



The Connection

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UUP 'good to great' ad shot

The cameras were rolling Friday, Jan. 6 at SUNY Albany, gathering video for a 30-second UUP television ad. The ad will be a major component of UUP's annual legislative advertising campaign.

The theme of the ad: converting SUNY from a good to a great institution of higher education. "Tell our leaders in Albany it takes more dedicated faculty and professionals to make a good university, great," UUP President Bill Scheuerman says in the ad. The purpose of the ad is to gather public support to encourage state lawmakers to approve increased funding for SUNY.

The daylong production featured eight UUP members and 45 students, conveying the message that more faculty means more classes, allowing more students to attend and graduate on time.

The 30-second ad, coupled with a print version, will run in Albany, Binghamton, Buffalo, Long Island, Rochester and Syracuse the weeks of Feb. 5 and 26. The ads will also run in Albany from March 19-22.

A preview of the TV ad will be shown at the



Albany Chapter President Candy Merbler poses in front of the camera for her appearance during the production of UUP's TV ad at SUNY Albany.

—Photo by Karen L. Mattison

upcoming Winter Delegate Assembly in Albany.

The media campaign is a joint effort by UUP's Communications, Research and Legislation departments and Strother Duffy Shelton, a Washington, D.C.-based media and political consulting firm. Copies of the print ad will be available for chapter leaders who wish to use them in their respective areas.

Scheuerman defends academic freedom in Pennsylvania

In his capacity as an AFT vice president, UUP President Bill Scheuerman testified before a Pennsylvania legislative committee. The House Select Committee on Academic Freedom in Higher Education is looking into allegations that professors in Pennsylvania's public colleges espouse liberal views in class and discriminate against conservative students who disagree with them.

Noting that 18 states have examined versions of the so-called "Academic Bill of Rights" but none have passed it, Scheuerman told the panel, "The more closely that state legislatures have looked at the idea, the more obvious it has become that the facts on the ground just do not support the contentions of Academic Bill of Rights proponents, and the so-called 'solution' they recommend would do more harm than good." He charged that supporters have collected individual, unsubstantiated allegations against faculty and used them to hurl accusations.

Conservative activist David Horowitz, the father of the professed "Academic Bill of Rights" also testified, but was forced to admit he had no evidence to substantiate two of the instances he has related to support allegations of political bias.

The hearing, held Jan. 9-10 at Temple University in Philadelphia, was the second of four scheduled by the committee.

Reminders/upcoming meetings:

January

- 16—UUP Administrative Office closed for Martin Luther King Jr. Day
- 19—UUP Executive Board meeting, Albany
- 20-21—Winter Delegate Assembly, Albany
- 27-29—AFT Higher Education PPC meeting, Washington

February

- 7—UUP Legislative Luncheon, LOB, Albany
- 14—University Center/HSC/Optomtry Advocacy Day, Albany
- 15—Proposed constitutional amendments due to UUP by 5 p.m.
- 15—Technology sector college breakfast, Albany
- 17—UUP Executive Board meeting, Albany

- 20—UUP Administrative Office closed for President's Day
- 24—Candidate statements for elective statewide office due by 5 p.m.
- 28—NYSUT Higher Education Lobby Day, Albany

March

- 2-5—AFT Higher Education Issues Conference, Orlando
- 7—University College/EOP/EOC Advocacy Day, Albany
- 10-11—UUP Leadership Workshops, Cooperstown
- 14—Part-timer/Retiree/NYSTI/Librarian Advocacy Day, Albany
- 17-18—UUP Chapter Presidents Retreat, Bolton Landing
- 20-21—NYSUT Committee of 100, Albany

- 31—UUP Executive Board meeting, Albany
- 31—Conference on Strategies for Nursing in the 21st Century, Albany

UUP Journalism Contest

The deadline for the UUP Journalism Contest is March 1.

Show off your communications efforts and share your knowledge with your colleagues by participating in this free and friendly competition.

See your chapter president for entry forms or call Angell Law in the Communications Department at (800) 342-4206, or email her at alaw@uupmail.org.

The newsletter and Web site entries will be judged by a panel of Albany-area journalists, and winners will be announced at the 2006 Spring DA, April 21-22 at The Desmond in Albany.