



FELDMAN  
STRATEGIES



Thank you for your interest in Feldman Strategies.

Below you will learn a bit about the Feldman Strategies' story and the work we have been able to do for our clients.

## › ABOUT FELDMAN STRATEGIES

**Nobody wins alone. We connect the dots. We Tell Stories. We Get Results.  
WE WIN.**

With Feldman Strategies, you get what you see. You will never be handed off to a junior staffer.

Feldman Strategies is a progressive strategic communications firm that specializes in developing and telling the stories of our clients within both the traditional media and digital space. We work with leading organizations, high-profile candidate campaigns, foreign leaders, ballot initiatives and thought leaders to achieve lasting, impactful results.

Having worked with clients in Alabama, Alaska, California, Colorado, Connecticut, Florida, Hawaii, Idaho, Illinois, Iowa, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, Virginia, Washington D.C., West Virginia and Wisconsin we have told compelling stories across the country. This includes in the national media including the New York Times and The Washington Post, in the beltway press, and in key regional and local outlets.

## > MEDIA HITS WE ARE PROUD OF

### AMERICAN FEDERATION OF TEACHERS (AFT)

#### NEW YORK TIMES

Union Leaders Protesting DeVos Are Left Out in the Cold

Read The Story:

<https://www.nytimes.com/2018/02/08/us/politics/teacher-union-devos-protest.html>

#### USA TODAY

Exclusive: Wells Fargo loses teachers union AFT over ties to NRA, guns

Read The Story:

<https://www.usatoday.com/story/money/2018/04/19/wells-fargo-guns-aft/529717002/>

#### POLITICO

For Unions, A 'Which Side Are You On' Moment

Read The Story:

<https://www.politico.com/magazine/story/2018/08/14/for-unions-a-which-side-are-you-on-moment-219357>

#### CNBC

Teachers union, frustrated with gun-makers' response to shootings, turn to pension managers

Read The Story:

<https://www.cnn.com/2018/04/19/teachers-union-looks-to-fund-companies-to-influence-gun-makers.html>

#### WASHINGTON POST

Education Department locks out union leaders who went to deliver 'report cards' to Betsy DeVos

Read The Story:

[https://www.washingtonpost.com/news/answer-sheet/wp/2018/02/08/education-department-locks-out-union-leaders-who-went-to-deliver-report-cards-to-betsy-devos/?utm\\_term=.820fa12aa5ee](https://www.washingtonpost.com/news/answer-sheet/wp/2018/02/08/education-department-locks-out-union-leaders-who-went-to-deliver-report-cards-to-betsy-devos/?utm_term=.820fa12aa5ee)

#### FOX NEWS

Despite Supreme Court decision, union workers vow to push forward

Read The Story:

<https://www.foxnews.com/politics/despite-supreme-court-decision-union-workers-vow-to-push-forward>

#### CNN

CNN Tonight with Don Lemon

Weingarten Talks Arming Teachers

Watch The Clip:

<https://app.criticalmention.com/app/#clip/view/32917241?token=0d19b9aa-768d-493f-901f-13f9caa22132>

#### MSNBC

MSNBC Live with Ali Velshi

Weingarten Live From Oklahoma on Teacher Walkouts

Watch The Clip:

<https://app.criticalmention.com/app/#clip/view/33980496?token=0d19b9aa-768d-493f-901f-13f9caa22132>

#### HUFFPOST

Teacher And Civil Rights Groups File Complaint Over Family Separation

Read The Story:

[https://www.huffingtonpost.com/entry/teacher-and-civil-rights-groups-file-complaint-over-family-separation\\_us\\_5b2953efe4b0a4dc9921a528](https://www.huffingtonpost.com/entry/teacher-and-civil-rights-groups-file-complaint-over-family-separation_us_5b2953efe4b0a4dc9921a528)

#### FAST COMPANY

Spring's teachers' strikes were a springboard for educators winning in the midterms

Read The Story:

<https://www.fastcompany.com/90266302/springs-teachers-strikes-were-a-springboard-for-educators-winning-in-the-midterms>



The Washington Post

POLITICO



HUFFPOST

FAST COMPANY



MSNBC



FELDMAN  
STRATEGIES

## AMERICAN FEDERATION OF TEACHERS (AFT)

### DAILY BEAST

Unions Helped Integrate America. The Supreme Court Could End That This Year.

Read The Story:

<https://www.thedailybeast.com/unions-helped-integrate-america-the-supreme-court-could-end-that-this-year>

### WASHINGTON POST

'Betsy DeVos is the worst secretary of education ever' — teachers union leaders come out swinging

Read The Story:

[https://www.washingtonpost.com/news/answer-sheet/wp/2018/07/16/betsy-devos-is-the-worst-secretary-of-education-ever-teachers-union-leaders-come-out-swinging/?utm\\_term=.336a997fff46](https://www.washingtonpost.com/news/answer-sheet/wp/2018/07/16/betsy-devos-is-the-worst-secretary-of-education-ever-teachers-union-leaders-come-out-swinging/?utm_term=.336a997fff46)

### MASHABLE

How a lesbian union president and evangelical nonprofit leader teamed up to get Puerto Rico clean water

Read The Story:

<https://mashable.com/article/clean-water-puerto-rico-operation-agua/#mKqzCu9hqOqP>

### REUTERS

Labor unions file pension lawsuit against Puerto Rico

Read The Story:

<https://www.reuters.com/article/us-usa-puertorico/labor-unions-file-pension-lawsuit-against-puerto-rico-idUSKCN1NK2Y3>

### EL PASO TIMES

Teachers groups latest to protest in El Paso against separation of immigrant families

Read The Story:

<https://www.elpasotimes.com/story/news/immigration/2018/06/26/teachers-protest-elpaso-separation-immigrant-children-family-detention/735243002/>

### NEW YORK TIMES

Bethune-Cookman Graduates Greet Betsy DeVos With Turned Backs

Read The Story:

<https://www.nytimes.com/2017/05/10/us/politics/betsy-devos-bethune-cookman-commencement.html>

### SALON

School's out: Teachers union chief Randi Weingarten says Trump leads "most anti-public-education" administration ever

Read The Story:

<https://www.salon.com/2017/08/07/teachers-union-chief-randi-weingarten-on-trump-and-betsy-devos-the-most-anti-public-education-administration-ever/>

### NEW YORK DAILY NEWS

Nearly 40,000 Teachers in Puerto Rico Vote to Join American Federation of Teachers Amid Financial Crisis

Read The Story:

<http://www.nydailynews.com/news/national/teachers-p-vote-join-american-federation-teachers-article-1.3382060>



The Washington Post

Mashable



REUTERS®

El Paso Times  
PART OF THE USA TODAY NETWORK

The New York Times

SALON

DAILY NEWS  
NYDAILYNEWS.COM



FELDMAN  
STRATEGIES



## SERVICE EMPLOYEES INTERNATIONAL UNION (SEIU)

### NEW YORK TIMES

Labor Union to Start "Substantial" Ad Campaign Hitting Republicans on Immigration

Read The Story:

[http://www.nytimes.com/politics/first-draft/2015/11/19/labor-union-to-start-substantial-ad-buy-hitting-republicans-on-immigration/?em\\_pos=medium&emc=edit\\_cn\\_20151119&nl=first-draft&nl\\_art=1&nid=69871749&ref=headline&te=1&r=2](http://www.nytimes.com/politics/first-draft/2015/11/19/labor-union-to-start-substantial-ad-buy-hitting-republicans-on-immigration/?em_pos=medium&emc=edit_cn_20151119&nl=first-draft&nl_art=1&nid=69871749&ref=headline&te=1&r=2)

### WASHINGTON POST

Watching the Latin Grammy's Tonight? Look Out for This Ad Attacking GOP Presidential Candidates

Read The Story:

<https://www.washingtonpost.com/news/post-politics/wp/2015/11/19/watching-the-latin-grammys-tonight-look-out-for-this-ad-attacking-gop-presidential-candidates/>

### POLITICO

SEIU Launches Ad Hitting 2016 Republicans on Immigration

Read The Story:

<http://www.politico.com/story/2015/11/seiu-unions-republicans-immigration-216028>

### USA TODAY

SEIU Teams with Pro-Immigration Group on Ad Blasting GOP Field

Read The Story:

<http://www.usatoday.com/story/news/politics/onpolitics/2015/11/19/seiu-pro-immigration-group-airs-ad-blasting-gop-presidential-field/81225240/>

### HUFFINGTON POST

Pro-Immigration Reform Groups to Run Ad Ripping GOP Candidates During Latin Grammys

Read The Story:

[http://www.huffingtonpost.com/entry/seiu-iamerica-ad-republicans-immigration-latin-grammys\\_us\\_564d254ae4b08c74b7345735](http://www.huffingtonpost.com/entry/seiu-iamerica-ad-republicans-immigration-latin-grammys_us_564d254ae4b08c74b7345735)

### MIAMI HERALD

New Spanish-Language TV Ad Targets Republicans Over Immigration

Read The Story:

<http://miamiherald.typepad.com/nakedpolitics/2015/11/new-spanish-language-tv-ad-targets-republicans-over-immigration.html>

### RALSTON REPORTS

SEIU targets Nevada as part of national campaign

Read The Story:

<https://www.ralstonreports.com/blog/seiu-targets-nevada-part-national-campaign>

### LAS VEGAS REVIEW JOURNAL

SEIU launches Spanish ads backing Clinton in Nevada

Read The Story:

<http://www.reviewjournal.com/politics/caucuses-2016/seiu-launches-spanish-ads-backing-clinton-nevada?test>

### HOUSTON CHRONICLE

SEIU to air Spanish-language ads backing Clinton

Read The Story:

<http://www.chron.com/politics/election/national/article/SEIU-to-air-Spanish-language-ads-backing-Clinton-6851558.php?cmid=twitter-desktop>

The  
New York  
Times

The Washington Post



HOUSTON  
CHRONICLE

**HUFFPOST**

The Miami Herald

**RALSTON** Reports

**LAS VEGAS  
REVIEW-JOURNAL**

**FS** FELDMAN  
STRATEGIES

## ASSOCIATED PRESS

SEIU runs pro-Clinton Spanish-language ads before caucuses

Read The Story:

<http://gazette.com/seiu-runs-pro-clinton-spanish-language-ads-before-caucuses/article/1570776>

## POLITICO

Pro-reform groups slam Ryan's plans for immigration amicus brief

Read The Story:

<http://www.politico.com/story/2016/03/paul-ryan-immigration-reform-220697#ixzz4CVcQsnl6>

## THE HILL

Groups urge House to reject brief in Supreme Court immigration case

Read The Story:

<http://thehill.com/regulation/court-battles/272880-groups-urge-house-to-reject-brief-in-supreme-court-immigration-case>

## ROLL CALL

Children of Undocumented Parents Fight for Family

Read The Story:

<http://www.rollcall.com/news/policy/children-undocumented-parents-fight-family>



## ROCK THE VOTE

## GOOD MORNING AMERICA

Will 2018 be the year of the young voter? These organizations are trying to make it cool to vote

Watch The Clip:

<https://abcnews.go.com/GMA/News/2018-year-young-voter-organizations-make-cool-vote/story?id=58894452>

## MSNBC

MSNBC Live with Richard Lui  
Carolyn DeWitt Talks Millennial Voter Turnout for Midterms

Watch The Clip:

<https://app.criticalmention.com/app/#clip/view/86d94010-0d8a-4a29-b2ee-1d3243799d0b?token=c6b60f9e-a63d-4091-ae69-783cb5ce4b54>

## CNN

'Rock the Vote' launches civics push ahead of 2018 midterm elections

Read The Story:

<https://www.cnn.com/2018/09/17/politics/rock-the-vote-2018-midterms/index.html>

## ESPN

Why the NBA community has gotten serious about getting out the vote

Read The Story:

[http://www.espn.com/nba/story/\\_/id/25165907/why-nba-players-rocking-vote-2018-election](http://www.espn.com/nba/story/_/id/25165907/why-nba-players-rocking-vote-2018-election)

## AXIOS

Rock The Vote launches "Democracy Class" to register 160,000 students

Read The Story:

<https://www.axios.com/2018-midterm-elections-rock-the-vote-your-registration-8dc78a29-7f7c-4cc2-ae61-1b2d4c1ca0af.html>



## SPREAD THE VOTE

### NPR

All Things Considered  
For Older Voters, Getting The Right ID Can Be Especially Tough

Read The Story:

<https://www.npr.org/2018/09/07/644648955/for-older-voters-getting-the-right-id-can-be-especially-tough>

### WASHINGTON POST

Voter Access: 'Bringing in people who haven't had a voice'

Read The Story:

[https://www.washingtonpost.com/local/virginia-politics/voter-registration-bringing-in-people-who-havent-had-a-voice/2018/10/10/e2294702-c8de-11e8-9b1c-a90f1daae309\\_story.html?noredirect=on&utm\\_term=.01b7acf58ffb](https://www.washingtonpost.com/local/virginia-politics/voter-registration-bringing-in-people-who-havent-had-a-voice/2018/10/10/e2294702-c8de-11e8-9b1c-a90f1daae309_story.html?noredirect=on&utm_term=.01b7acf58ffb)

### CNN

New Day Weekend  
Non-Profit Group Helps Voters Get Photo IDs

Watch The Clip:

<https://app.criticalmention.com/app/#clip/view/49e4dbf4-7299-4962-a686-2a552b7fe51e?token=a71fe80f-0d16-4951-817b-292385bc83b3>

### CBS NEWS

CBS Morning News  
Organization Works to Ensure Voters Have Proper ID

Watch The Clip:

<https://app.criticalmention.com/app/#clip/view/ce2cc4a8-4bc4-485b-95e6-0b5450e85388?token=c6b60f9e-a63d-4091-ae69-783cb5ce4b54>

### ABC NEWS

'Hamilton' star becomes the face of voter ID card drive for Puerto Rico's displaced Maria survivors

Read The Story:

<https://abcnews.go.com/US/hamilton-star-face-voter-id-card-drive-puerto/story?id=58490151>

The Washington Post

CBS NEWS



## CENTER FOR POLITICAL ACCOUNTABILITY (CPA)

### WALL STREET JOURNAL

Investors Push for Fuller Picture of Corporate Political Contributions

Read The Story:

<http://www.wsj.com/articles/investors-push-for-fuller-picture-of-corporate-political-contributions-1459820285>

### NPR

New Rankings Highlight Corporate Transparency In Politics

Read The Story:

<http://www.npr.org/sections/itsallpolitics/2015/10/11/447480479/new-rankings-highlight-corporate-transparency-in-politics>

### HUFFPOST

This Ranking System Is Increasing Corporate Political Disclosure

Read The Story:

[http://www.huffingtonpost.com/entry/cpa-zicklin-index-2015\\_us\\_56159b37e4b021e856d3833e](http://www.huffingtonpost.com/entry/cpa-zicklin-index-2015_us_56159b37e4b021e856d3833e)

### WASHINGTON POST

Corporations are disclosing more information about their political contributions, study says

Read The Story:

<https://www.washingtonpost.com/news/powerpost/wp/2015/10/08/corporations-are-disclosing-more-information-about-their-political-contributions-study-says/>

### SAN FRANCISCO CHRONICLE

Tech industry lags in political transparency

Read The Story:

<http://www.sfchronicle.com/business/article/Tech-industry-lags-in-political-transparency-6557382.php>

THE WALL STREET JOURNAL. **HUFFPOST**



The Washington Post

San Francisco Chronicle

## > WE BUILD BRANDS

### CORNELL BELCHER

When former DNC and Obama Pollster Cornell Belcher published his first book “A Black Man In The White House,” he knew he needed to expand his profile and build the “Cornell Belcher” brand, so he called Feldman Strategies. Over the five months Feldman Strategies worked with Cornell we leveraged our deep media relationships and storytelling ability to book Cornell (often more than once) on some of the most watched and influential public affairs television, radio and podcast programs in the nation, including; Meet The Press, Good Morning America, This Week, Morning Joe, NPR and Pod Save America. Shaping Cornell as a trailblazing Democratic strategist who uses data to examine some of the most pressing issues of our time secured us profiles in VOX, The Daily Beast, The Washington Post, Huffington Post, Salon and more. With Cornell’s increased profile came speaking engagements coordinated by Feldman Strategies including the coveted SXSW festival.

Additionally, we used innovative strategies to vastly expand Cornell’s social media presence on Facebook, Instagram and Twitter and used our top notch design team to create [www.CornellBelcher.com](http://www.CornellBelcher.com).



**THE RESULT** In just five months, over 50 media interviews, 29% Twitter growth, and 2,087,103 impressions on Facebook to 598,117 people. Additionally Cornell Belcher was named a NBC/MSNBC political contributor.



#### VOX

A pollster on the racial panic Obama’s presidency triggered — and what Democrats must do now



March 5, 2017 and April 23, 2017



#### THE DAILY BEAST

Cornell Belcher: The Real Racial Crisis Is Aversion



January 15, 2017 and April 9, 2017



#### THE WASHINGTON POST

Cornell Belcher’s book party was both a pep rally and political lecture



January 16, 2017



#### HUFFINGTON POST

How The Racist Backlash To Barack Obama Gave Us Donald Trump



November 30, 2016



#### SALON

Obama pollster Cornell Belcher on the failures that led to President Trump



January 16, 2017



April 13, 2017



FELDMAN  
STRATEGIES



## > WE RUN PUBLIC AFFAIRS CAMPAIGNS THAT MOVE THE NEEDLE

### THE MARYLAND ASSOCIATION OF REALTORS



The Maryland Association of Realtors called on Feldman Strategies to create a winning communications program in support of the 2014 MD Ballot Question to "Lock Box" the State's Transportation Trust Fund. As the consultant for MAR we worked with a coalition of over 30 groups across the state and oversaw, developed, and executed all parts of the communication plan, including earned and paid media.

### THE RESULT "Vote For" on Question 1 received 81% of the vote.

#### BALTIMORE BUSINESS JOURNAL

Transportation fund lockbox amendment wins big  
Read The Story:

<http://www.bizjournals.com/baltimore/news/2014/11/04/transportation-fund-lockbox-amendment-rolls-toward.html>

#### ASSOCIATED PRESS

Md. voters to decide transportation fund 'lockbox'  
Read The Story:

<http://www.nbcwashington.com/news/local/Md-Voters-to-Decide-Transportation-Fund-Lockbox--278113991.html>

#### BALTIMORE SUN

Coalition pushing for 'lockbox' amendment  
Read The Story:

<http://www.baltimoresun.com/bs-md-transportation-lockbox-20140920-story.html>

#### WBAL RADIO

Voters to decide fate of transportation fund  
"raids"

Read The Story:

<http://www.wbal.com/article/109383/21/voters-to-decide-fate-of-transportation-fund-raids>



Vote for One was endorsed by:



# TAKING ON THE BIG BANKS: THE POWER OF EARNED MEDIA

## The Story

Rose Gudiel was a California State employee who paid her taxes on time and made her mortgage payment on time every month. In 2009, the slaying of her brother, who contributed to the mortgage payment combined with Rose being furloughed from her job, caused her unexpected hardship. As a result, Rose was two weeks late on her mortgage payment. When she went to the bank to make her mortgage payment, the bank refused to accept it – directing her instead to apply for a loan modification. The bank denied subsequent loan modifications, even though the family's income had fully recovered. For two years, OneWest refused to give her a loan modification and in May of 2011 without telling her, sold her home to Fannie Mae, months later she received her foreclosure notice in the midst of her modification process. Rose Gudiel had the money to pay her mortgage, but was told there was nothing that could be done.

## The Plan

Andrew Feldman and Colin Rogero, at the time with Revolution Political Media, joined ACCE's ReFund California campaign to make sure the public knew about Rose's story; how her home was being taken from her unfairly. Revolution Political Media strongly believed that earned media attention would save Rose and her family from being left on the street.

Working closely with Rose, Revolution Political Media crafted emotionally charged events, from bank sit ins to rallies outside the homes of bank CEO's. Hundreds of people turned out to sit in with Rose and march with her to the homes of bankers. Revolution Political Media's campaign worked, the public and media rallied behind Rose Gudiel's cause, her campaign was more than a campaign to save her home, but about fairness.



## Newspaper stories and television packages hit the Los Angeles region:

### **NBC News:**

Homeowner taps 'Occupy' protest to avoid foreclosure - California woman's case may show how movement can use its muscle against banks

### **LA Times:**

Hundreds of protesters take over downtown intersection

### **LA Times:**

Southern California protests gain momentum with union support

### **LA Times:**

9 arrested in Pasadena protest over home foreclosure

### **San Marino Patch:**

Group Protests at Wells Fargo Exec's San Marino Home

### **San Gabriel Valley Tribune:**

Hundreds march on Pasadena bank CEO's Bel Air home

### **Huffington Post:**

Steve Mnuchin, Meet Rose Gudiel  
Pasadena Star News: Sheriff's officials meet with embattled Bassett homeowner

### **Pasadena Star News:**

Bassett resident and her supporters continue to camp out to block eviction efforts

### **San Gabriel Valley Tribune:**

Bassett homeowner begins her last stand against Pasadena bank, Fannie Mae

### **LA Times:**

Family fights back over foreclosure and eviction

## THE RESULT

As a result of Feldman and Rogero's message crafting and media outreach campaign Rose Gudiel was noticed. She was not only noticed by the hundreds that stood up with her, but by the press and ultimately the bankers. Fannie Mae decided to come to the negotiating table and worked out a loan modification with Rose Gudiel, so she and her entire family could stay in their home.

### **San Gabriel Valley Tribune:**

Fannie Mae calls off eviction, will negotiate with Bassett resident Rose Gudiel

### **Huffington Post:**

Victory! Transforming Occupy Wall Street From a Moment to a Movement

### **Daily Kos:**

Victory for Rose Gudiel

### **LAist:**

Fannie Mae Agrees to Negotiate with Bassett Woman Who Got Arrested Protesting Her Eviction

### **Fire Dog Lake:**

Victory: Bank Accountability Movement Gets Rose Mary Gudiel Out of Eviction

## > WE WRITE AND PLACE OP-EDS FOR OUR CLIENTS

### SAMPLE 1

#### TIME

#### AFT President: Betsy DeVos and Donald Trump Are Dismantling Public Education

*By Randi Weingarten (AFT)*

# TIME

Donald Trump may say teachers are important, but he spent his first 100 days undermining the schools most educators work in —America’s public schools.

One of President Trump’s first acts was to appoint the most anti-public education person ever to lead the Department of Education. Betsy DeVos has called public schools a “dead end” and bankrolled a private school voucher measure in Michigan that the public defeated by a two-to-one ratio. When that failed, she spent millions electing legislators who then did her bidding slashing public school budgets and spreading unaccountable for-profit charters across the state. The result? Nearly half of Michigan’s charter schools rank in the bottom of U.S. schools, and Michigan dropped from 28th to 41st in reading and from 27th to 42nd in math compared with other states.

Now DeVos is spreading this agenda across the country with Trump and Vice President Mike Pence’s blessing. They’ve proposed a budget that takes a meat cleaver to public education and programs that work for kids and families. After-school and summer programs — gone. Funding for community schools that provide social, emotional, health and academic programs to kids — gone. Investments to keep class sizes low and provide teachers with the training and support they need to improve their craft — gone. Their budget cuts financial aid for low-income college students grappling with student debt at the same time the Trump administration is making it easier for private loan servicers to prey on students and families.

The Trump/DeVos budget funnels more than \$1 billion to new voucher and market strategies even though study after study concludes those strategies have hurt kids. Recent studies of voucher programs in Ohio and Washington, D.C., show students in these programs did worse than those in traditional public schools. Further, private voucher schools take money away from neighborhood public schools, lack the same accountability that public schools have, fail to protect kids from discrimination, and increase segregation.

It’s dangerous in education when the facts don’t matter to people. But it doesn’t stop there. Schools must be safe and welcoming places for all children, and that’s a belief shared both by parents who send their kids to voucher schools and those who send their kids to public schools. But Trump and DeVos have acted to undermine the rights of kids who look or feel different, and to cut funding for school health and safety programs.

What Trump and DeVos are doing stands in stark contrast to the bipartisan consensus we reached in 2015 when Congress passed a new education law that shifted the focus from testing back to teaching, pushed decision-making back to states and communities, and continued to invest funds in the schools that need it the most. It offered an opportunity to focus on what we know works best for kids and schools—promoting children’s well-being, engaging in powerful learning, building teacher capacity, and fostering cultures of collaboration.

The Trump/DeVos agenda not only jeopardizes that work, their view that education is a commodity as opposed to a public good threatens the foundation of our democracy and our responsibility to provide opportunity to all of America’s young people.

Americans have a deep connection to and belief in public education. I see it every day as I crisscross the nation talking to parents, teachers, students and community members about what they want for their public schools. And it transcends politics. It’s one of the reasons we saw such a massive grass-roots response to the DeVos nomination from every part of the country.

A recent poll by Harvard and Politico showed that while parents want good public school choices to meet the individual needs of their kids, they do not want those choices pit against one another or used to drain money from other public schools. In other words, the DeVos/Trump agenda is wildly out of step with what Americans want for their kids.

It’s what I saw when I took DeVos to visit public schools in Van Wert, Ohio, last month. This is an area that voted more than 70 percent for Trump, but people there love and invest in their public schools — from a strong early childhood program, to robust robotics and other strategies that engage kids in powerful learning, to a community school that helps the kids most at risk of dropping out stay on a path to graduation. It’s what I saw at the Community Health Academy of the Heights in New York City where the school provides a full-service community health clinic, in-school social workers, a food pantry, parent resource center, and other services for parents and kids. And it’s what I saw this week at Rock Island Elementary School in Broward County, Fla., where kids participate in robotics programs after school, where there is a library in every classroom and a guided reading room where kids can build their literacy skills. The great things happening in these schools are all funded by federal dollars and threatened by the Trump/DeVos budget.

Many of those who voted for Trump did so because they believed he would keep his promise to stand up for working people and create jobs. They didn’t vote to dismantle public education and with it the promise and potential it offers their children. Now, the person who ran on jobs and the economy seems intent on crushing one of the most important institutions we have to meet the demands of a changing economy, enable opportunity and propel our nation forward. That’s one of the biggest takeaways from Trump’s

<http://time.com/4765410/donald-trump-betsy-devos-atf-public-education/>



## **The New York Times**

### **Public Service Debt Relief Is Broken**

*The program that's supposed to help teachers and others with their loans isn't working.*

*By Randi Weingarten (AFT)*

# The New York Times

This summer, student debt reached a record \$1.5 trillion in the United States. To put that in perspective, student loan borrowers in this country are carrying debt equal to Russia's gross domestic product in 2017. Over half say it's preventing them from saving for retirement or for an emergency; more than 10 percent of borrowers are in default because they can't pay their minimum balance.

This crisis exists in part because actions by the Trump administration and the student-loan servicing companies it employs have condemned many people who've sought an education to a lifetime of debt. It wasn't supposed to be this way. Eleven years ago, Congress created the Public Service Loan Forgiveness program. In exchange for 10 years of service to America — in its public schools, military, Civil Service or nonprofit service organizations — and making payments for those 10 years, qualified borrowers could have their debt forgiven.

This year, Republicans in Congress introduced a bill to eliminate the program. While that legislation lays dormant for now, there's another hurdle for people working in public service: The student-loan servicing companies the Department of Education keeps on contract to administer the program are accused by borrowers of sabotaging loan forgiveness by providing false information, delaying the processing of qualifying payments, and failing to certify eligible public service jobs.

New Department of Education data confirms that the program is not operating properly. As of June 30, only 96 out of the 28,000 who had applied for forgiveness since 2017 had actually had their student loans discharged.

As the union representing 1.7 million professionals around the country, many who work in public service, the American Federation of Teachers is trying to help. We've hosted student debt clinics nationwide to help our members learn about their repayment options. Some borrowers aren't aware of the government's loan forgiveness program because, in many cases, the Department of Education and loan servicer fail to adequately inform them of it. Those who do know of it have told us of their difficulties in trying to meet its requirements.

Take Lisa Oelfke, a health policy analyst in Maryland, who repeatedly got confusing information from her student-loan servicer. She made three years of what she thought were qualifying payments under the program, only to learn that she was not enrolled in a qualifying repayment plan, despite having submitted forms to certify her work in public service. That means that Ms. Oelfke is now 10 years from payoff, instead of seven.

Falynn Newman got a bit luckier. She's been teaching in New York for three years, and attended one of our debt clinics as a first-year teacher. The trainers helped her through the hours of questionnaires, paperwork and certifications required to qualify for the loan-forgiveness program.

"I wouldn't have known about the program if I hadn't gone to the clinic," she said.

There are thousands of stories like these, and the Education Department's new data on the underuse of the program make them even more alarming.

In recent months, educators and other school personnel have walked out to demand a living wage in exchange for the jobs they love. Teachers are working in fast food restaurants or selling plasma to pay their bills. By failing to ensure that public loan forgiveness operates as intended, the Education Department is condemning them to a lifetime sentence in debt.

<https://www.nytimes.com/2018/09/27/opinion/public-service-loans-education.html>



## > WE WRITE AND PLACE OP-EDS FOR OUR CLIENTS

### SAMPLE 3

THE SACRAMENTO BEE  
Stay Connected [sacbee.com](http://sacbee.com)



#### **Sacramento Bee**

#### **To fight Trump, California Democrats must do more than march**

*By Michael Eggman (Red to Blue CA)*

I'm a third-generation beekeeper and almond farmer. I still work the same land where I grew up and travel the same Central Valley roads, producing honey and pollinating crops all over California.

I never thought I would get involved in politics. And I sure as heck never thought I'd run for office.

But as those same roads began to crumble, as our community was hit by drought, as families like mine struggled with how to pay for college, I grew frustrated. My own Republican congressman voted to give tax breaks to millionaires like himself, denied climate change and sided with corporate special interests.

So I stepped up and ran two insurgent campaigns as the Democratic nominee in the 10th Congressional district. Last November, I narrowly lost my second attempt in one of the closest races in the country.

I thought I would retire from politics and go back to farming. But President Trump are two words that are tough to wake up to every morning, especially when I think about families struggling for quality affordable health care, a good job with a fair wage and a chance to achieve the American dream.

We can't normalize Donald Trump's antics or let the constant dysfunction in Washington, D.C., let us go numb. That's how the bad guys win.

I'm ready to do my part to continue to resist. I've launched a new organization called Red to Blue California, committed to growing the Democratic bench at the local level and flipping the seven House seats held by Republicans in districts that Hillary Clinton won – some by wide margins.

In January, we all felt the progressive energy in the air as hundreds of thousands of Californians took to the streets to stand up to the Trump presidency and the cruel policies that were coming out of the White House. Trump isn't on the ballot in 2018, but the GOP congressmen who conspire with him are up for re-election.

We must continue to march, but we must also stay involved in the electoral process and join with like-minded allies. Red to Blue CA is my attempt to help.

<http://www.sacbee.com/opinion/op-ed/soapbox/article158854064.html>

## > WE WRITE AND PLACE OP-EDS FOR OUR CLIENTS

### SAMPLE 4

#### **Baltimore Sun**

##### **Bringing back Baltimore one student at a time**

*By Marietta English (BTU)*



In challenging times, we must always acknowledge the power of utilizing the voices around us. That's when our Baltimore community came together — students, parents, educators, religious leaders, community groups and city leaders — to fight for our public schools.

Faced with a \$130 million budget deficit in January and projected layoffs of 1,000 teachers and other school-related personnel, we all knew the children of Baltimore were in imminent danger of losing the resources needed to learn and the teachers and support staff to teach them. Through rallies in Annapolis and individual meetings with legislators and the governor, we secured nearly \$60 million in funds to bring our school management crisis under control.

During this time, the Baltimore Teachers Union found out about the stark enrollment challenges facing the school system. When public school enrollment takes a dive, so does school funding. Each time a student leaves BCPS, the school system loses more than \$11,000. So, we began asking ourselves how to tackle the enrollment problem — together. As educators of Baltimore's future leaders, we needed to understand where our students were, why they were choosing to not attend our schools and where they had gone.

To get these answers, we decided to hit the streets. Not as security guards or neighborhood watchers but as educators committed to seeing Baltimore children thrive. We brought together key community partners from across the city (including the American Federation of Teachers, the mayor's office, McDonald's and FirstBook) for a collaborative, innovative program to address the school system's enrollment issue by directly engaging the community — in their neighborhoods and at their doorsteps — to drive public school enrollment. And thus, the Baltimore Schools for Baltimore Students (B3) program was born. Our mission: bringing back Baltimore one student at a time.

A group of 40 teachers and other school-related staff — carefully chosen through an interview process — were trained as B3 advocates and tasked with canvassing targeted neighborhoods to speak with families about enrolling or re-enrolling their children into Baltimore Public Schools. They knocked on more than 36,000 doors and held more than 6,200 conversations for a contact rate of 17 percent — higher rates than that of many political campaigns. Their results were nothing short of amazing, with 329 new students enrolled in pre-K and 17 former drop-outs now re-enrolled.

The work of our advocates cuts a previously projected enrollment shortage for the school system by a third.

Not only are the B3 advocates dedicated to positive growth in our public schools, they're proactive toward achieving goals and passionate in supporting our leaders of tomorrow. They willingly sacrificed their summer vacations to spend long hours, oftentimes in scorching heat, knocking on doors throughout communities to speak with families about the many public education opportunities available for their children. That means forfeiting family outings, road trips and personal relaxation to work toward curbing an enrollment shortfall.

Whether greeted with smiles or opposition, the advocates started each conversation just as enthused as the first. That's because serving as a B3 advocate is more than a task — it's a responsibility to be at the forefront of progress. Instead of resting in the hours ahead of neighborhood canvassing, many of our advocates were teaching summer school. Others were balancing their commitment to the children and families of Baltimore with the reality of recently being laid-off by the school system. The 40 advocates are undeniably the rock of the B3 program. Their ability to brave constantly changing weather and sometimes unpredictable neighborhoods is truly a testament to their resilience and the key to their success.

But our work doesn't end now. As we prepare to begin another school year, we must make practical use of this forward momentum. Just as we added more than 340 students to the school system during an enrollment and budget dilemma, we'll continue creating fresh, community-oriented initiatives to finally begin a new chapter for Baltimore's public school system.

<http://www.baltimoresun.com/news/opinion/oped/bs-ed-op-0816-btu-enrollment-project-20170815-story.html>



## > MEET THE TEAM

### ANDREW FELDMAN Founder & Principal

Andrew Feldman is a communications strategist and founder of Feldman Strategies LLC. A firm with a record of delivering results for clients ranging from major progressive organizations and non-profits to congressional candidates and prime ministers. In 2015, Feldman was recognized for his work and named a “Rising Star” by Campaigns and Elections magazine – a prestigious honor for up-and-coming political professionals.

Currently, Feldman works with progressive organizations to move their agenda forward on a national stage. He specializes in breaking through crowded media landscapes and the 24-hour news cycle to ensure these organizations’ stories are heard.

He is proud to call AFT, a union of 1.7 million education and healthcare professionals, a client where he uses his expertise to enhance the media coverage of AFT’s President Randi Weingarten and the union as a whole. Feldman is also privileged to lead the media relations strategy and execution for a number of other organizations; including Rock The Vote and Spread The Vote who are both fighting to strengthen our Democracy at a time when it is most at risk and the National Democratic Training Committee a “political start-up” working to build the Democratic bench by ensuring that any Democrat can have access to high quality, campaign training for free.

Additionally, during the 2016 primaries Feldman worked with SEIU, one of the largest unions in the country, to develop and execute the earned media strategy around their primary independent expenditure program.



Prior to founding Feldman Strategies, Feldman served as the Political Director to John Delaney’s 2012 congressional campaign, one of the most competitive congressional races in the country that year. Feldman’s work played a large part in the resulting victory, which unseated a 20-year Republican incumbent. Before serving as the Delaney campaign’s political director, Feldman spent several years working on campaigns ranging from city council to the presidency of the United States. He also worked in government, most notably doing advance work for the Office of the Vice President and in the private sector for Devine Mulvey and Rasky Baerlein Strategic Communication, leading media and public relations firms.

Feldman is a frequent political commentator and can be seen regularly as a Democratic Strategist on Fox Business. He graduated from The George Washington University’s School of Media and Public Affairs with a BA in Political Communication and lives in Washington, DC with his wife Megan.

Feldman graduated from The George Washington University’s School of Media and Public Affairs with a BA in Political Communication.

## ➤ MEET THE TEAM

### MEGHAN DOOLEY Associate

Meghan Dooley comes to Feldman Strategies as an associate straight from the front lines of reporting. Her extensive newsroom experience provides her with unique insight to knowing what it takes to generate compelling content for Feldman Strategies' diverse clientele.

Prior to joining Feldman Strategies, Meghan worked as an on-camera reporter for the ABC affiliate in Huntsville, Alabama. While she filled hundreds of stories in her time there some of her most notable included; covering the Roy Moore Vs. Doug Jones U.S. Senate Race, which is arguably the highest profile political race of the Trump era, and the impeachment of Governor Robert Bentley. Additionally, she also covered stories of communities in North Alabama advocating for confederate monuments to come off public property.

Before reporting in the sunny south, she worked for a boutique public relations firm in Detroit supporting various local non-profits and spent time in the KTVU Fox 2 newsroom in Oakland, CA.

Meghan is a native of the metro-Detroit area and graduated from Grand Valley State University with a Bachelor of Arts in Media Communications. She currently resides in Washington, D.C.





FELDMAN  
STRATEGIES

[WWW.FELDMANSTRATEGIES.COM](http://WWW.FELDMANSTRATEGIES.COM)

1990 M STREET, NW SUITE 610  
WASHINGTON, DC 20036 | ☎ 202-681-3558