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**American Workers' TV Ads Urge President Bush
To Cut Flow Of Foreign Workers**

Ads Cite Job Displacement and Wage Depression

WASHINGTON, DC – November 22, 2005 – The Coalition for the Future American Worker launched an educational TV campaign today to address the misperception that “foreign workers do jobs Americans won’t do” and that American workers aren’t affected by the massive flow of foreign workers into this country. The ads are appearing in selected regions around the country.

Commenting on the campaign, coalition spokesman Roy Beck said, “This public education campaign is long overdue. Hardly anybody is standing up for American workers and blue-collar families any more. Yet, they are the ones disproportionately affected by these uninhibited flows of foreign labor. Americans’ wages are being depressed, their jobs are being taken and they’re helpless to do much about it.”

The commercial features blue-collar and service workers addressing President Bush. The campaign is directed at Bush since he has the power to unilaterally cut the number of foreign workers allowed to enter the country and to stay. In the past, Bush has praised high levels of foreign labor, saying that foreign workers are only taking jobs Americans won’t do.

In the initial scene, an unemployed man sitting on the back steps of a middle-class home remarks, “President Bush says foreign workers do jobs Americans won’t do. Mr. President, I’ll do that job.” The next screen features large words reading, “12 million Americans can’t find a full time job.” Next, a hotel worker tells the President “if immigration increases, we’ll have

more foreign workers who will work for next to nothing. I need to make enough to feed my family.” A screen pointing out that foreign workers depress U.S. wages follows. The TV spot delivers a number of educational facts throughout.

Roy Beck points out that all of the jobs with current high rates of foreign workers were recently filled by Americans. “The massive influx of foreign workers has collapsed one occupation after another so that they no longer provide middle-class wages and benefits,” he said. He cites the meat packing industry as a prime example of an industry that once paid good middle class wages until discovering that the availability of an endless supply of foreign workers allowed them to dramatically reduce wages and safety conditions. “It’s really a shame. Our misguided immigration policies are causing American workers to lose wages and eventually their jobs,” Beck said. “The size of the flow of foreign workers into this country is unprecedented and undermining our entire middle-class society.”

The campaign will run for an unspecified period. However, Beck indicated that the buys were very heavy featuring 1100+ rating points in each region.

CFAW is an umbrella coalition of professional trade groups and grassroots citizen organizations dedicated to educating the public about the effects of mass immigration on American workers and their families.

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