



## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE**

#### **University of Hawaii Professional Assembly Launches Advertising Campaign Endorsing Abercrombie for Governor**

##### **TV and Radio Spot Contrasts Democratic Gubernatorial Candidates Abercrombie and Hannemann**

**Honolulu, Hawaii** -- University of Hawaii Professional Assembly (UHPA), the union representing nearly 4,000 faculty at the UH system's 10 campuses statewide, launched a comprehensive TV and radio campaign today endorsing Neil Abercrombie for governor. (The first in a series of TV spots has been posted on the UHPA Web site at [www.uhpa.org](http://www.uhpa.org).) The campaign is slated to continue through the week of the primary election.

The first TV and radio spot, which is being aired on selected TV and radio stations, highlights former Congressman Abercrombie's track record of support for policies and programs that have helped Hawaii, while alluding to the contrasting leadership styles of the two gubernatorial Democratic candidates.

"Some politicians wear power suits," the narrator states in the TV spot showing a photo of Mufi Hannemann. "Neil Abercrombie wears his heart on his sleeve," the spot continues, with a photo of Abercrombie.

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“In gathering input from faculty and others in the community to develop this endorsement campaign, a clear theme emerged. Abercrombie was viewed as warm, compassionate, and experienced. There was a striking difference in the perceived motivation behind the two Democratic candidates, and we captured these perceptions in our endorsement campaign,” said **J.N. Musto**, UHPA executive director.

“Our campaign is also based on Abercrombie’s congressional track record of support for Hawaii,” said Musto, noting that other TV and radio spots are in the works. “We felt it was important to raise these substantive issues for Hawaii’s voters to consider before casting their ballots.”

“Many faculty realize this is a critical race. For the first time in recent history, we have the opportunity to elect a governor who understands the UH’s mission of teaching and research, its role as an economic engine to benefit the entire state, and the importance of keeping a college education affordable and accessible for Hawaii’s families,” Musto said, noting that Abercrombie served as a UH faculty member.

“Neil’s ability to leverage relationships he has established in Washington, D.C., over the past 20 years can help bring even more federal money into our state for education. We wanted to highlight these things that we so often take for granted and bring them to the forefront for voters,” Musto said.

The UHPA board of directors, which represents the membership, voted and publicly announced its endorsement of Abercrombie in March 2010. Funding for the campaign comes from the UHPA’s Political Action Committee, made up voluntary donations from its membership, and is separate from membership dues used for union operations. At this time, UHPA is not disclosing total expenditures on the campaign for the competitive reasons, but will comply with all necessary filings with the Campaign Spending Commission by the required deadlines.

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**About the University of Hawaii Professional Assembly (UHPA)**

The UHPA has been the exclusive bargaining agent for all faculty members of the University of Hawaii system since November 1, 1974. The UH System is governed by one Board of Regents and includes seven Community Colleges, UH-Hilo, UH-Manoa, and UH-West Oahu. The UHPA is the elected faculty union as set forth in Hawaii Revised Statutes, Chapter 89.