

THE PRIVATIZATION PLAYBOOK

THE GOVERNMENT OF ONTARIO IS SETTING THE STAGE FOR OUTSOURCING ONTARIO'S PUBLIC EDUCATION SYSTEM.

1 

SET THE STAGE AND FIND SOMEONE TO BLAME



2 

UNDERMINE SUPPORT

- DISTORT STANDARDIZED TEST RESULTS
- ACCUSE UNIONS OF FEAR MONGERING
- CLAIM THAT 100,000 STUDENTS RALLYING ARE JUST UNION PAWNS



3 

CREATE ALTERNATIVES TO THE SYSTEM



4 

ADJUST THE MESSAGE BASED ON REALITY



5 

HAVE A LEGAL STRATEGY



6 

NEW FORMS OF PRIVATIZATION

