

# MEDIA RELEASE

For Immediate Release: January 15, 2025

## **OSSTF/FEESO launches bold new campaign to save public education in Ontario**

TORONTO, ON — Today, the Ontario Secondary School Teachers' Federation (OSSTF/FEESO) unveiled a groundbreaking campaign to raise awareness about the dire state of public education in Ontario and the urgent need for action.

The campaign – under embargo until 5:00 p.m. this evening - was spearheaded in collaboration with Point Blank Creative, and includes the launch of a satirical streaming series trailer titled *Ford High*, set in a dystopian near-future where public education is crumbling due to defunding and neglect. Using dark humor and poignant storytelling, the campaign sheds light on the current trajectory of Ontario's education system under Ontario Premier Doug Ford's government.

"Public education in Ontario is at a breaking point," said Karen Littlewood, President of OSSTF/FEESO. "Our schools are falling apart, our teachers and education workers are burning out, and students are being left behind. This is a result of Doug Ford's government systematically defunding public education while teasing privatization that would devastate most families who rely on our public schools. Through this campaign, we're urging Ontarians to take action now to protect the future of our children and our communities."

The *Ford High* campaign draws on popular culture to connect with Ontarians emotionally, highlighting the devastating impact of defunding public education. The creative centerpiece, a fictional series of trailers for a dystopian show, paints a vivid picture through a series of unfortunate events not far off from real scenarios at Ontario schools.

"This is more than an ad campaign—it's a call to action," said Natasha Wilson, CEO of Point Blank Creative. "Ontarians overwhelmingly support publicly funded education, yet many are voting against their own values due to economic anxieties and distracting political rhetoric. *Ford High* cuts through that noise by making the stakes personal, immediate, and impossible to ignore."

"The choice is clear," added Littlewood. "We can let Doug Ford's government continue to dismantle public education, or we can fight back to ensure every child has access to a quality education, no matter their background or income. This is about fairness, opportunity, and the future of Ontario."

The *Ford High* campaign premieres today, kicking off with an event at Hot Docs Cinema, which will be attended by labour leaders, education workers, parents, students, and elected officials. The ad will appear on major streaming services, the open internet, and social media.

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The campaign will be supported by Ontario-based content creators and high-school television and film stars such as Stacie Mistyzyn (Degrassi High and The Next Generation), Mischa Barton (The OC), and Daniel Franzese (Mean Girls). Local OSSTF/FEESO members are conducting outreach in person and online in their communities to distribute petitions demanding more funding for public schools.

WHEN: January 15th

Press Conference: 4:30PM [Media Only]

Premiere Screening: 6:00PM [Invite Only]

Press Conference: Karen Littlewood, President – OSSTF/FEESO  
Natasha Wilson, CEO – Point Blank Creative  
Solange Scott, President – Toronto Area Professional Student Services  
Personnel

Premiere Panel: Frank Domenic, Content Creator & Educator  
Sophia Smith, Film Director, OPC Productions  
Nicola Allison, Peel Region Teacher & OSSTF/FEESO Members  
Riya Bhatla, Student Activist

*OSSTF/FEESO, founded in 1919, has over 60,000 members across Ontario. They include public high school teachers, occasional teachers, educational assistants, continuing education teachers and instructors, early childhood educators, psychologists, secretaries, speech-language pathologists, social workers, plant support personnel, university support staff, and many others in education.*

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