

# CLIENT UPDATE



**CLIENT:** PREMIER Home Health Care Services, Inc.

**SERVICE:** Corporate Crisis Management

**CAMPAIGN:** "Share the Money"

PREMIER Home Health Care Services is a major regional provider of home health care services in the Northeast. As expected, its clients are elderly, and almost all of its compensation is from fixed payments through Medicare and Medicaid. While its employees earnings are quite low, the fixed government payment rates make it difficult, if not impossible, to substantially increase employees earnings.

In the Spring of 2002, Local 1199 of the Service Employees International Union (SEIU) under its President, Dennis Rivera, launched a union organizing drive orchestrated by Rivera and the Rev. Al Sharpton. They promised Premier's employees a 35% wage increase and company-paid health insurance if they joined the union and authorized a strike. Not surprisingly, the majority -- further convinced by the union that Premier would settle immediately -- voted for the union and the strike.

**Home Health Aides Invisible No More!**

**Demonstrate in Support of 1199 SEIU Home Health Aides!!**

More than 3,000 home health aides employed by Premier Home Health Services, Inc. voted in December 2000 to form a union -- yet they are still without a contract. They work for \$6.00 an hour without health benefits or paid sick time. Premier workers continue to be exploited by an industry that is unregulated and unaccountable -- in spite of the fact that it is 90% funded with taxpayer dollars.

The National Labor Relations Board is investigating their employer Premier Home Health Services, Inc. for refusing to bargain in good faith. We must not sit back and allow those who care for the most vulnerable members of our society to live in poverty and despair.

Let's tell Premier owner Arthur Schwabe this makes us sick! For more information call: 1199 SEIU Home Health Aide Campaign at 212.261.2382.

With the strike vote in hand, Rivera and Sharpton picketed the Premier home office contract in hand, and demanded that the company sign it . . . or else. With a contract that would pay the company's employees more than their reimbursement rate, bankrupting the company, and a strike looming that would essentially allow its competitors to eviscerate their business, the company was forced to fight back.

## THE CAMPAIGN BEGINS

DeBow Communications was retained by PREMIER as their communications strategist. Our advice was straight forward. Reason would not prevail (attempting to reason with Rivera and Sharpton was a fools errand), nor would subtlety (when asked to characterize the owners of PREMIER, the Reverend Al said: "These people are crooks" (not much subtlety there). To win this battle our message must be simple and personal.

We based our campaign on the fact that the State of New York had made available almost a billion dollars to increase wages for health care workers which the union planned to use to give larger raises for **some** of its members leaving others (and the Premier employees were part of this group) with no increases at all. Our message was simple and personal: It's not the State, nor the Union, nor PREMIER that's keeping these low paid employees from getting what they deserve . . . it's Dennis because he's not . . . sharing the money.

## SHARE THE MONEY DENNIS. IT'S THE RIGHT THING TO DO!



We launched our "Share the Money" campaign with this 1/4 page ad which appeared on the Op-Ed page of *The New York Times*. It explained how there was a simple solution to this impasse which could only be solved by Dennis Rivera who for whatever reason was refusing to equitably share the money. And we asked those concerned to call Dennis at his office and ask him to share the money.

As expected, the *Times* turned loose their attack dogs . . . Steven Greenhouse, their so-called *labor reporter* who's really an editorial writer on labor issues, and Bob Herbert who at least is a columnist and doesn't claim to be objective. Herbert opined that our position was wrong since Dennis -- the greatest labor leader since David Dubinsky -- told him it was. Our answer? Simply run the ad again, since even the *Times* won't allow itself to look that biased, and follow up every negative news story or column with immediate e-mail and telephone responses as well as detailed letters to the editor.

A Message to Dennis Rivera, President, 1199 SEIU . . .

### Share the Money Dennis. It's the Right Thing To Do!

Home Health Aides in New York State are among the lowest paid workers in America, and that's a shame. It's a shame that these workers women and men who we rely on to provide critical care and comfort to our frail elderly, those most in need amongst us can barely provide for their own families.

It's a shame that these workers who are such an important part of our State's medical care program are, for the most part, receiving no medical benefits whatsoever.

The leadership of New York State recognized this problem, and in landmark legislation this year provided almost one billion dollars to help provide a living wage and much-needed health benefits to these vital workers.

That should have been a cause of celebration for all Home Health Aides in New York State. Unfortunately, it was not! Through intense lobbying in Albany by Dennis Rivera's 1199 SEIU as reported by *The New York Times* on

April 21, 2002 more than 50% of these workers have been left out. That's not fair, and it is not the right thing to do.

It is particularly disturbing to see Dennis Rivera, a man who describes himself as a champion for the working poor, leading this act of outright discrimination. If he is really a champion for the working poor, why has he left out the majority of these workers from sharing this money? That's not fair, and it is not the right thing for him to do.

The time has come for Dennis Rivera to do the right thing . . . Share the Money! These workers should not have to wait, and rely on promises from Dennis Rivera that the State will provide more money next year. Where will the money come from? With massive Federal & State budget deficits looming there will be no additional money, and Dennis Rivera knows that.

The answer is simple: Dennis Rivera must Share the Money Now! We urge everyone who cares about the plight of these dedicated women and men to:

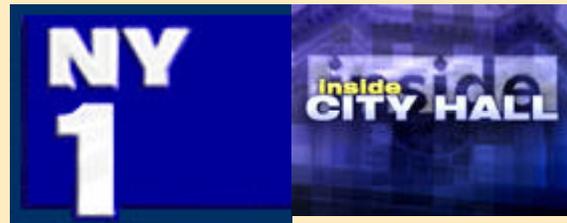
Call Dennis Rivera today!  
212.582.1890

Tell him to stop this terrible discrimination . . . and  
Share the Money . . . Now!

This message is brought to you by the women and men of Premier Home Health Care Services, Inc. committed professionals providing quality care for the Home, Hospitals and Nursing facilities on behalf of the thousands Premier Home Health Care Services, Inc., 199 Main Street, White Plains, NY 10601

# TURNING UP THE HEAT

As the strike deadline neared and the union would not budge from its demands for a 35% wage increase and company paid health insurance, we launched a major TV campaign with hourly spots on NBC's *Today* show and on NY 1's *Inside City Hall* guaranteeing Premier exposure to its side of the story to New York's business and political leadership.



**DeWay Communications, Ltd** TV Story Board Client:PREMER Date:08/21/02

**[MUSIC]**  
**FEMALE VOICE OVER:**  
 They are our Grandparents  
 the frail elderly who rely  
 on Home Health Aides...

to come to their homes and  
 provide the care, comfort, and  
 laughter they so desperately need

Unfortunately these Aides who  
 give so much, get so little in return

Their wages are so low, they can  
 barely provide for their own families.  
**MALE VOICE OVER:** Share the Money  
**VISUAL:** Share the Money

**DeWay Communications, Ltd** TV Story Board Client:PREMER Date:08/21/02

They are an important part of New  
 YorkState's medical care program...

...but most receive no medical  
 benefits at all  
**MALE VOICE OVER:** Share the Money  
**VISUAL:** Share the Money

The State provided almost one  
 billion dollars to help provide a  
 living wage along with desperately  
 needed health benefits for these  
 Aides  
**MALE VOICE OVER:** Share the Money

Sadly, intense lobbying by 1199  
 SEIU President Dennis Rivera...

Premier Home Health  
 Care Services, Inc.  
 "Share the Money"  
 :60

**DeWay Communications, Ltd** TV Story Board Client:PREMER Date:08/21/02

...has resulted in more than half  
 of these Aides being left out

If Dennis Rivera is really a cham-  
 pion of the working poor, why has  
 he left out the majority of these  
 workers?  
**MALE VOICE OVER:** Share the Money  
**VISUAL:** New York Times Op-Ed

The answer is simple, Dennis  
 Rivera must share the money...  
 now! We urge everyone who cares  
 about the plight of these workers to  
 call Dennis Rivera today.

Tell him to Share the Money...  
 Now!  
**[MUSIC - DJ]**

## COMPARTE EL DINERO, DENNIS. ¡ES LO CORRECTO DE HACER!

But we also knew that there was an audience that would have even greater impact on Dennis, and that's New York's hispanic speakers, the main source of Dennis's power both in and outside the union.

This full-page ad in *El Diario - LaPrensa*, run on consecutive Sunday's, was the straw that broke the camel's back, and brought Dennis to the bargaining table. From it's demands for a 35% wage increase and free health insurance, the union settled for a 3% increase and union-paid health insurance (Dennis did share the money).



### Un Mensaje para Dennis Rivera, Presidente del 1199

## Una Huelga no Ayuda a Nadie. Comparte el Dinero, Dennis. ¡Es lo Correcto de Hacer!

Dennis Rivera, Presidente del 1199 SEIU, ha anunciado que su sindicato ha llamado a una huelga esta semana para los empleados Ayudantes de la Atención a la Salud a Domicilio de Premier Home Health Care Services, Inc.

Esta huelga nunca debería de pasar. Ambos, Premier y Local 1199, acordaron que estos trabajadores deben recibir salarios más altos y beneficios médicos para ellos y sus familiares. Una huelga no resolverá estos temas. No es bueno para nuestros empleados interrumpir sus vidas.

Premier ha desarrollado un plan completo que subraya en detalles los pasos que nosotros tomaremos para asegurarnos a aquellos a quienes nosotros servimos la atención que necesitan. Este plan estará en completo vigor si ocurriera una huelga.

Los Ayudantes de la Salud a Domicilio en el Estado de New York están entre los trabajadores menos pagados en América, y esto es una vergüenza. Es una vergüenza que estos trabajadores -mujeres y hombres en quienes confiamos para proveer atención crítica y comodidad a nuestros ancianos frágiles, aquellos que son los más necesitados entre nosotros- pueden escasamente mantener a sus propias familias.

Esto debería haber sido una causa de celebración para todos los Ayudantes

Es una vergüenza que estos trabajadores -quienes son una parte tan importante de nuestro programa de atención médica del Estado- en su mayor parte no están recibiendo beneficios médicos alguno.

El liderazgo del Estado de New York reconoció este problema y en una legislación histórica este año proveyó casi cien mil millones de dólares para ayudar a darle un salario con el cual pudieran vivir y

beneficios de salud tan necesarios para estos trabajadores vitales. de la Salud a Domicilio en el Estado de New York. Desafortunadamente, ¡esto no fue así! A través de un cabildo intenso en Albany por parte de la 1199 SEIU de Dennis Rivera -como fue reportado por The New York Times el 21 de abril del 2002- más del 50% de estos trabajadores han quedado fuera. Esto no es justo y no es lo correcto de hacer.

Particularmente molesta ver a Dennis Rivera, un hombre que se describe a sí mismo como un campeón para los trabajadores pobres, guiando este acto de discriminación completa. Si verdaderamente él es un campeón de los trabajadores pobres, ¿por qué él ha dejado fuera a la mayoría de estos trabajadores al compartir este dinero? Esto no es justo y no es lo correcto de hacer.



Dennis Rivera, Presidente del 1199 SEIU

Ha llegado el momento para que Dennis Rivera haga lo correcto... ¡Compartir el dinero! Estos trabajadores no deben esperar y confiar en las promesas de Dennis Rivera de que el Estado proveerá más dinero el próximo año. ¿De dónde vendrá el dinero? Con los déficits masivos en el presupuesto Federal y Estatal amenazando no habrá dinero adicional y Dennis Rivera lo sabe.

La respuesta es simple: ¡Dennis Rivera debe compartir el dinero ahora! Nosotros urgimos a todos aquellos que se preocupan por el empeño de estas mujeres y hombre dedicados a:

**¡Llamar a Dennis Rivera hoy!  
212-582-1890**

**Dígale que detenga esta discriminación terrible...  
y Comparta el Dinero... ¡ya!**

Este mensaje es traido a usted por las mujeres y hombres de Premier Home Health Care Services, Inc. -profesionales comprometidos a proveer atención de calidad para los establecimientos de Hogares, Hospitales y Auspicios- en beneficio de los miles de Ayudantes de la Salud a Domicilio que han sido dejados detrás.

Premier Home Health Care Services, Inc., 199 Main Street, White Plains, NY 10601

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## CAN WE TALK?

Clearly this brief look at the Premier Campaign leaves most of the story untold. We would welcome the opportunity to tell you more about this project as well as some of the other exciting programs we've been working on over the past months, provide you samples or a copy of the video, and discuss any upcoming projects you might be contemplating.

We look forward to talking to you soon . . .

A handwritten signature in blue ink that reads "Tom DeBow". The signature is stylized and written in a cursive-like font.

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