

POLITICAL ACTION NOW

A Newsletter for Unit Presidents, Political Action and Communication Committee Chairs

March 2011

Website launch

The screenshot shows the 'Vote For Your Future' website. At the top, there is a navigation menu with links for 'Political Action Now', 'OECTA Platform', 'What You Need to Know', 'The Parties', 'The Pulse', 'Screening Room', and 'News Feed'. A central banner features a video player titled 'Message from OECTA President James Ryan'. To the right, there is an 'Election Countdown' section showing '216: 20 : 34' and a 'Twitter' feed with tweets from users like CherDiNovo and OntarioPressSec. Below the video, there is a 'Vote for Your Future' section with a paragraph of text. On the right side, there is an 'On the Docket' section listing upcoming events such as 'Mar 12, 2011 OECTA's Annual General Meeting' and 'Apr 15, 2011 OECTA's Political Action Seminar'.

OECTA's election readiness website, **Vote For Your Future**, was officially launched at the February Council of Presidents meeting. The site contains a wealth of information about the October 6, 2011 provincial election. Members can login to access the Vote For Your Future site by clicking on "Learn more" in the "Election 2011 Countdown" section on OECTA's homepage.

In his **President's Message** video, OECTA President James Ryan explains why it is so important that our members take an active role in the campaign.

Check out **The Current** and see what the movers and shakers in provincial politics are tweeting about!

All current and back issues of **OECTA's Political Action Now** newsletter are available for downloading from this section of the website.

OECTA's Election Platform will be distributed at the March 2011 AGM and then posted on online. The

Platform will detail the issues we want addressed by the political parties. It will eventually contain speaking notes for members to use in discussions with local candidates.

The Parties section contains links to party websites and information about nomination meetings, etc. It will include the party platforms once they are available. Visit their websites and note the differences in tone, language and tenor that are evident among the parties.

What You Need to Know provides members with historical background about the past 15 years in Ontario politics as well as the nominated candidates for the 2011 election.

The Pulse houses the latest polling results, news articles, links to blogs, YouTube videos and other interesting information.

Go to the **Screening Room** to watch videos chronicling the struggles and the triumphs that have marked the past 15 years of Ontario politics for OECTA members. Additions will be made to the historical video collection over the next several months.

The website is being updated regularly with new information, so be sure to check back often. Documents are posted in PDF format so that they can be easily printed for distribution. Encourage your members to login to the Members' Centre and be regular visitors. Some of them may need to "create an account" if they have not set one up previously.

Spread the word about the valuable information that is available on **Vote For Your Future** and get that election buzz going!