

SEA**Sweetwater Education Association***Protecting the Promise of Education for All*

Yet another PR Firm surfaces...

2 PR Firms and a Legal Firm on the district's bargaining team

Apparently the district finds negotiating a contract with SEA so daunting, that they are in need not only of Bonnie Garcia's Law Firm, but TWO, yes TWO Public Relations firms: Alevy Communications, now under investigation by the District Attorney's Office and the recently surfaced Focuscom.

How much has been wasted on Public Relations? According to an article in the Union-Tribune website: *"The purpose of the work by both public relations firms is to support labor negotiations handled by the law firm. García's law firm is paid \$83,334 a month retainer..."*

Alevy Communications has billed **\$56,862**. An additional **\$3,750.75** have not been paid because those invoices are under investigation. Focuscom has been paid **\$37,700**. This means that in PR bills alone, the district has squandered **\$98,313** for "labor negotiations." Remember, that's above and beyond the **\$83,334 PER MONTH** that García's legal firm is paid. All to negotiate with 5 full time teachers who volunteer countless hours of their own time to best represent their colleagues!

Here is a link the the U-T article: [Sweetwater has not one, but two PR firms](#)

I urge you to attend the next SUHSD school board meeting scheduled for June 20, 2011 and let them know how your site could have used **\$98,000**.

Roberto Rodriguez **SEA Bargaining Team Chair**