

BUILDING A KNOW YOUR RIGHTS CAMPAIGN

Lessons Learned from the **Illinois FARE Grant**
Equal Pay Project



Table of Contents and Acknowledgments

Introduction.....	3
Partners.....	6
Laying the Groundwork.....	9
Creating an Online Resource Hub.....	13
Digital Ad Campaign.....	15
Outreach, Education, and Training Activities.....	22
Appendix.....	27

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We would like to acknowledge the following organizations and their staff for their partnership in carrying out the Illinois FARE Grant Project: Arise Chicago, Man-Tra-Con Corporation, Shriver Center for Poverty Law, and YWCA Quad Cities. A special thanks to Elizabeth Guerrero from the Illinois Department of Labor, and Mena Enuenwosu, Cher Alfaro, Amanda Sousa, and Jessica Swim from Women Employed. Sincere gratitude to the many worker leaders and community members who participated in the Illinois FARE Grant Project. Thank you to the U.S. Department of Labor’s Women’s Bureau for the funding that made this project possible.

About Illinois Department of Labor

The mission of the Illinois Department of Labor is to protect and promote the wages, welfare, working conditions, and safety of Illinois workers by enforcing Illinois labor and employment laws, providing compliance assistance to employers, and increasing public awareness of workplace protections. Through enforcement, education, and community partnerships, the Department works to ensure that workers are paid what they are owed and that employers who follow the law remain competitive. For more information about IDOL, visit <https://labor.illinois.gov/>.

About Women Employed

Women Employed (WE) pursues equity for women in the workforce by shaping policy change, expanding access to educational opportunities, and advocating for fair and inclusive workplaces so that all women, families, and communities can thrive. For more than 50 years, Women Employed has opened doors, broken down barriers, and created fundamental, systemic change for working women. Our mission is to improve the economic status of women and remove barriers to economic equity, with the bold social goal of closing the wealth gap at the intersection of gender and race. For more information about Women Employed, visit womenemployed.org.

For more information about this report and the Illinois FARE Grant Project, contact Sharmili Majmudar, WE’s Executive Vice President of Policy, Programs, and Research, at smajmudar@womenemployed.org.

Introduction

The Illinois Department of Labor (IDOL) and Women Employed (WE) both have long-standing commitments to ensuring that women are paid fairly. For WE, the issue of pay equity has been core to our advocacy for women’s economic security since our founding, and we have shown that commitment in our advocacy for the rights now enshrined in Illinois law—equal pay for similar work, salary history ban, equal pay registration requirement for businesses, and most recently, pay transparency.

But we understand that rights are only effective if they are known, exercised, and enforced. And IDOL takes that responsibility very seriously—embarking on this project knowing that not everyone in Illinois, and certainly not the Black and Latina/x women in low-paid occupations focused on in this project, were aware of IDOL’s role in enforcing equal pay rights, serving as a resource, and a pathway to remedies. Indeed, IDOL has intentionally invested in strengthening relationships with organizations on the ground and developing a proactive enforcement strategy that is less dependent on individuals—who may feel vulnerable—coming forward by themselves.

Together, we hope that this overview of the project and its many components, as well as key takeaways, provide examples and inspiration for similar collaborations between enforcement agencies, advocates, and community organizations. Our partners in this project made for a team of many talents, and this was certainly a group effort. We invite you to take what is useful to you, and hope that it sparks ideas for your own education and outreach campaigns that make rights real to those most in need of the protections our laws provide.

Sincerely,

Jane Flanagan

*Director
Illinois Department of Labor*



Sharmili Majmudar

*Executive Vice President of Policy,
Programs, and Research
Women Employed*



The Illinois FARE Grant Project

In 2021 Illinois was one of six states awarded the U.S. Department of Labor's Women's Bureau *Fostering Access, Rights, and Equity (FARE) grant*. The Illinois FARE Grant Project helped women workers who earn low wages learn about and access their employment rights and benefits. WE was the lead partner working with IDOL (the grantee) on this project, which **sought to raise awareness of pay equity and pay transparency standards among women workers, particularly low-paid women of color, and was designed to strengthen Illinois' capacity to enforce these and other employment protections for low-paid working women**, thus helping fulfill the intended outcomes of legislative action and longtime advocacy.

This included:

- ▶ A multilingual and statewide "Know Your Rights" digital advertising and public education campaign across a variety of platforms and high-touch worker engagement both virtually and in-person.
- ▶ Worker engagement conducted through the development and leveraging of formal and informal partnerships with worker-facing organizations across the state.
- ▶ Building collaborative relationships between IDOL and community partners, providing a direct feedback loop for issues and complaints and informing enforcement practices.

Pay Equity

2023 marks 60 years since the federal *Equal Pay Act* was signed into law, protecting workers from pay discrimination on the basis of gender. However, despite modest gains since then, a stubborn gender wage gap remains, with women workers (part-time AND full-time) on average making only 78 cents to every dollar a man makes.



In Illinois the gender pay gap is worse than the national average, at 72 cents for all women workers compared to men. The gender pay gap is exacerbated by intersections with race, with women of color often earning significantly less than white women.

The racial equity gaps are particularly stark, with Black women in Illinois earning only 53 cents (compared to the national average of 64 cents), Latina/x women 47 cents (compared to the national average of 54 cents), and Asian American women earning 77 cents (compared to the national average of 86 cents). Even with the same background, same education, same skills, same hours, in the same jobs, across all industries and levels, a gender wage gap persists.

Equal Pay in Illinois

Women Employed's work on pay equity has included legislative advocacy, employer policies and practices, and outreach and education. In the Chicago area, WE leads the Equal Pay Chicago Coalition, which fosters education, promotes public awareness, engages with stakeholders, and advocates for fair pay practices. At the state level, WE championed equal pay legislation, including the Illinois Equal Pay Act of 2003 and the No Salary History bill in 2019, and a statewide Salary Transparency law that passed in May 2023 (which will take effect January 2025 so was not included in this project).

Illinois Equal Pay Act of 2003

The Illinois Equal Pay Act prohibits employers with four or more employees from paying unequal wages to men and women, and to Black and non-Black employees, for doing the same or substantially similar work.

There are exceptions in the law for a pay difference based on a seniority system, a merit system, a system measuring earnings by quantity or quality of production, or factors other than gender or race.

Illinois' No Salary History Law (amendment to The Illinois Equal Pay Act of 2003)

As of September 29, 2019, the law prohibits employers in Illinois—and those working on behalf of employers, like temp agencies and headhunters—from asking job candidates

about their current or prior salaries, wages, benefits, and other compensation. That means that employers are required to eliminate any questions from applications, interviews, and any other materials used in the hiring process that ask for compensation history. The law covers Illinois job candidates for positions that are paid an hourly wage or an annual salary, including both part-time and full-time positions and temporary or permanent positions (but not independent contractors).

When salary history is used to set future wages, instead of basing pay on job qualifications, pay inequities that start early in life for women and people of color may affect them throughout the rest of their careers, perpetuating gender- and race-based wage gaps. Often, women and people of color do not even know they are underpaid compared to their coworkers if starting salaries are not posted or employers try to prohibit workers from talking about their wages with each other. That is why policies that ban seeking out a job candidate's salary history and laws that ensure pay transparency are particularly important in the fight for equal pay. Even more importantly, women workers and workers of color need to know what their rights are, so they can advocate for themselves and for better economic security for their families and future. Implementation, public awareness, and enforcement of these laws are crucial to ensure their effectiveness and are at the heart of the Illinois FARE Grant Project.



The law exists, but when people don't know, it's like the law doesn't exist. Laws are only effective if people know about them and take action. We have added it [the FARE grant content] to our permanent Worker Rights Workshops! ... We will continue to use the content in our regular trainings.

- Arise Chicago

Partners

Women Employed and IDOL partnered with four organizations to carry out the Illinois FARE Grant Project: Arise Chicago; Man-Tra-Con Corporation; Shriver Center on Poverty Law; and YWCA Quad Cities. Women Employed regularly collaborates with groups that organize and directly support and serve workers. That collaboration is core to our work, so it was important to apply that commitment to this project as well. Since Women Employed is not a direct service or organizing group, our partner organizations brought critical expertise to this project because of their years of experience working directly with clients who are impacted the most by equal pay laws featured in this public awareness campaign.

The partner organizations had varying degrees of familiarity and experience working with the Illinois Department of Labor. Additionally, this was the first time that IDOL was partnering with multiple community-based organizations on a project of this scale, which offered new ways to collaborate, engage workers, and create feedback loops. IDOL understood the importance of working with community partners to educate the public and conduct impactful outreach given they are closer to workers' needs on the ground and to people in communities that government may have a harder time reaching.

The factors that informed our partner selection process were:


- Geographic diversity
- Populations served
- Capacity
- Previous experiences

When considering the types of organizations that would play a role in administering this public awareness campaign, it was vital that we could reach communities statewide. The partner organizations listed in this report

have experience working with our populations of interest—Black and Latina/x women and women in low-paid roles throughout Illinois.

Each organization had a different set of deliverables they were responsible for as subgrantees on the project, and each brought unique expertise, skillsets, and capacity to participate. These criteria added to the time it took to secure partners as we worked hard to find the right fit for the project. In addition to this selection criteria, we also had to work within the bounds of the available grant funding for subgrants to organizations and whether they could execute their responsibilities for that amount.

It was valuable to have diversity in the type of work that partners do and the level of interaction they have with the population they serve. We leveraged the unique experiences of partners, whether that be an understanding of equal pay laws, workers' rights advocacy, or curriculum development, which meant they each had different roles to play.



This grant has given Arise another set of tools to bring to our members, eager to be trained experts on more targeted facets of workers' rights.

- Arise Chicago



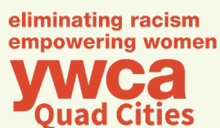
Arise Chicago builds partnerships between faith communities and workers to fight workplace injustice through education, organizing, and advocating for public policy changes. Their workers' rights center is a membership-based community organization that offers resources for workers to learn about their rights and improve their working conditions through organizing. Arise has produced a *Worker Rights Manual* in English, Spanish, and Polish and regularly conducts educational workshops and trainings on worker issues, both virtually and in person. Arise works primarily in Chicago and suburban Cook County. www.arisechicago.org



Man-Tra-Con Corporation is a workforce development organization based in Marion, IL. They are a member of the American Job Center Network and an Illinois workNet partner. Funded by federal and state grants, Man-Tra-Con partners with employers at no cost and offers free services to job applicants such as career coaching, job search assistance, and referrals to training. Man-Tra-Con serves Southern Illinois. www.mantracon.org



The Shriver Center on Poverty Law is a nonprofit organization that fights for economic and racial justice through litigation, policy advocacy, and training and convening multi-state networks of lawyers, community leaders, and activists. The Shriver Center's core issues include economic security, health, housing, and families and communities. While the Shriver Center is based in Chicago, their efforts affect policy and practices at a statewide and national level. www.povertylaw.org



YWCA Quad Cities helps empower women and families, offering a range of programs to the Rock Island, Moline, and East Moline cities of northwestern Illinois. YWCA Quad Cities offers supportive services such as educational programs in STEM, an Empowerment Center for families facing crisis, and a Tech Lab—an employment service for those interested in technology, as well as child care services. www.ywcaqc.org



It was impactful to see that every partner organization had their own strengths that helped them move the work of the FARE grant forward and it was through their own personalized approaches that we were able to achieve meaningful results.

- Illinois Department of Labor

There were many moving pieces in coordinating work between Women Employed, IDOL, and partner organizations over the span of two years from grant application to completion. Because of our deep commitment to a collaborative process informed by our partners' expertise, Women Employed worked closely with our partners from the initial market research study and landscape scan to creating informational materials and engaging in worker outreach. Women Employed met with each partner organization individually once a month, then with all partners and IDOL together monthly as well to discuss all components of the Illinois FARE Grant Project including outreach strategy, data collection, communications, and more. In between these meetings there was ongoing communication via email to solicit additional feedback and monitor progress.

Partner access to a network of workers who are community leaders was fundamental for our Train the Trainer outreach. Partners also distributed materials at events, conducted educational workshops, and more (see "Outreach, Education, and Training Activities" section of this report for more information).

With multiple partners and various external pressures, things often took longer than expected. Unexpected circumstances—for instance, changes to the main point of contact at partner organizations—made it challenging at times to coordinate across teams, execute deliverables on timeline, and ensure consistent data collection. Of the six organizations involved, four of them had a change in the point person for the project during the grant period.

The Illinois FARE Grant Project has made a meaningful impact not only for community members, but also for IDOL and staff at our partner organizations who work with them on a daily basis. Receiving the FARE grant gave IDOL an opportunity to focus their outreach on low-paid women workers, particularly women of color and vulnerable workers who were unaware of their equal pay rights. An underlying theme in our partners' reflections of the experience is that staff have been able to learn more about Illinois equal pay laws to empower themselves and their clients. One partner has already integrated the materials and training we used for this project into their own organizational practices including onboarding of new frontline staff.

Key Takeaways:

1

Leveraging partners' diverse areas of expertise and creating clear criteria and expectations is critical—some of our partners were well-versed in worker's rights and equal pay laws, while others had access to broad groups of employers and job seekers. Utilizing each partner's area of expertise—rather than having one uniform set of expectations—made the collaboration richer.

2

A project on this scale with multiple partners and various moving pieces may require more time to implement than you initially imagine. We recommend that others who take on similar projects allocate more time than you think may be necessary and plan for any unexpected changes or challenges that may occur.

3

The Illinois FARE Grant Project produced versatile materials that continue to be applicable to the ways in which we engage with our community members and empower workers.

Laying the Groundwork

Landscape Scan

In preparing to launch the Know Your Rights campaign, we created a materials research team to conduct a landscape scan of the publicly available resources for Illinois women to better understand what information gaps we might be able to fill. We wanted to assess the usability, accessibility, and relevance of information on these existing equal pay resources. The primary points of consideration were:

- What your rights to equal pay are
- How to seek justice or take action
- Possible remedies

There were multiple steps in the materials research:

- Examine the equal pay resources from our partners in this work, both government agencies and nonprofits
- Search the internet (e.g., Google) with various terms related to equal pay rights
- Search the internet using frequently asked questions



Each step yielded different results and led to a further refinement of the process by developing specific criteria to assess these website resources

related to accessibility. These included:

- ▶ **Language:** Is the information available in Spanish or other non-English languages? There was a preference for human translation vs. machine/Google with the concern that automated translation might lose some of the nuances and context that are important to understand equal pay laws.

- ▶ **Readability:** Is the writing style easy to understand, and written in a way that avoids jargon, excessive legal terminology, and overly academic language? We assessed this not just from our own perspective but by using *Readable.com*, a tool that evaluates the reading level of text. This was particularly important given our target audience included workers who may not have college degrees and/or for whom English was not their native language.

- ▶ **Accessible graphic design:** Is the resource visually appealing? Does it use images, charts, and easier to understand tools vs. only large blocks of text?

- ▶ **Easy to find:** Does this resource come up in multiple iterations of searches and early in search results?

- ▶ **Local/National:** Was the resource focused on Illinois specifically or only national laws?

- ▶ **What's missing:** What information was incomplete? Does the resource lack links, or only cover certain aspects of equal pay? What would make this a more thorough/helpful resource?

The materials research team came up with a comprehensive list of questions about equal pay that workers might search for. Given that different search terms produced different results, they created a word bank of alternative terms to use while searching to ensure the landscape scan was as thorough as possible (the list of questions and word bank is listed in the “Appendix”). This materials research stage took approximately two months to complete.



What we learned:

In seeking information related to pay and gender, many of the resources we found were opinion-based articles on the gender pay gap, resources from law firms outlining a specific law or two, or government resources on particular laws.

We also came across several sites promoting gender equality, which often held little valuable substance (for example, self-help articles on improving yourself to get paid better, such as being more confident, dressing more professionally, etc., with no information on actual equal pay rights). Many of these resources were unreliable at best, often providing advice based on opinion, or created by a business to attract clients or readers.

We discovered that how you searched the internet mattered greatly. For example, if you did a Google search using a question, the result was often a link to a specific resource page on a government website which was helpful. However, if you visited a government website directly, it was often difficult to navigate and find the information or resources needed to answer that question.

While government agencies generally had the most useful and thorough information, it was challenging to find the specific information or issues we were seeking, and many did not have a “frequently asked questions” section. If we weren’t specific about “Illinois” in the search, we’d find sources that were general and noted that laws differ state by state but didn’t point to where to find that state-

specific information. When using search terms that included the combination of pay and race, the most common results we got were national resources.

Most of the resources we found through online searches did not include clear information on the process for filing a fair pay complaint and what to expect—for example, potential outcomes of filing (either positive or negative), or assurance that retaliation was not allowed. Also, since there are multiple options for taking action related to filing or reporting, it would be helpful for more guidance on the differences between them or which one to choose in different situations. Additionally, there were few resources for employers who also might want more information about equal pay laws and how to comply, how to respond to complaints, etc.

Perhaps most troubling was that almost all these resources would be difficult to read for someone without a high level of education. Many websites had a high reading level, which made us wonder about the gap between the terms people use to search for information (everyday language) vs. the language in the resources they find (which often includes a lot of legal terminology and jargon). Additionally, most articles or resources that came up were very focused on office jobs (e.g., advising people to schedule a meeting with their HR department or boss) and might not be applicable for low-paid or hourly workers in industries like food service or retail.

Market Research Study

In addition to the landscape scan, we enlisted a market research firm, PB&A Marketplace Intelligence, to assess what low-paid Illinois women workers knew about their equal pay rights and to gain insight on what messaging has resonated in the past to inform our communications and messaging strategy. We selected a firm that had experience with the target audience (low-paid workers, women of color, hourly workers), competitive cost, interview research (as opposed to only surveys), multiple language access, and people of color on staff and/or sensitivity to marginalized populations. We consulted FARE partners on the selection and language of appropriate questions for the research given their experiences with the target audience.

The research firm conducted phone interviews with 500 low-income working women in Illinois. This was measured by households that earn less than three times the poverty level depending upon place of residence and household composition (so a different threshold was used for urban, suburban, and rural areas given the socioeconomic diversity of Illinois).

The data collection oversampled Black and Latina/x women to ensure adequate representation of women of color. The interview team was multicultural and multilingual so that they could talk with interviewees in their native language. The market research asked about:

- Awareness of employment and equal pay rights
- Whether or not, or the degree to which, women feel they (or their coworkers) had personally been subject to employment, payroll, and/or advancement discrimination
- Knowledge of sources of information/assistance, as well as the likelihood of seeking help should discrimination occur
- Reaction to existing messages regarding employment discrimination rights and sources of employment discrimination assistance in Illinois

The survey was also designed so that it could be repeated in the future to measure shifts over time in awareness and attitudes. Questions asked from the market research study are available in the “Appendix”.

A research firm
conducted phone
interviews with

500
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in Illinois.



What we learned:

- ▶ Of respondents who believed they are being paid less than their coworkers with similar jobs:
 - ▶ **64 percent think it is either definitely or probably because they are female.**
 - ▶ **78 percent believe that it is either definitely or probably because of their race or ethnicity.**
 - ▶ Black, lower-income women are more likely than are their non-Black, female coworkers to believe they are paid less than others within their organization for similar work.
- ▶ **Over 90 percent of respondents believe it is important to know if they are being paid fairly.**
- ▶ 25 percent of respondents believe their managers discourage talking about wages.
- ▶ **62 percent are uncertain or believe there are not resources available that would help them with workplace rights,** and in fact only two percent of respondents have gone to someone outside of their workplace for help or information about fair wages.
- ▶ 63 percent are uncertain or do not believe there are laws in Illinois that protect workers' rights to speak with their supervisor about fair wages and employment opportunities.
- ▶ **Only 20 percent claim to have seen any information about these fair pay rules and laws.**
- ▶ While 60 percent of women said they had heard of the Illinois Department of Labor, only **26 percent of those thought they provide services for "someone like me."**

Key Takeaways:

1

Both the landscape scan and market research study were essential in understanding the lack of knowledge about equal pay rights among low-paid women workers in Illinois, as well as differences by demographic group.

2

The landscape scan surfaced how inaccessible most existing equal pay resources were for workers without college educations and/or white collar/office jobs.

3

The landscape scan and market research study reaffirmed the need for a Know Your Rights campaign as well as the importance of targeting Black and Latina/x women in particular, and informed all the campaign strategies and activities moving forward.

Creating an Online Resource Hub

Landing Page

The central hub for the Illinois FARE Grant Project was an [online landing page](#) for the Know Your Rights campaign which housed a variety of resources, including:

1. Equal Pay Tip Sheets in eight languages (English, Spanish, Polish, Tagalog, Korean, Arabic, Traditional Chinese, and Simplified Chinese)
2. Comprehensive information related to equal pay in Illinois including frequently asked questions and links to the Illinois Department of Labor, the U.S. Department of Labor, the EEOC, and other relevant sources of information and assistance
3. Information on the FARE grant
4. Public-facing social media toolkit
5. Link to Women Employed's virtual salary negotiation workshop
6. Brief educational videos on equal pay rights in Illinois

It was important to create a new page for this campaign that could be used as a centralized resource hub to help working women understand their rights and options for recourse. We proposed a neutral URL that would not be tied to Women Employed or IDOL, and that would be easy to remember in both visual and audio advertisements. We also did not set up a new website, as the goal was to connect people to their rights and enforcement via IDOL, rather than create a separate website which would have to be continually updated and maintained beyond the life of the grant. So, we purchased the URLs “equalpayillinois.org” and “salariojustoillinois.org,” which redirected traffic to the new [Women Employed resource webpage](#), where they could choose which language to view the page in. This page served as the destination for all the Illinois FARE Grant Project advertising and outreach.



The landscape scan and market research study informed an intentional approach to building the landing page content, with the goal of being comprehensive yet easy to use and understand. We worked closely with FARE grant partners who provided feedback on what information would be most useful for their worker audiences.

Given the goals of the grant, we also prominently linked to the IDOL website with detailed information on Illinois employment laws and processes for addressing complaints. We created a public digital social media toolkit so that anyone who accessed this site could have information in formats that made it easy to share via their own networks to help spread the word (e.g., appropriately sized graphics, language for emails, texts, and social media posts).

The biggest challenge was striking a balance between language that was more accessible or conversational vs. legal terminology related to the details and nuances of the state law. Because of these multiple goals, the webpage ended up being longer than we had hoped. However, it should be noted that in the midst of the campaign, we showed the webpage and outreach materials to women workers who represented our target audience, and they all thought that the information was accessible, easy to understand, and useful.

IDOL also later added a [FARE grant webpage](#) to their website that linked back to [equalpayillinois.org](#), and contained the Equal Pay Tip Sheets in all eight languages. The link to the IDOL FARE grant page was featured prominently on their existing primary landing page, as well as on their “Equal Pay Act of 2003” page. IDOL also began work to simplify the language on their website to ensure it is readable and easier to navigate. They included a translation feature that is able to translate website content into more than a hundred languages so that individuals

regardless of the language they speak and read can access IDOL’s website and gather the information they are looking for. This website and communications overhaul was ongoing and not specifically in response to the FARE grant, but the landscape scan and market research study conducted because of the FARE grant helped inform IDOL’s approach and thinking.

While the [equalpayillinois.org](#) webpage was created several months before we launched our ad campaigns, there was a huge spike in traffic while the FARE grant ads were running, demonstrating that the campaign was driving traffic to the page. As of June 30, 2023, **equalpayillinois.org has received over 15,000 page views, 11,000+ of which are unique.** Even more importantly, the average amount of time spent on the page through May was 3 minutes, which was significantly more than Women Employed’s typical webpage average (1.5 minutes), and well above average for all industry webpages (52 seconds).

The FARE grant has instilled self-advocacy in the workplace.

- Man-Tra-Con Corporation

Key Takeaways:

1

It was important to build a new landing page specific to this campaign and develop it with FARE partners rather than using an existing webpage or doing the heavier lift of developing a brand new website.

2

The landing page was developed as a comprehensive resource and includes information offered in different formats (e.g., an FAQ, tip sheets, videos, digital toolkit) and the most frequently used languages in Illinois to reach the widest audience and ensure that workers can find information they can use in their everyday lives.

Digital Ad Campaign

A key facet of the Illinois FARE Grant Project was a digital advertising campaign, through which we hoped to reach 500,000 low-paid women workers of color in Illinois. These ads would lead viewers/listeners to the equalpayillinois.org website which housed a wealth of information and resources on equal pay. We wanted a campaign where people might see or hear the information multiple times, so we had ads on a variety of platforms that we used to educate workers on their equal pay rights.

Because of the FARE grant, we were able to put a significant budget behind this part of the project, allowing us to enlist a digital advertising consultant, Therese Cebular of The Embedded Group, to help us determine how best to target our population and balance the cost vs. reach across a variety of platforms. We also surveyed our partners to find how and where their constituents learn information, to determine which advertising methods and platforms were most relevant.

In total, we spent \$45,000 on this part of the campaign. Twenty percent of that went towards fees for our digital advertising consultant, and 80 percent was spent on the ads themselves, strategically split between channels—enabling us to have an incredibly wide reach statewide. The following information reflects the complexity of running a statewide digital advertising campaign across multiple platforms in a limited amount of time.

The ad campaign took on a layered approach, with multiple ads running on different platforms simultaneously, with the idea that workers may run across the information more than once, reinforcing the message. For example, Google Display was included as a driver of relatively inexpensive impressions in order to aid in awareness—since people are fairly unlikely to click on ads generally,



one way to increase the likelihood is to build familiarity. If a person is already familiar with the brand or content, they are more likely to trust it and therefore are more likely to click on it when they run across it again. Google Display (and Spotify) then, would play the role



**Las latinas
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of building this trust while our Facebook ads were meant to drive clicks to the campaign landing page, equalpayillinois.org.

There were key decision points where the market research study and the digital advertising consultant helped us strategize for maximum impact, particularly given our target audience of low-paid women of color. For example, a plan to use traditional radio changed given that Spotify was more cost-effective and the reach could be measured, as well as Spotify's ability to do more specific targeting by demographics and geography.

Additionally, we wanted to include Spanish language advertising in our campaign, but not all areas of the state had a Spanish language radio station. While most platforms do not allow you to target your audience by race or ethnicity, we were able to actively target ads to zip codes with significant populations of Black and Latina/x women.

For this campaign, we decided not to use traditional media (e.g., newspapers), and instead focused on digital media (i.e. social media, Google, and digital radio) due to how many people consume information through those platforms. Informed by our partners as well as the market research study, we chose not to use LinkedIn given our target audience of low-paid workers do not have as much of a presence on that platform. Because of the time it took to develop ads and obtain required authorization on Meta (see below), the ads began running in late January 2023 and ran through June 30, 2023.

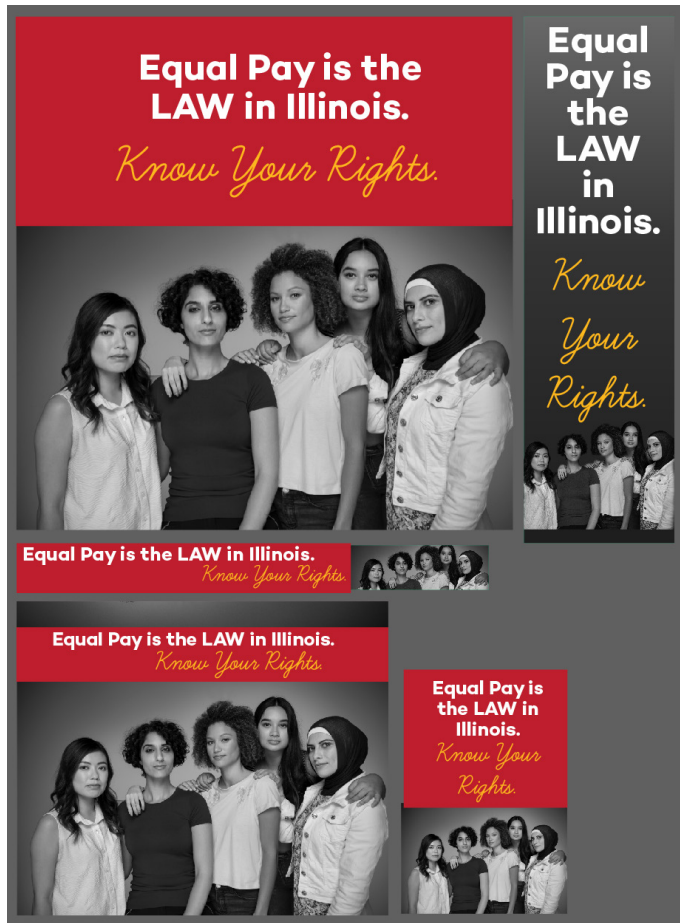
Design Process

While we had an in-house graphic designer who worked on our materials, the look for the advertising campaign was also informed by our digital advertising consultant. One of her biggest recommendations was to use photography featuring women rather than illustrations, because photos can evoke more emotion, allowing viewers to better connect to the issue, and resulting in more engagement with the ads. For that reason, we used stock photos for the ads.

We wanted photos that were inclusive and reflected the racial diversity of Illinois, as well as some versions which targeted specific populations (e.g., images of Latina/x or Black women, see examples here and in the “Appendix”). However, illustrations were used on some pieces throughout the campaign, including on the tip sheets and the website, and were created specifically for this project to reflect equal pay rights.

Another key component to the ads was the text that overlaid the images. Many digital advertising platforms, like Google Display, are image-only with no accompanying text (Facebook ads were an exception that had room for a small amount of text to provide additional information). Therefore, the images needed to be self-contained, conveying the message so that people would understand what was being advertised, and then click for more information. That led us to create images that had text overlaid on the stock photos. The text needed to be compelling and informative, yet very brief, so the words could be large enough to read even when the graphic was a small size (based on the ad dimensions on various online platforms. See “Appendix”). The text also needed to reference Illinois specifically to make clear the focus on state laws and policies.

One challenge was keeping the same principles above (easy to read, brief text, etc.) when translating ads to Spanish. When you directly translate English to Spanish, the Spanish translation often has more words and characters than the original English text. That meant that, on platforms where we had character limits, we weren’t always able to use direct translations and we had to either use slightly different messages, or abbreviated messages in the Spanish ads. It was extremely helpful to have a Spanish-speaking staff member who could help navigate this, ensuring our Spanish ads conveyed the issue and stayed on message when we weren’t able to use a word-for-word translation of the English. Our partner organizations were also critical in reviewing these ads and providing feedback throughout the design process, particularly given they had expertise in directly serving the target communities. We found that the Spanish ads almost needed to be constructed as their own separate assets rather than a mirror of the English ads. This was not an issue with the website where we did not have character limits or the same need for brevity.



Digital Ad Platforms

Meta (Facebook and Instagram):

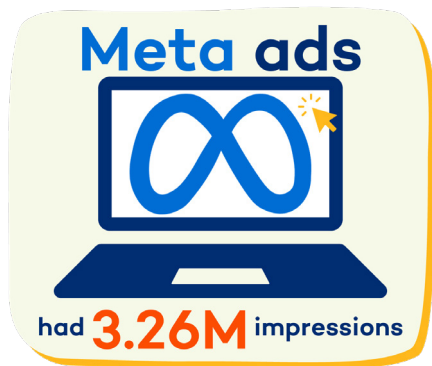


Facebook and Instagram are popular platforms with large audiences, and generally cost effective in terms of reach so our ads ran on both platforms. Facebook's audience is extremely broad—including both older and younger generations, while Instagram's audience tends to be a little younger, allowing us to reach a wider demographic group. We ran ads in both English and Spanish, and were able to target women by geography. Additionally, we were also able to use "interests" on Meta (information people share about themselves like shopping, social issues, brands, etc.) to develop target audiences and try and reach more Black and Latina/x women, in the absence of being able to target by race and ethnicity. It's not a perfect approximation, but it's a way to try to include more of the people you're trying to reach.

It was also easy to track how many people clicked on our ads and went to the campaign website from these platforms. Initially we discovered that most of the impressions

were from the Chicago area, so we retargeted our Chicago-area ads to specific zip codes with a higher percentage of Black and Latina/x women. Our Meta ads performed at or above industry benchmarks, and by the end of the campaign our **Meta ads had 3.26 million impressions**, or views.

In terms of logistics, it should be noted that Meta has a strict policy about advertising related to "social issues" (in which they categorized the equal pay campaign). This requires special authorization of a



designated staff person and verification process which can take weeks (including some steps by regular mail). This slowed our ability to launch Meta ads, even though we were already relatively experienced with Meta as a platform (and had been previously registered but the authorization had expired and it took several steps and multiple weeks to get renewed).

Google:



We purchased Google display ads (these are image-based ads that are placed on other websites throughout the internet). These can show up in different ways depending on the host website layout (banners, sidebars, boxes, etc.) so required multiple versions of ads because of the variation in sizing. We were able to do some targeting by gender and race. **Google display ads generated the largest number of impressions of our advertising campaign at 6 million (out of a total 12.2 million)**, and also had the lowest cost out of all publishers on the plan. While we are part of the Google nonprofit program, which provides monthly grants for advertising via Google search (text-based ads that appear in search results on key words and phrases on Google.com), our Google search ads did not have good performance results so we discontinued them early on.

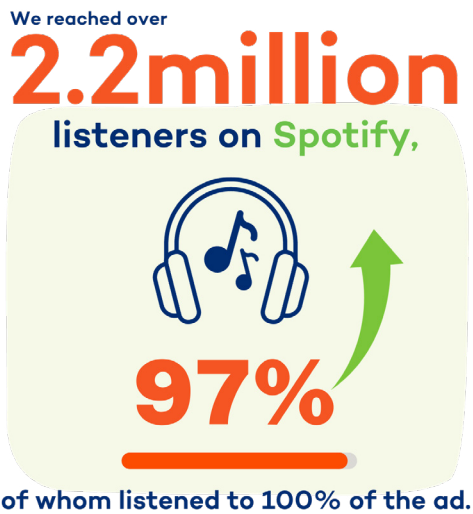
For the last few weeks of the campaign, we launched display ads via a different platform. These ads, called Programmatic Display, were served on many of the same sites as Google Display ads, plus some others, and provide additional targeting options. Once we launched Programmatic Display, we discontinued our Google ads to avoid duplicative costs. **The Programmatic Display ads performed above industry benchmarks, and generated over 600,000 impressions** in June. Those numbers are included in the 12.2 million total campaign impressions.

Spotify:



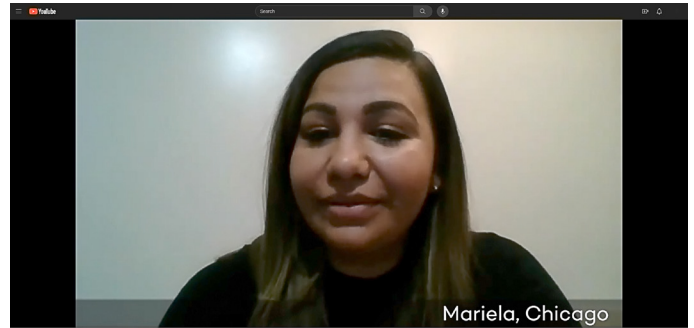
Our digital advertising consultant suggested Spotify because of its large audience, and the fact that many use the free version, which serves them ads. However, one challenge with Spotify is the difficulty of tracking traffic to the website. Because they are listening, and not interacting with their screen, most people do not click to the website directly from the ad in their Spotify app. Instead, they may remember the ad and either search for or type in the website later, which makes it impossible to track whether

they came to the site because they heard the ad on Spotify. However, we did see an increase in web traffic when the Spotify ads were running, suggesting a positive impact.



We also felt strongly that Spotify was a strategic choice because it allowed us to reinforce campaign messaging that listeners may also be seeing on Facebook, Instagram, or Google, increasing the likelihood they would click on an ad seen elsewhere. Spotify also allowed us to target ads by geographic region and zip code, as well as age, gender, and language. It is also worth noting that at different points in the campaign we talked to workers who had heard the Spotify ad and it appeared to be targeting the right audience. Our Spotify ads performed at or above industry benchmarks, and by the end of the campaign, **we reached over 2.2 million listeners** on Spotify, 97 percent of whom listened to 100 percent of the ad.

Educational Videos:




As we continued to think through different ways to provide accessible information, we decided to add educational videos to the campaign in order to better accommodate the differing ways that people learn and consume information. We also know that social media algorithms prioritize video content, allowing us to reach an even wider audience. Video allowed us to provide a new angle on the content, demonstrating everyday situations women might encounter, and conversations they might have related to equal pay rights. We ensured the videos were brief enough to share on social media and feature in digital advertising.

Our strategic marketing consultant, Boyce Possley, helped develop the video scripts (in both English and Spanish), intentionally referring to Illinois locations and people in the script to reflect our statewide approach. We also used a video production company, Winter Beach Productions, to film and produce the videos. As we wanted to focus on everyday Illinoisans from racially diverse backgrounds, we decided to use staff and workers from Women Employed, IDOL, and FARE grant partners as the actors, which was another way to engage FARE grant partners and worker leaders, and was enjoyed by everyone involved. [Note: links to all of the videos can be found in the “Appendix”.]

These brief educational videos on equal pay rights in Illinois were developed near the end

of the grant period, so we were not able to take full advantage of them during the height of the ad campaign. However, in the few weeks they were included in our advertising campaign they **attracted 119,000 views!** These will be lasting resources that will live

on [Women Employed's website and YouTube channel](#), and perhaps our partners' websites as well. While the paid ads for the Illinois FARE Grant Project have ended, these videos will continue to be shared via social media, e-newsletters, and other platforms.



The biggest takeaway [from the FARE Grant Project] and lesson learned is that there are many communities that do not know or understand their legal rights in the workplace, and it is important to educate them on ALL of their legal rights. In the research conducted at the start of the [FARE] grant it was a bit of a surprise that many women were not aware of their equal pay rights at all.

- Illinois Department of Labor

What we learned:

Most of our ads outperformed benchmark metrics in terms of listens, costs per click (CPC), and/or click-through rate (CTR), so it was evident that people want this content and information about their equal pay rights. We also learned that it can be very difficult to target and track by demographic characteristics (gender, race, age, geography), because different platforms have different targeting and reporting capabilities. This campaign ran in both English and Spanish, and we saw very little difference overall between the two in terms of performance.

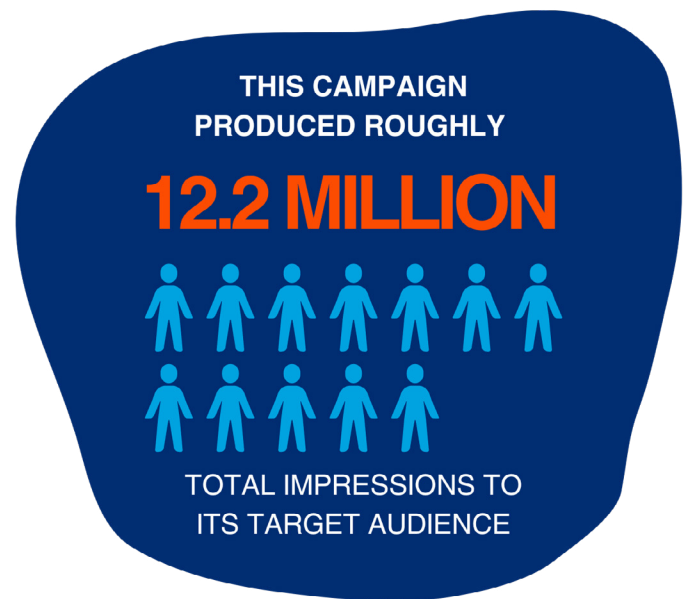
The diversity of the ads required a significant investment of time. For example, each platform required different-sized ads, and we wanted to create images in both English and Spanish. Ultimately, our designer created roughly 100 graphics, many more than we'd anticipated. We wished we had had a longer campaign runway so that we could make adjustments over time as we continued to assess the performance metrics.

We believe our layered, multi-channel approach was successful, as we did a focus group with workers near the end of the campaign and found that workers had already heard "Equal Pay in Illinois" when we showed them the materials, and eventually discovered it was because of the Spotify ad. The awareness of the content made them immediately interested in the campaign and more receptive to the information that we shared with them later, and more likely to engage with the Equal Pay in Illinois website and share with their friends/coworkers.

Overall, this campaign produced roughly **12.2 million total impressions** to its target audience—which was beyond our expectation. Just under a third of those impressions were from our Spanish ads. While we weren't able to report on unique impressions across platforms, and we know there is some overlap—including the same people viewing and hearing ads on multiple platforms, which was part of our strategy—the number of impressions is large enough that we feel very comfortable we met our goals of workers reached through the campaign.

While our target audience was Illinois, most of the impressions came from the Chicago area, though ads were viewed in other markets throughout Illinois as well (based on the limited geographic information we were able to get through our reporting).

It is worth noting that we also had a significant number of views from other



Midwestern cities outside of Illinois including Milwaukee, Denver, Minneapolis, Detroit, Indianapolis, and Davenport.

Key Takeaways:

1

We could not have done this as effectively without significant investment in a digital advertising consultant to help us strategize the most cost-effective and targeted way to reach our audience given the complexities of the various digital platforms.

2

The reach of our campaign was directly influenced by our substantial digital advertising budget, allowing us to achieve 12.2 million impressions through our digital ads. If you have a smaller budget, you should expect a smaller campaign reach.

3

The setup and preparation period to design all the ads in the various sizes (even with an in-house graphic designer), translate them effectively, and get registered on different platforms took much longer than anticipated, so we recommend building in significant lead time.

4

The layered, multi-channel approach seemed effective to best spread the message and build trust in the campaign and the information being shared.

Outreach, Education, and Training Activities

In addition to the digital ad campaign, we conducted outreach and education through various avenues. Just like our layered approach for the digital ad campaign, we wanted to maximize the ways in which we could engage women workers in Illinois. The following are the methods we utilized that ranged from visuals that captured attention and spread awareness, to one-on-one engagement with workers that educated community members about their equal pay rights. Partners conducted outreach and education as they saw fit, and we tracked progress monthly through a reporting system.

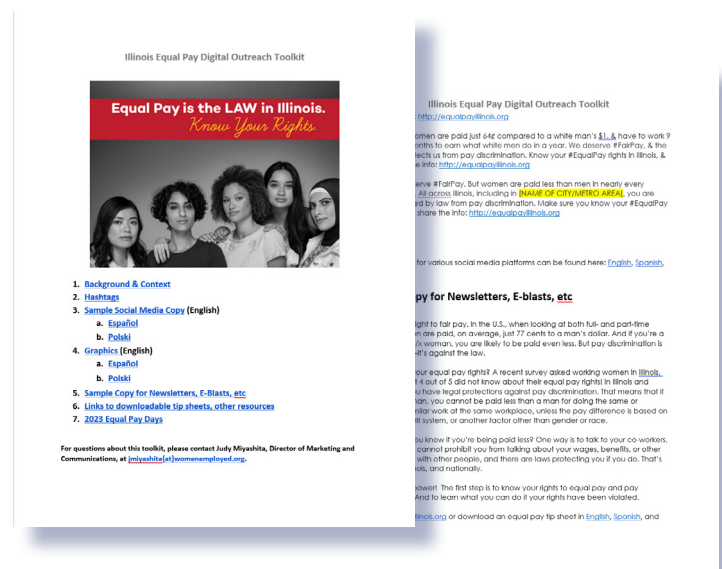


Billboard

One of the very first outreach methods we used was a digital billboard along Interstate 90/94 in Chicago. The billboard was sponsored, at no cost to Women Employed or the FARE grant, by Wintrust Bank for the entire month of September 2022, an opportunity secured through a Women Employed board director. The billboard advertised Women Employed's landing page on fair pay. It included the text "You deserve fair pay" and "Know your rights" with the Women Employed logo and the URL womenemployed.org/pay, which went to our campaign landing page. The billboard allowed our message to be seen by an estimated **12,000 people each day during the month that it was live**, a "bonus" outreach opportunity that we would not have been able to afford otherwise.

Digital Toolkit

Even before the digital ads started running, we developed a [digital toolkit](#), so that all partners could begin to promote equal pay rights in Illinois through their own email lists, social media channels, etc. We eventually created two different toolkits, one for the Illinois FARE Grant Project partners, which contained additional information about the Illinois FARE Grant Project itself, and one for the public that was more appropriate for anyone interested to share with their personal or professional networks. The toolkits contained background information on equal pay in Illinois, hashtags, sample social media copy (differentiated by platform: e.g., Twitter,

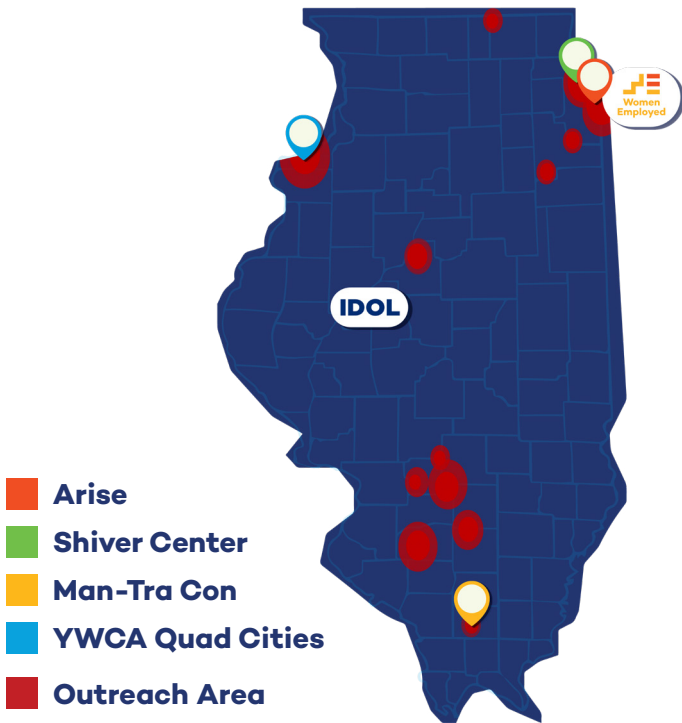


Instagram, Facebook), properly sized graphics for different social media platforms, as well as sample language for email distribution and newsletters. The toolkit was available in English, Spanish, and Polish and linked to all the other resources used for the Illinois FARE Grant Project (tip sheets, websites, etc.) as well as a variety of external resources and links.

FARE partners used this toolkit to share information through their networks. Just from

Women Employed's organic posts (not paid advertisements) on our own social accounts alone, we had **8,300 impressions, 313 likes, and 61 shares on our posts across Facebook, Instagram, Twitter, and LinkedIn.**

Map of Outreach, Education, and Training



for download, physical copies were shared during outreach and education events. These handouts were an easy way to reach workers who are not as active on social media or might not have reliable internet access to see our ads, and our partner organizations could distribute them to their constituents who attended in-person programming. Events—including Women Employed's Advocacy Council meetings, the LCLAA Latina Equal Pay Day Event, and the Equal Pay Chicago Coalition Latina Equal Pay Day Event—were opportunities to share the Equal Pay Tip Sheets and other resources to a wide audience.

Equal Pay Tip Sheets & Outreach Education Events

We also prepared physical materials to use during in-person events, and to ensure we could include workers who are not often online in our in-person outreach and education events. We shared recruitment postcards for Train the Trainer workshops and information sessions, as well as the Equal Pay Tip Sheet at events we and our partners hosted. The Equal Pay Tip Sheets includes information on pay discrimination, federal and state laws, and resources available if equal pay rights are violated. These tip sheets are available in eight languages: Spanish, Polish, Traditional Chinese, Simplified Chinese, Tagalog, Arabic, Korean, and English to reflect the diverse communities in Illinois. While these tip sheets are on the website

Women Employed and our partner organizations attended or **hosted 88 outreach and education events**—everything from job fairs to neighborhood festivals in racially and economically diverse communities. Within the span of October 2022 to June 2023, **we collectively reached an estimated 17,426 workers directly.**

Additionally, throughout the active grant project period, **FARE partners referred 22 workers with complaints about their pay to IDOL for assistance.** This was significant given that one of the goals of the Illinois FARE Grant Project was to facilitate connections between community organizations and IDOL. Note that some workers may have engaged in self-advocacy directly with their employer rather than seeking out government enforcement.

Train the Trainer

Another outreach activity was to train everyday workers to educate their peers, given that people often seek out trusted members of their communities (rather than state agencies, for example) for help or advice with problems at work, often in informal settings. However, we wanted to make sure we are properly valuing the expertise and contributions of these workers, particularly in the context of an equal pay campaign focused on low-paid workers. Thus we provided financial incentives for their engagement and participation in the Train the Trainer activities from training to subsequent outreach.

FARE partners Arise Chicago and YWCA Quad Cities used their existing networks and community reach to recruit worker leaders and community members to participate in a Train the Trainer curriculum focused on equal pay rights, equipping them with the knowledge to educate their peers. Given their different constituencies—YWCA Quad Cities reached out to their general membership while Arise Chicago targeted worker organizers—we were able to reach two very different audiences (and subsequently different communities for them to educate). Since Arise Chicago wanted smaller handouts to explain the campaign to worker leaders, we developed Train the Trainer postcards to help with recruitment. In addition to basic information about pay disparities between men and women, the postcards included contact information on how to get trained to help women in their community.

The Train the Trainer curriculum was developed by YWCA Quad Cities with Women Employed, and explained what equal pay is, what rights there are under Illinois law, and steps to take if those rights are violated, highlighting the enforcement role of the IDOL. It guided participants through some



common myths around gender and racial wage disparity as well as unfair workplace scenarios they may encounter.

Originally the Train the Trainer curriculum was conceived as a standalone workshop; however, since Arise Chicago already had multi-lingual curricula for their members on workers' rights, they integrated the equal pay content into their existing trainings. YWCA Quad Cities, on the other hand, conducted monthly Train the Trainer workshops after the curriculum had been developed. In total **88 community members and worker leaders were trained by Arise and YWCA.**

After training, these community members and worker organizers then reached out to their communities to educate others about their equal pay rights. This outreach included conversations and events at community centers, churches, neighborhood festivals, job fairs, and worker centers. The diversity of outreach activities meant that it was not possible to collect detailed demographic data on all of the people reached. While the grant project has ended, we can assume that these trained leaders will continue to convey this information to their peers and personal networks in informal ways now that they have this knowledge to share.



One story I can share is about a customer at the Diversity, Equity, and Inclusion Job Fair back in late February 2023. After educating the customer using the Illinois Equal Pay Rights Tip Sheet, she was surprised when she learned of her rights. Specifically, the right to discuss her pay with her coworkers. She explained that like most of us, there is this unspoken rule about discussing pay in the workplace. Therefore, she didn't. She stated that once she returned to work, she would start the discussion with her coworkers who were comfortable sharing that information with her since she wasn't sure if pay discrimination existed in her workplace. Overall, she was grateful for the information and planned on spreading the word as well.

- Man-Tra-Con Corporation

Key Takeaways:

1

Partnering with direct service organizations (including a workers' rights group) with members and constituents was crucial in facilitating a wide range of outreach and education activities to expand our reach into diverse communities throughout Illinois.

2

Creating and sharing a digital toolkit made it easy for partners and community members to share information about equal pay rights with their networks.

3

Having Equal Pay Tip Sheets in different languages, available digitally and as printed handouts, made it easy to share resources with a wide audience in a variety of settings.

4

Leveraging opportunities to expand the reach of the campaign allowed us to add an additional outreach method—a billboard in a high-traffic area—that we would not have been able to afford otherwise, resulting in tens of thousands of additional people seeing campaign information.

5

Collecting detailed demographic data was more possible for some types of outreach and education events than others, which is important to know from a reporting and goal-setting perspective.

MERECES UN SALARIO JUSTO

Conozca sus derechos

¿Qué es la discriminación salarial?

La discriminación salarial se produce cuando los empresarios pagan a sus empleados de forma diferente por motivos de raza, color, religión, sexo, origen nacional, discapacidad, edad o información genética.

¿Es ilegal la discriminación salarial?

El Título VII de la Ley de Derechos Civiles de 1964 es una ley federal que prohíbe la discriminación laboral—incluida la discriminación salarial—por motivos de raza, color, sexo, religión y origen nacional. También es ilegal en virtud de la Ley de Igualdad Salarial de Illinois, que prohíbe a los empresarios con cuatro o más empleados pagar salarios desiguales a hombres y mujeres, y a empleados afroamericanos y no afroamericanos, por realizar el mismo trabajo o una sustancialmente similar, excepto si la diferencia se basa en un sistema de antigüedad, un sistema de méritos, un sistema que mide los ingresos por cantidad o calidad de la producción, o factores distintos del sexo o raza. **Es ilegal pagar a los hombres menos que a los hombres por el mismo trabajo. También es ilegal pagar a los empleados de una raza menos que a los empleados de otra raza por el mismo trabajo.**

¿Cómo sé si me pagan justamente?

El Departamento de Trabajo de EEUU dispone de un recurso sobre sus **derechos federales a la igualdad salarial y la transparencia salarial**, así como sus derechos en cada estado. Puede acceder a él en dhs.gov/equalpay o www.dhs.gov/equalpay. El Departamento de Trabajo de Illinois también tiene un recurso sobre sus derechos en Illinois en www.labor.illinois.gov/faq/equal-pay-faq.html.

Illinois ha aprobado recientemente un nuevo apartado de la Ley de Igualdad Salarial de Illinois que permite a los empleados de empresas con 100 o más trabajadores **revelar a sus compañeros de trabajo** sobre su empresa en relación con otros empleados de su misma clasificación laboral y su retribución.

La ley le protege al hablar con sus compañeros de trabajo sobre su salario. Tanto en Illinois como en según la legislación federal, es ilegal que los empresarios le prohíban hablar de su salario, prestaciones u otras retribuciones con otros personas, y si le sientara cómodo, eso puede ser una buena forma de asegurarse de que le pagan menos que a sus compañeros.

A partir de enero de 2025, la ley de Illinois exigirá a las empresas con 15 o más empleados que indiquen el rango salarial y los beneficios esperados para cualquier puesto de trabajo incluido en una oferta de empleo.

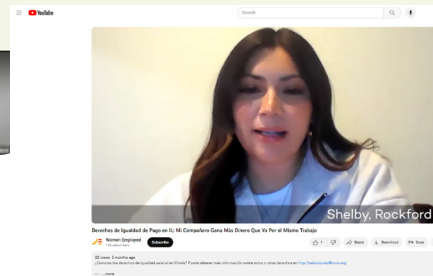
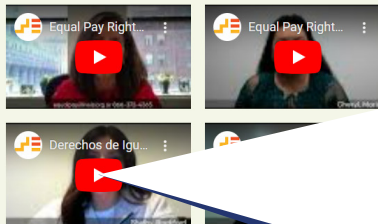
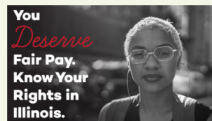
Cuando solicito trabajo, ¿pueden preguntarme por mi salario actual o pasado?

No en Illinois. Según la **Ley de No Historial Salarial**, una enmienda a la Ley de Igualdad Salarial de Illinois, los empresarios de Illinois no pueden preguntarle o solicitarle a sus empleadores actuales o anteriores—sobre su historial salarial cuando solicite o sea entrevista para un puesto de trabajo.

Si vive fuera de Illinois, consulte esta lista para ver el estado una ley similar en su zona: www.equalpayrights.org/faq/equal-pay-faq.html.



Download our digital toolkit



Illinois FARE Grant Project

- equalpayillinois.org received over 11,000 unique page views
- Delivered 12.2 million total impressions to our target audience via digital media
- Reached 17,426 workers through outreach and education
- Trained 88 community members and worker leaders to spread the word in their networks about equal pay
- Facilitated dozens of workers' complaints to the Illinois Department of Labor regarding equal pay violations



EQUAL PAY RIGHTS IN ILLINOIS:

Can employers ask me about my past wages?



VISIT

equalpayillinois.org

or call 866-372-4365 to file a complaint or get more information about your workplace rights.



Equal Pay is the LAW in Illinois. Know Your Rights.



Latinas Face Wider Pay Gaps.

Know Your Equal Pay Rights in Illinois.

Las mujeres negras enfrentan brechas salariales más amplias.

Conoce tus derechos de igualdad salarial en Illinois.



Appendix

Ad Sizes and Character Limits for Various Social Media Platforms

Meta



Spotify



Mobile/Tablet



Google Display

Square and Rectangle



Skyscraper



Leaderboard



Mobile



Meta Specs

Design Recommendations

File Type: JPG or PNG

Ratio: 1.91:1 to 1:1

Resolution: At least 1080 x 1080 pixels

Technical Requirements

Maximum File Size: 30MB

Text Recommendations

Primary Text: 125 characters

Headline: 40 characters

Description: 30 characters

Spotify Specs

Text length: 70 characters

- Image dimensions: 640x640

- File type: JPG

- Max file size: 200 KB

Mobile/Tablet Full Page

Mobile Full-Page Interstitial - Portrait (320 x 480)

Mobile Full-Page Interstitial - Landscape (480 x 320)

Tablet Full-Page Interstitial - Portrait (768 x 1024)

Tablet Full-Page Interstitial - Landscape (1024 x 768)

Google Specs

Formats GIF, JPG, PNG

Max. size 150KB

Ad sizes

Square and rectangle

200 x 200 Small square

240 x 400 Vertical rectangle

250 x 250 Square

250 x 360 Triple widescreen

300 x 250 Inline rectangle

336 x 280 Large rectangle

580 x 400 Netboard

Skyscraper

120 x 600 Skyscraper

160 x 600 Wide skyscraper

300 x 600 Half-page ad

300 x 1050 Portrait

Leaderboard

468 x 60 Banner

728 x 90 Leaderboard

930 x 180 Top banner

970 x 90 Large leaderboard

970 x 250 Billboard

980 x 120 Panorama

Mobile

300 x 50 Mobile banner

320 x 50 Mobile banner

320 x 100 Large mobile banner

*Animated ads (GIF)

Animation length must be 30 seconds or shorter

Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be slower than 5 frames per second (FPS).

Educational Videos on Equal Pay Rights In Illinois

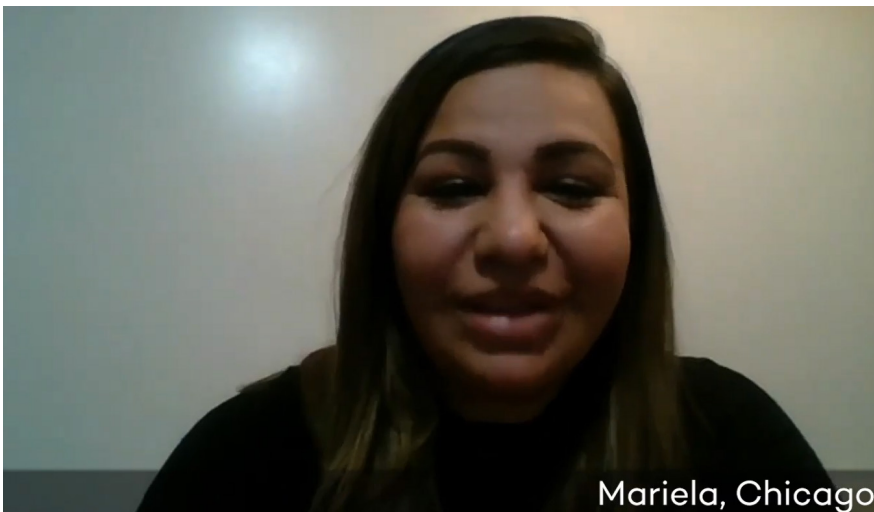
Derechos de Igualdad de Pago en IL: ¿Qué pasa si no estoy lista para presentar una queja?



Derechos de Igualdad de Pago en IL: ¿Puedo Hablar Con Mis Compañeros de Trabajo Sobre Mi Salario?



Derechos de Igualdad de Pago en IL: ¿Pueden los Empleadores Preguntarme Sobre Salarios Anteriores?



Derechos de Igualdad de Pago en IL: Mi Compañero Gana Más Dinero Que Yo Por el Mismo Trabajo



Shelby, Rockford

Equal Pay Rights in Illinois: Can My Coworker Make More than Me for Doing the Same Job?



Mena, Aurora

Equal Pay Rights in Illinois: I'm Paid Unfairly, But Not Ready to File a Complaint

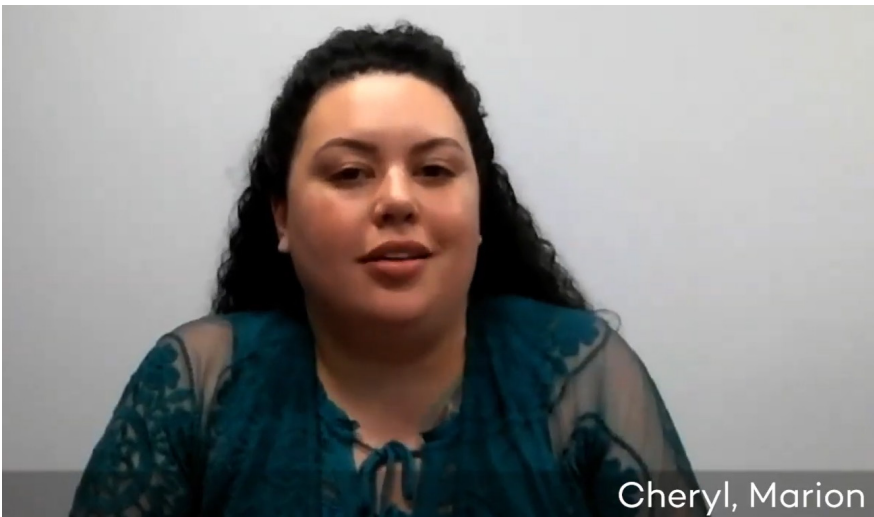


Jane Flanagan
Director, Illinois Department of Labor

Equal Pay Rights in Illinois: Can I Talk to Coworkers About My Pay?



Equal Pay Rights in Illinois: Can Employers Ask About My Past Wages?



Landscape Scan Word Bank

Word bank

Employer: Companies, bosses, organizations, jobs

Women(-an): Females, ladies

Men(-an): Males, guys

Paid: Compensated, receive salary

Salary: Pay, wage, hourly rate, income

Legal: Against the law, allowed, Can I...

Colleagues: Coworkers, fellow employees, people I work with

Minorities: Black people, African American, A person of color, a woman of color

Talk(-ing) about: discuss, share, asking, telling

In trouble: punished, fired, my hours cut

I am: I'm, you are

Unfair: inadequate, oppressive, unreasonable, less than, insufficient

My salary history: How much I was previously paid/used to make

For the same job: For doing the same work, based on my gender, even though I am more senior than them

Former: previous, past, last, most recent, old

Earned: was paid, made

White people: Whites, Caucasians, other races

Potential employer: Hiring manager, job recruiter, employer, company, boss, organization, job

Job: Position, career, place of work, role

Hired: Job interview, considered for a job

Salary history: how much I was previously paid

Landscape Scan Question Bank

Questions About Pay and Sex	Questions About Salary History and Disclosure	Questions About Pay and Race
<ol style="list-style-type: none"> 1. What to do if my employer pays me less for being a woman? 2. Is it legal for employers to pay women less for the same job? 3. What if my employer pays men more? 4. How to know if I am being paid fairly? 5. What to do if I am being paid unfair wages? 6. What to do if I'm facing pay discrimination? 7. How to know if my employer is discriminating against me? 8. What to do if your job is underpaying you? 	<ol style="list-style-type: none"> 1. What if a job finds out I lied about my salary history? 2. Can my former employer tell my new employer how much I was paid? 3. Can I be paid less based on how much I was paid before? 4. Can I get in trouble for talking about my salary with my colleagues? 5. Is it legal for my former employer to tell my new employer how much I earned? 6. Is it legal for a potential employer to ask for my salary history? 7. Can a potential employer find out how much I got paid at my past job? 8. Do I have to give my salary history to a potential employer to get hired? 9. Is it legal to lie about my salary history? 10. Is it legal to talk about your salary with your colleagues? 	<ol style="list-style-type: none"> 1. Is it legal for employers to pay minorities less for the same job? 2. What to do if my employer pays me less for being a minority? 3. What if my employer pays white people more? 4. How to know if I am being paid fairly? 5. What to do if I am being paid unfair wages? 6. What to do if I'm facing pay discrimination? 7. How to know if my employer is discriminating against me? 8. What to do if your job is underpaying you?

Market Research Study Phone Interview Questions

1. Based upon what you know, or think, are you paid _____ others in your organization that do similar work?
 - a. I am paid more/I am paid the same/I am paid less
2. Please tell me why you think you may not be being paid fairly? Any other reasons?
3. Do you think a reason you are not paid fairly compared to others in your organization is that you are a woman?
4. Do you think a reason you are not paid fairly compared to others in your organization is your race or ethnicity?
5. How important is it to you to know you are being paid fairly compared to others who work where you do?
6. Have you talked to anyone at work about being paid fairly?
7. Who did you talk to?
8. Based upon what you know or think, which of these best describes your main workplace?
 - a. See table below

Wage and salary information is public
Wage and salary information is not public, but it is okay to talk about them
Talking about wages and salaries is not prohibited, but it is discouraged by managers
Talking about wages and salaries is prohibited and employees caught talking about them can be punished
Do not know (this was not read to respondents)

9. For each of these statements, please tell me if you _____ with it.
 - a. See table below

Agree/Neutral/Disagree/Do Not Know
If I want to talk to my boss about what I am paid and employment opportunities, I will need to start the conversation
It is against the law in Illinois for an employer to pay a woman differently than a man for similar work
I think I am paid fairly compared to others in my company
I think people like me often get taken advantage of in the workplace
If I approached my boss about my pay and employment opportunities, he/she would treat me fairly
I believe there are resources and organizations that can really help someone like me to understand my workplace rights
There are laws in Illinois that protect workers' right to go to their manager to talk about pay and job opportunities
In Illinois, by law, workers cannot be punished for talking about wages and salaries with their coworkers
I'm afraid to talk to my boss about what I am paid
My manager or boss is not open to discussing pay and employment opportunities with me

10. In the past month or so, have you seen or heard any news or information about new laws and rules designed to help protect women's rights to fair pay and the right to discuss wages to be sure they are being paid fairly?
11. Where did you see or hear this information or news?
12. Who was presenting this information?
13. If your rights were protected, would you start a conversation about your wages?
14. What impact do you think this new law will have on you?
15. Do these laws, make you _____ to ask questions about whether you are being paid equally?
 - a. Much more likely/somewhat more likely/neither more nor less likely/much less likely/somewhat less likely
16. Hearing about these laws, how likely are you to contact _____ to get help or information about fair wages?
 - a. Coworkers/boss/IDOL/someone in church or place of worship/a community organization/your union/local government/elected official's office
17. Have you ever heard of the Illinois Department of Labor?
18. In your opinion, does the Illinois Department of Labor provide information or services to people like you?
19. Have you ever contacted the Illinois Department of Labor or visited their website?
20. Did you get the information or help you needed from the Illinois Department of Labor?
21. When did you receive your last pay raise? Was it _____?
 - a. Within past 6 months/6-12 months ago/1-2 years ago/ more than 2 years ago/never/do not know
22. How do you earn most of your money?
23. Approximately how many hours do you work per week?
24. Other than you, does anyone in your home work on a regular basis?