

EDUCATING FOR JUSTICE presents

BEHIND THE SWOOSH **SWEATSHOPS AND SOCIAL JUSTICE**

Featured on Over 175 Campuses

The debates about sweatshops and living wages have been raging in recent years on U.S. college campuses. But what is it like to live on a sweatshop wage in a developing country? Educating for Justice directors, Jim Keady and Leslie Kretzu found out. They spent one month in an Indonesian factory workers' slum living on \$1.25 a day, a typical wage paid to Nike's subcontracted workers.



"They slept on thin mats placed atop a concrete floor and woke up hungry in the savage heat of the Indonesian summer. They ate rice, vegetables and noodles painstakingly cooked atop the same kerosene heater they used to boil drinking water. They dealt with football-sized rats as fumes from burning trash mixed in the open air with the scent of the village's open sewer system. Funny thing is, this is the life St. Joseph's University graduates Jim Keady and Leslie Kretzu chose for themselves this past summer.

The St. Joe's grads had a motive for spending their summer in such distress: to give the Nike sweatshop issue a human face."

(Philadelphia Weekly, November 1, 2000)

PROGRAM DESCRIPTION

In this two-hour interactive multi-media presentation that includes slide shows, role-playing, powerful video footage, and a Question-Answer period, Keady and Kretzu share their personal accounts of lived solidarity. They also impart the latest information on Nike's overseas practices and attempt to de-commodify "labor," challenging their audience to deal in human terms with the women, men and sometimes children, who are the foundation of Nike's global manufacturing.

Using the perspective of the reality of factory workers as a starting point, the presentation includes solid analysis and reflection, as well as the outlining of proactive steps towards making the economic, social, and environmental conditions for workers more fair and just. *continued on back*

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Past audiences have included high school students, undergraduate and graduate college students (particularly MBA, Economics, Finance, Theology, International Affairs, Sociology, Political

Science, Women's Studies, and related disciplines), faculty conferences, religious groups, community groups, and local and statewide union organizations.

WHAT ARE PEOPLE SAYING ABOUT "BEHIND THE SWOOSH?"

"This presentation is powerful and thought provoking. It provides students with a "virtual" immersion into a dimension of the globalized market that many are certainly unaware of and others can barely imagine. This story is instructive even to someone like myself, who sees the world more from a market fundamentalist than a moral perspective, and it invites debate and discussion that contrasts the two views."

-Dr. Nancy Fox, *Professor of Economics, St. Joseph's University*

"In the era in which we live, it is critical for our students to grasp an understanding of how our lives are inextricably connected to the lives of those in the developing world. The dynamic, multi-media presentation that Jim and Leslie offer makes this connection visible, accessible, and from my own personal experience on two different college campuses, concretely changes the hearts and minds of the students that they reach."

-Victoria Carty, *Professor of Sociology, Niagara University*

"Jim and Leslie are truly modern prophets in a world too often driven by the mindless seeking of profit. Their ability to tell of their experiences with the poor in the context of solid ethical and moral analysis moves students, faculty and a broader public to action."

-Dr. Thomas A. Bausch,
Executive Director, International Association of Jesuit Business Schools & Professor of Management, Marquette University

ABOUT THE SPEAKERS

Jim Keady and Leslie Kretzu, educators, theologians, filmmakers and activists, are the founding directors of Educating for Justice, Inc. Jim and Leslie have spoken across the United States and at international venues to tens of thousands of interested audience members. They have been sought out by members of the U.S. Congress, as well as various university administrators, religious and union leaders and student groups to offer their personal and professional experience and critiques on the issues of sweatshops, globalization and social justice.

Jim holds a masters degree with distinction in theology from St. John's University (NYC) where he concentrated



his studies in social ethics and pastoral theology. Leslie holds a masters degree in theology from Union Theological Seminary in New York City, where she concentrated her studies in social ethics. Prior to his work with EFJ, Jim taught high school religion for five years at schools in New York and New Jersey. Prior to her work with EFJ, Leslie worked as a Health Care Legal Information Specialist with the California Medical Association in San Francisco and also served a one-year commitment with the Jesuit Volunteer Corps in Anaheim, CA. Both Jim and Leslie have spent time traveling the globe and each has done volunteer work in Asia with Mother Teresa's Missionaries of Charity.

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