



# CAPS TV AND RADIO ADS PROMOTE SALARY EQUITY!



CAPS Vice President Jim McCall appears in CAPS' Television Ad.

## CAPS TV and Radio Ads Promote Salary Equity!

The Greater Sacramento Region is seeing an ad promoting science and State Scientists. CBS 13/ CW 31 is running the CAPS ad on these popular television shows: 60 Minutes, The Late Show with Stephen Colbert, CBS Evening News, Good Day Sacramento and Face the Nation, among others.

Meanwhile, CBS and Capitol Public Radio, an NPR station in Sacramento, have scripted a 15-second spot that station news anchors will read before, during, and after radio shows airing on these stations: 90.9 FM (Sacramento), 90.5 FM (Tahoe/Reno), 91.3 FM (Stockton/Modesto) and 88.1 FM (Quincy). CBS and CPR collaborated for nearly two weeks to come up with a spot that adheres to the rules but still makes apparent CAPS' desire for pay parity. Once approved by CAPS, the radio spots will also launch March 7.

This is year 2 of the recent CAPS media strategy. Last year it was a statewide campaign focusing on the importance of science and the State Scientists who work hard on the public's behalf.

This year the campaign focuses more on the need for salary equity. It is also centered to the greater Sacramento region. That's because the decision makers on the next CAPS MOU are Governor Brown and, to some extent, state lawmakers.

As part of CAPS' agreement with CBS 13, the station commissioned a firm that conducted a focus group study at the end of January 2018. The purpose was to find out what folks know about State Scientists, their attitudes about the impact of science on their lives, government policy, Jerry Brown's role in the debate, and what messages would resonate. The survey results guided development of the TV ad and the radio spot.

The CAPS media campaign is designed to be positive and memorable. CAPS argues forcefully for better pay and benefits while promoting a positive image of State Scientists. CAPS avoids offending Governor Brown because he is the one who must say yes to CAPS' demands at the bargaining table.

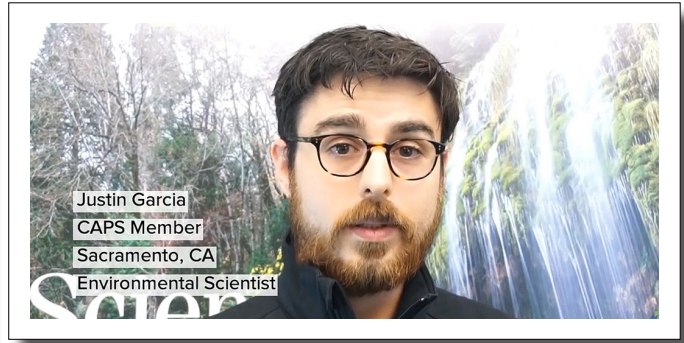
March 2018, Issue: #18-3 | [www.capsscientists.org](http://www.capsscientists.org) | E-mail CAPS: [caps@capsscientists.org](mailto:caps@capsscientists.org)

 [@capsscientists](https://twitter.com/capsscientists)

 [YouTube www.YouTube.com/capsscientists](https://www.YouTube.com/capsscientists)



CAPS Local Rep Rae Vander Werf appears in a video discussing why Science Matters.



District III Director Justin Garcia appears in a video discussing why Science Matters.

**CAPS Members SPEAK!** Please take a few moments each week to watch State Scientists discuss why Science Matters, and what CAPS membership means to them. You'll find a different uplifting message each week. Click on the link in the CAPS email blast...

**It's IDP Season.** Many CAPS members have called, emailed or visited one of the three CAPS offices statewide (Pasadena, San Francisco and Sacramento) to discuss forthcoming or already delivered Individual Development Plans and Performance Appraisal Summaries. State Scientists want to know in advance their rights in evaluated and responding to this document. CAPS is always there to advise on a member's right to rebuttal, where the completed IDP goes, and who has the potential to see it. We encourage members to sign the IDP, as the signature is simply a "read and acknowledged" versus an agreement. If you or a colleague needs advice on an IDP or help with a draft rebuttal, contact CAPS immediately: [caps@capsscienists.org](mailto:caps@capsscienists.org)

**Janus Threatens Union Strength.** You've probably heard about an impending US Supreme Court decision that could greatly weaken public sector unions in California and throughout the nation. This case (Janus v AFSCME) was heard by the US Supremes on February 26. A decision is expected within a few months. One potential outcome is that the decision will strip the ability of public sector unions to charge a "fair share" or "agency shop" fee to represented employees who choose not to become a member. For CAPS, that would mean loss of roughly 25% of its income. This would greatly impair CAPS' ability to challenge threats to your defined benefit retirement, your health benefits, your labor benefits--and even your salary. That's why CAPS is asking every State Scientist to become a full member of CAPS and to maintain that membership.

# CAPS Members in Action!



**Wear YOUR Science Friday t-shirt Proudly!** That's what CAPS ES Members Larry Harlan, Melissa Daugherty, Paula Richter, and Julia Dyer (Local Rep) like to do at their Water Board office in San Luis Obispo.



CAPS Members Renee Avila and Leonna Winner (Local Rep) judge to award the CAPS Science Achievement Award at the 2018 Sacramento Regional STEM Fair.

# Be Counted

by Patty Velez, President

## THANK YOU!

I say that to every one of you who is a full CAPS member. It's your membership that makes the critical work of CAPS possible. Speaking of CAPS...

We are doing our part as your union representative, and now we are asking *EVERY* State Scientist to do theirs. That means joining CAPS and maintaining membership in CAPS!

**Seven out of ten State Scientists are CAPS members.** But we need more, many more full memberships.

I've heard all kinds of reasons why some of my colleagues haven't joined: *"I didn't know I wasn't a full member...you haven't gotten me full pay equity...what have you done for me lately?"*

The answer to all of this is of course: **CAPS IS OUR UNION!** For CAPS to be successful it needs strength in numbers. That's exactly what the teachers in West Virginia recently showed when they collectively, unanimously, forced the state of West Virginia to provide just a 5% pay increase.

Why should Governor Brown take CAPS seriously when he knows that not every State Scientist supports CAPS in its efforts?

**CAPS was formed in 1984** by a group of State Scientists determined to ensure that their union spoke exclusively for the employment and professional interests of State

Scientists. CAPS was created as a volunteer organization. A succession of dedicated scientists have volunteered their time over the years to make lives better for their colleagues.

**Nothing has changed in that formula.** Every member of your CAPS Board of Directors volunteers valuable time and makes every important decision involving union matters. We do not get paid by the union. CAPS does not pay us to be "released" from our duties to do routine union business. We also rely on volunteer Local Reps who assist members at the worksite. And we are assisted by a dedicated group of labor relations consultants, legislative advocates, lawyers and administrative staff. CAPS' dues are among the lowest charged by any union representing state employees. If you doubt that, ask one of your lower paid administrative staff what they pay for union dues.

**We do our part, and we need every rank-and-file State Scientist to do theirs.**

The minimum is to join CAPS and to maintain membership.

**Would YOU help recruit new members in YOUR office?**

If so, we will supply you with a list of the Future Members (fee payers) in your workplace, with talking points. We can use your help.

**EVERYONE needs to do their part,** not just our dedicated long-standing cadre of wonderful CAPS members!

"Seven out of ten State Scientists are CAPS members. But we need more, many more full memberships."





## CALIFORNIA ASSOCIATION OF PROFESSIONAL SCIENTISTS

455 CAPITOL MALL, SUITE 500  
SACRAMENTO, CA 95814

PRESORTED  
FIRST-CLASS MAIL  
U.S. Postage  
PAID  
Permit No. 420  
Sacramento, CA

CAPSule (ISSN 10446230) is published monthly by the California Association of Professional Scientists, 455 Capitol Mall, Suite 500, Sacramento, CA 95814. Periodicals Postage Paid at Sacramento, CA. POSTMASTER: Send address changes to: 455 Capitol Mall, Suite 500, Sacramento, CA 95814-2483.

### What's Inside?

CAPS TV & Radio Ads  
Promote Salary Equity!

EnCAPSulations...

CAPS Members in  
Action!

Be Counted,  
by Patty Velez,  
President

### CAPS LIFE INSURANCE RATES LOWERED!

Good news for those members with coverage under CAPS' sponsored optional life insurance from The Standard. Premiums for "Supplemental" (the first \$30,000 unit) and all "Supplemental Plus" (additional life insurance) have been reduced roughly 10% due to our excellent experience rating.

If you haven't explored rates for this affordable term life protection for your family's future, go online to [www.capsscscientists.org](http://www.capsscscientists.org) and click the tab "For Members Only," "Member Benefits," and then "Optional Insurance" to find CAPS' special rates.

EVERY State Scientist receives \$5,000 of term life insurance, and \$5,000 of Accidental Death insurance with CAPS Membership, at no additional charge.

Members are also eligible for \$30,000 of "Supplemental" Term Life coverage, and additional coverage up to \$490,000. That first \$30,000 for a 35-39 year old member (just an example) is only \$2.34 per paycheck. Life insurance is an important part of any financial plan. THIS coverage is very affordable!

You can get a quote by internet, or call CAPS' Insurance Administrator Jargal Yadam at (415) 956-1344. You MUST be a full member to receive this coverage. All current members receive the new, lower rates automatically.

