the occasion to have a public debate with the Rep. about the issue (possibly entrenching him in his current position). What we do want to do is to thoroughly charge up a group of people to be active on this issue and to make sure that the Rep.'s staff know that this issue has the potential to make people mad.

Either way, you should extend an invitation to the office- you just don't have to press hard to get the Rep.'s attendance if that's not what you want. If you have time, send a formal letter signed by sponsoring organizations and follow up with a phone call. If you have taken r.s.v.p.s, you can include an estimate of how many folks you believe will attend, though you don't want to overestimate. If you are given an aide, press for the District Representative or another high-ranking staffperson. You might also look into inviting campaign staff.

If the Rep. declines to send anyone and is leaning in the wrong direction on Fast Track, reserve a chair at the event with his or her name on it for press and constituents to see. If the Rep. commits to come and then doesn't show without sending an acceptable excuse, you may consider marching the crowd over to his or her office or home immediately following the event.

Speakers and other Roles

Get a few speakers lined-up from different constituencies and figure out beforehand who will say what. Are there any local laws you highlight which might be vulnerable to CH 11 lawsuits, or is there local MTBE contamination? Have one speaker welcome people, set the tone of the event, and introduce speakers. One speaker should also tie in the political context and the Rep.'s position, e.g. "Fast track would facilitate an expansion of these CH 11 rules to 31 other nations ...and will be voted on in the next few weeks. Rep. X voted against FT last time, but now says he is undecided." If the Rep. voted against Fast track before, make sure you thank them and ask for another commitment. Because people have already sat through 1 hour, you want your speakers to be very brief (5 minutes or less each), and action-oriented. Let people in the room know that they hold great power to stop these rules from going forward because they are in the district of Rep. X and that now is the time to act.

Consider getting volunteers to fill the following roles during the event: troubleshooter, general greeter, press greeter, microphone/TV/lights controller, photographer, and someone to pass around and keep track of the sign-in list. You also might wish to plant some volunteers in the audience with prepared questions for the Rep. or staff. This way you make sure that they are questioned about their position in a way they can't talk around, and that they are asked for specific commitments.

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Make sure you end with a positive and action-oriented message. After seeing the video and getting a bit of context and learning about fast track, audience members will want to know what they can do. Pass out a letter or postcard from the front that they can sign right then and that you can collect from the aisles. Then give them the Rep.'s phone number and ask them to call and to get 3 of their friends to call. If you have upcoming events, ask audience members to come to the upcoming rally, etc. Beyond immediate action, you also want to help them to plug in on an ongoing basis or to help educate others. Give them a packet of informational fliers to pass out to friends and other useful materials such as contact information for swing Reps, draft letters to the editor, and names of local contact people they can contact if they want to get further involved.

The Video

If your event is public (as opposed to a house party where you extend specific invitations), you must obtain rights to show the film. This is not hard to do as the publishers are used to folks screening this film, but it does cost \$60. Contact Diane Bilello at Films for the Humanities at diane.bilello@films.com or 800-257-5126 (ext. 8039).

You can show the entire video, or if you feel that is too long, select the segment you wish to show. Make sure you preview the exact videocassette that you will use for the showing before your event. It would really be a bummer to find out the last ten minutes of the tape are blank! Cue up the video including adjusting the picture and sound. Make sure the TV is big enough for the venue, or have two placed in different locations (note: if you have multiple TVs, make sure to only use the volume from one so you don't have to worry about the audios not lining up).

Have extra copies of the video for press or for attendees who commit to hold showings of their own. Have folks sign a sheet that says that they are taking a free copy of the video and plan to show it to a group of 15 or more friends, family, or local community members in a meeting they regularly attend. This way you can follow up with them later to make sure these showings occurred, or to give a nice nudge to get them going. You can order copies of the video for \$7 each from Communications Workers of America at www.cwa-union.org/international/ftaa.

Other Equipment/Supplies

Don't forget chairs, materials/sign-in tables, refreshments, TV, microphones- make sure you test them and know how they work, banner or posters (media like visuals).

Media

Make sure you have a press list, or get one from a coalition partner. Draft a media advisory for the event and follow up with calls. Make sure you mention if the Rep. or staff will attend and any visuals or good photo opportunities you might have. Also let the press know that speakers will be available to media for 15 minutes immediately following the event. Have a press sign-in list and press packets. These should include the advisory, names and titles of speakers, a statement about sponsoring organizations and their position on fast track, and extra fact sheets or articles on Fast Track and CH 11. If the media doesn't show up, put out your own stories to newspapers and newsletters in the form of a news release or op-ed.

Materials

You can get factsheets, articles, postcards, sample letters to the editor, and letters to your Rep. at the following sites: Global Trade Watch: http://www.citizen.org/trade/nafta/CH__11; Sierra Club: <http://www.sierraclub.org/trade/fasttrack>; or CWA: http://www.cwa-union.org/international/ftaa/viewing_kit.asp. Make sure you have a sign-in list with a check-off if people are willing to volunteer to phonebank or help with an upcoming event.

Post-Town Hall Follow-up

Depending on the response you got from the Rep, send a thank you letter reiterating your concerns and demands on Fast Track. Follow up with the press whether they came or not. In addition, follow up with any new folks who turned out or new coalition partners you made to keep them activated. And don't forget to let us know what an amazing event you had!!

PHONE-BANKING

Phone-banking is an excellent way to create grassroots pressure on your Representatives. When a Rep. hears a message over and over again from his or her constituents, he or she is likely to take notice. In the current Fast Track struggle, this can be used strategically to sway representatives who have not yet made up their mind or who may be straying to the forces of darkness.

Many thanks to phone-banking extraordinaires Jere Locke (Texas Fair Trade Coalition) and Elizabeth Barclay (Alliance for Sustainable Jobs and the Environment, Washington State) for sharing their knowledge and experience.

Strategy

If you are able to, it is best to spread out phone-banking over a period of time, rather than doing a big one-day effort. From the Rep.'s side, two or three callers a night, four or five nights a week will look more natural and less orchestrated than a blast of calls on one day. A steady stream of calls helps mask that constituents are being asked to call, rather than calling on their own. As a vote nears, escalate. Increase to four or five callers a night.

Lists

Good lists of phone numbers are vital to an effective phone bank. Using member lists of sympathetic organizations allows you to reach people who are likely to be receptive. Even if people are not knowledgeable about Fast Track, their loyalty to an organization may prompt them to make a call. Mentioning the name of their group by saying "I'm a volunteer calling Sierra Club members..." will give you credibility. Some organizations are very protective of their lists. Developing relationships with organizations over time will build trust. Draw them into the issues surrounding Fast Track and help them to understand how it affects their interests. Allow them to look over your script and make sure to use one that they approve. Understand that they may be uncomfortable handing their lists over to you - suggest a "custodian" from their organization accompany the list to the phone-bank to keep an eye on it, or offer to phone-bank from their offices. Emphasize that you're providing free, volunteer labor to help their cause.

Here are some suggestions as to where to obtain lists:

- state/local environmental groups
- union locals
- Central Labor Councils
- other progressive state/local groups with a member base
- If you need help, email gtwfield@citizen.org

Phones

You'll need a place with a number of phones and outgoing lines. Think of what groups in your region would have this capacity. Since you will be doing this in the evening, most offices will be empty and their phones unused. If an organization is hesitant to commit long term, ask to use their phones for a week. It is important to have phone-banking volunteers together, in the same place, rather than asking volunteers to do this from home. A few places to look for a grouping of phones are:

- local environmental groups
- union locals
- Central Labor Councils
- progressive lawyers' offices
- democrat's offices
- progressive businesses

Volunteers

Build a pool of dependable volunteers. Write down everyone you know in the campaign (except the highest level people whom you want to save for bigger favors). Ask people to put in a couple nights a week, and make it fun for them. Have a brief orientation for those who have never phone-banked before. Go over the script and practice it together. Have water and snacks available. Every so often ask people if they need a drink, something to eat, or a break. If you are organizing the phone-bank, go ahead and make calls, too. Be sure to know when people are coming, so you don't end up with more volunteers than phones. Here are some suggestions about recruiting volunteers:

- Progressive events: depending on the scale of the event, ask if you can speak for a moment about Fast Track and ask for volunteers or set up a table and give out literature. Either way, have a sign-up sheet in hand.

FAST TRACK TOOL KIT

- Ask allies such as local environmental, labor, and progressive groups for help. Encourage them to solicit help from their members. Offer to send them a flyer or email that they can forward to their members. Asking for help from groups who are sympathetic is a good way to reach people who are already active and interested.
- Identify good recruiters. Some people are excellent at generating interest and enthusiasm. Turn to people in your campaign with this quality to help out.
- Sample Scripts (courtesy of Elizabeth Barclay): Customize scripts to the list you are calling and the most pertinent issues of your area. Note that the words in italics are not part of the script.

(1) >>I'm a volunteer calling Sierra Club members tonight about a bill that is currently moving through Congress. The bill is called Fast Track. Have you heard of it before? (Most people say no.) It would grant George Bush HUGE amounts of discretion to include anti-environmental provisions in trade agreements.

One of the provisions he wants to include is called "Chapter 11" or the "investor state suit" provision. This provision allows corporations to sue governments when they believe an environmental law has negatively impacted their profits. (For the few people who seem like they want more information at this point, or if you just want to take the opportunity to educate them further, the California MTBE case provides a good example. You can ask, for example, whether they are aware that the U.S. is being sued by a Canadian corporation, Methanex, due to California's decision to phase out MTBE, a toxic chemical [a gasoline additive that has proven to be a powerful water pollutant.]. From there, you can give the rest of the info on the case. Using "Chapter 11" of NAFTA, Methanex is claiming the right to \$970 million as compensation for expected profits it claims it lost as a result of California's action. This suit is currently pending in a tribunal closed to the public, the press and even the state officials who put the law in place.)

Far from rejecting this type of anti-environmental provision, Bush instead wants to INCLUDE it in future trade agreements.

The Sierra Club believes that George Bush can't be trusted with the discretion Fast Track will give him. Luckily, he can't get that unless members of Congress decide to give it to him. Representative Smith is unfortunately wavering a bit on this critical environmental vote, and really needs to hear from you.

Would you be willing to make a call to Representative Smith tomorrow and urge him to vote against fast track? The toll free number for making calls is: 1-877-611-0063. The number will connect you with the Congressional switchboard and then you just ask to be connected with Adam Smith's office.

Great, well thank you so much...<<

(2) >>Hello, I'm a volunteer calling Teamsters tonight to talk for a quick second about Fast Track legislation, which is moving through Congress RIGHT now.

So far free trade deals like NAFTA have cost over ten thousand jobs in Washington state, including a bunch of Teamster jobs. NAFTA has also undercut workers at the bargaining table.

Now corporations are trying to get fast track passed so that more NAFTA type deals can be negotiated. There's going to be a very important vote on this soon in the House and Rep. Adam Smith has not yet decided whether he's going to vote against fast track. We'd like to ask if you'd be willing to give him a quick call tomorrow to urge him to vote against fast track. It will take about a minute and there's a toll free number... (If yes) Great, do you have a pen? The number is 877-611-0063. When you call, you'll be connected to the Congressional switchboard. Go ahead and ask for Adam Smith's office and they'll put you through. When you get connected, let the person who answers the phone know that you're calling to urge Adam Smith to vote NO on fast track. (If no) Well, O.K., thank you very much and have a great night.<<

6.18.02 Citizens Trade Campaign

HOLDING A MEDIA EVENT

(Adapted from Salzman's "Making the News" and SPIN Project Materials)

What is a Media Event?

- An activity intended to generate news coverage. They often involve gimmicky visuals, playful stunts, props, etc.

Hints

- Determine if your event is newsworthy. The more of the following characteristics it has, the more likely it will get coverage:
 - Novelty
 - Conflict
 - New data, symbol of a trend
 - Simplicity
 - Humor
 - Prominent figure involved
 - Action
 - Bright props and images
 - Local impact
 - Holidays, anniversaries.
- Build your media event—site, speakers, visuals—around your message and slogan.
- Make it fun. If you don't look like you want to be there, why should the press?
- Don't be afraid to employ stunts. Sexy and trendy events take precedence over long range things with the media.
- Consider timing. Is your event competing with other things? It is best to stage an event Monday through Thursday, 10 A.M. through 2 P.M.
- Find an effective location. Consider the following questions when choosing a location:
 - Is the site convenient? Reporters are busy and won't travel far for an event.
 - Is your site too commonly used for media events? Try to find a unique location, if possible.
 - If your event is outdoors, do you have a backup location? A little rain or bad weather won't ruin an event, but severe conditions will. Also consider if it is possible to postpone it if the weather is very bad.
 - Do you need a permit? Check with the local police department.
 - Arrange to have photographers take pictures of your event.
 - Display a large banner or sign with your organization's logo.
 - The event should last 15 to 45 minutes.
 - Distribute information about your issue and organization at the event.
 - Remember equipment. Will you need a megaphone, podium, or portable microphone?
 - Have spokespersons ready to be interviewed.
 - Find out which reporters attended the event. Follow up with the no-shows.

HOW TO ORGANIZE A TEACH-IN

A teach-in is a powerful way to educate and activate members of your community. Offering qualified speakers of intellectual and experiential expertise, teach-ins explore crucial local and global issues, and can also provide real solutions and opportunities to build powerful citizen coalitions. A teach-in can also be an effective way to fundraise for your group. Written below are basic steps that one can follow to organize a successful event.

PRELIMINARY STEPS:

what to do before you start to organize a teach-in. (These steps can occur both simultaneously and in any order.)

Select a speaker(s)/speaking topic your group is interested in.

Finding a topic should be relatively easy considering the focus of your group. Pairing a speaker with a topic may be a little more difficult. Some important factors to consider when choosing a speaker are reputation, availability and cost.

Think about your audience and outreach.

What are you trying to accomplish by bringing the speaker? Who do you want to attend the event? How will you conduct outreach? Do you plan on doing media outreach? What about meetings with local elected representatives? Make the most of the opportunity. Flyers, events, calendars, direct mail, email, phone calls, public service announcements, press releases and word-of-mouth are all good ways to get people to the event. When considering all of these questions it is important to plan ahead.

Think about possible co-sponsors.

Brainstorm and ask other members of your group for suggestions of other groups (student, community, religious, etc.) that may be willing to co-sponsor the event with you. Keep in mind that co-sponsors are a key component to generating an audience and sharing the workload and cost of organizing an event.

PLAN THE EVENT:

the when, where, who and how.

Select a date.

The date obviously is dependent on other factors, such as the availability of the speakers, availability of a venue, and whatever else is being planned in your community around the same time. Try not to have your teach-in coincide with other similarly themed teach-ins. Also, it is a good idea to organize an event around a date that has some significance in relation to the theme. For example, a labor-related teach-in has more resonance around Labor Day. Or, if part of the overall goal of the teach-in is to affect legislation, have the teach-in before a legislative vote is to take place—whether it is a city, state or national vote—so people can talk to their elected representatives.

Find a venue.

The ideal venue is a free venue. Try to get a space donated to you. Churches, community centers, schools and universities are likely to do so. Also, consider the size of the space. The appropriate size of the space chosen is related to how many people are expected to attend the teach-in.

FAST TRACK TOOL KIT

Confirm your co-sponsors.

There is no such thing as too much group participation or too much outreach. The point is to get as many people to the event as possible. A larger audience will be generated with outside help. Contact the organizations you think would be interested in being part of the event. Explain to them that you are bringing a speaker for an event and that you would like for them to be a co-sponsor. When they say yes suggest that they help with outreach by inviting their members. Among other things, they may be able to help publicize the event by putting it on their web site, or adding their name to a press release. Also, don't be afraid to ask them for financial support. It costs money to host, transport and feed speakers. Explain this to them. This is not too much to ask if the organization's name is associated to the event as a co-sponsor. Offer in return to include their name on any publicity materials that will be produced.

Develop outreach materials and conduct outreach.

Key to a successful outreach strategy is the production of materials like event fliers, direct mail invitations, email invitations, public service announcements and press materials. Distribute the fliers as much as possible among friends and colleagues to be disseminated publicly at coffee shops, community centers, cultural centers, other events, churches, schools, universities, etc. Also use the press as a tool to get the word out. Write a press release and send it to campus and local media to get the press to cover the event. Send a flier as well to make sure the event gets announced on by radio stations and included in the community calendar or events section of local newspapers and magazines. The sooner you have materials ready, the better, especially in regards to media.

Prepare to host.

Decide who will pick up the speakers from the airport, bus station or train station. Decide where the host will stay and do your best to make the chosen place as comfortable as possible for the guests. Home stays are fine, but try and make sure that the speakers have their own rooms, if possible. If you have arranged for a hotel, make sure everything is in order. Finally, make sure to have your organization's materials at the event for tabling purposes, and don't forget the all-important donation basket! Use the teach-in to build your donor base so you continue your important work.

Take advantage of the speakers' presence in your community.

The media can be used as an effective tool to spread your message more widely. A well-planned teach-in may potentially attract hundreds of people, but an article in a newspaper or an interview on the radio can reach thousands of people. Organize visits and/or interviews with the speakers and local journalists. Also, if your work includes a legislative strategy, set up meetings with local congresspersons. (More information about how to work with the media and elected officials is enclosed.)

Evaluation and follow up.

After the event has ended successfully, consider all that went well and all that didn't. Learn from the mistakes and remember what worked. Thank your co-sponsors, the audience, your members and anybody that helped to make the event a success. Use the teach-in build new relationships and strengthen old ones. Organize!

AMERICA'S DEMOCRACY IS IN DANGER!

Protect Workers' Rights and Our Environment
Stop Fast Track!

What is Fast Track?

Fast Track (also known as Trade Promotion Authority) will grant President Bush full power to negotiate trade laws and will take away the constitutional right of your members of Congress to amend or vote on these laws. The implementation of Fast Track will gravely endanger public health, the environment, economic well-being and job security.

We MUST act now to prevent this undemocratic law!

Please help us stop Fast Track by calling your representative immediately. Urge them to vote NO on FastTrackin order to preserve American jobs and a healthy economy.

1-877-611-0063

GLOBAL  EXCHANGE

For more information visit www.globalexchange.org or contact Global Exchange at 1-800-497-1994 or ftaa@globalexchange.org

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