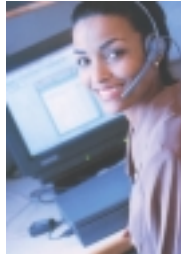


What is Working Rhode Island?



Working Rhode Island is a coalition of over 100,000 active and retired union workers, united as a collective voice on issues affecting working families.

For too long, the term 'union' has been cast in a negative light, when in actuality, unionism has been a bright light for our communities.



It is a fact, which is supported on our website www.workingri.com, that states with the highest percentage of union workers reap the following benefits:

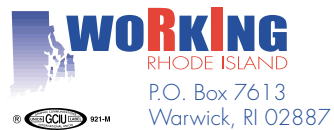
- Higher Wages and Benefits
- Higher Educational Test Scores
- Lower Crime Rates
- Less Poverty
- Safer Workplaces



Unfortunately, not enough people know these facts. This is why we are asking for your help. We call it the **'Power of One'**. If all union members begin to tell their family and friends the true benefits of unionism, people will start to understand its value and appreciate how it makes our communities a better place to live and work.



One by one we can make Rhode Island understand why **'We Make Rhode Island Work'**.



WORKING RHODE ISLAND

We Make Rhode Island Work



2004

ANNUAL REPORT

www.workingri.com

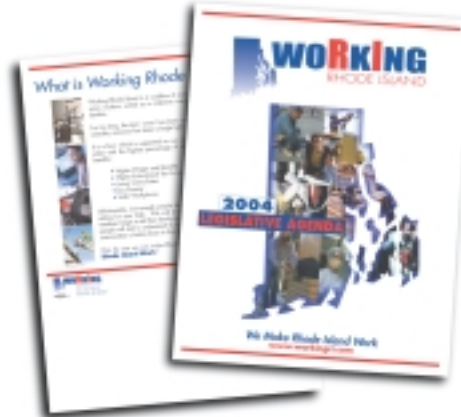
A little more than a year ago, leaders from many of the major unions joined together to form Working Rhode Island. The resulting coalition brought over 100,000 active and retired union members together. Working Rhode Island is focused on issues affecting working families in the state of Rhode Island. Working Rhode Island has assisted our member unions with collective bargaining efforts. And, as a new organization, Working Rhode Island faced the challenge of informing both our union members and the general public of our existence and activities. After undertaking an extensive state-wide educational campaign Working Rhode Island was able to get our message out not only to our members, but the state as a whole. Through our continued efforts in the coming year, all Rhode Islanders will understand that **'We make Rhode Island Work.'**

Member Education Initiatives :

Working Rhode Island Introduction Flyer

January 2004 - 118,000 mailed to all members

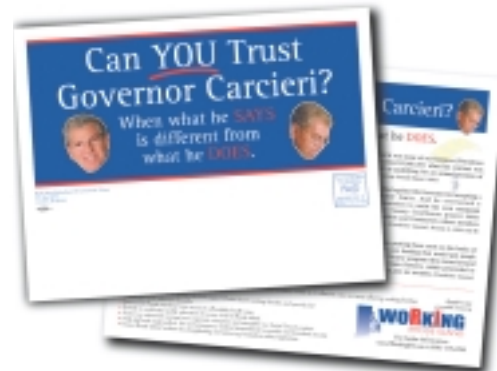
Statewide mailing to all union members informing them of Working Rhode Island and its goals and ideals for working families.



Legislative Agenda

June 2004 - 10,000 mailed to key union, legislative and opinion leaders

Outlined Working Rhode Island's position on legislative issues facing working families. Provided key leaders with the information necessary to contact their elected leaders, the press, and news media in order to more effectively express their views on working family issues.



"Trust"

July 2004 - 40,000 distributed to members

Informed members of discrepancies in Governor Carcieri's public stance and his personal actions on issues facing public employees.

"Two Peas in a Pod"

August 2004 - 40,000 distributed to members

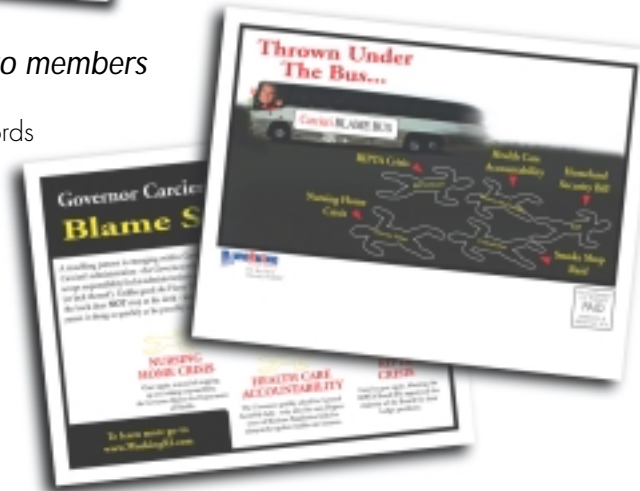
Comparison between President Bush and Governor Carcieri and their disturbing records on labor issues.



"Blame Bus"

October 2004 - 40,000 distributed to members

Informed members of the administration's lack of accepting responsibility for their failures and short comings.

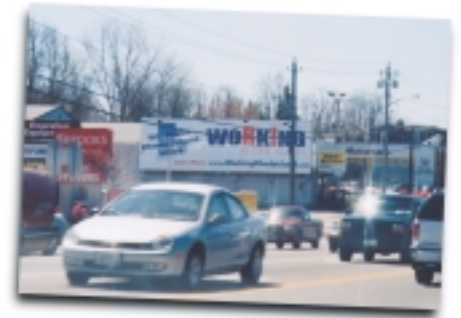


Public Education Initiatives:

Billboards

May 2004

Two large Billboards displaying the Working Rhode Island logo, website, and "We make Rhode Island Work" slogan. One was placed on Route 2 in Warwick and the other was on Route 10 in Cranston.



Bus Signs

Spring/Summer 2004

Displayed the Working Rhode Island logo, website address and depictions of union workers on RIPTA buses traveling throughout the state.



TV Ads

Fall/Winter 2004

Working Rhode Island television ads ran on all local network stations, The Rhode Island News Channel, various cable television stations and Cox 3 Sports during PC and URI basketball games.



Website www.workingRI.com

Up since February 2004 with 6,000 visitors. Provides members and public with information on Working Rhode Island activities as well as recent newspaper articles concerning union activities.

Radio Ads

Fall 2004

Informational ads ran on WPRO, WHJJ, and WSKO during prime listening hours.



Rally For Dignity

Held May 5, 2004 at The Pastore Campus

Rally held to bring members from different unions and their families together in order to show solidarity among the working people of Rhode Island.



Providence Journal and Providence Phoenix full page ad

Fall 2004

"Trust" Ad ran in Front Section of Providence Journal with circulation of 160,000 across the state of Rhode Island.

Dunkin' Donuts Center Signage

2004-2005 Season

Working Rhode Island Banners displayed at all basketball games at the Dunkin' Donuts Center.



Working Rhode Island/ URI Coalition Meeting

September 2004

Meeting held between Working Rhode Island leadership and all the unions represented on the University of Rhode Island campus.