

"HOPE AND CHANGE" TV :30



Worker #1: I hope to work just one job...for a change.

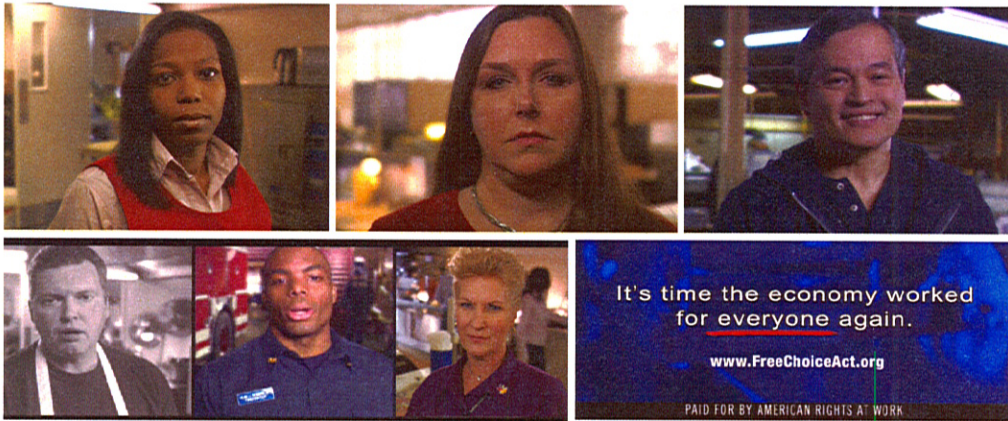
Worker #2: I hope to have some healthcare...for a change.

Worker #3: I hope to be able to save a little...for a change.

VO: We voted on Election Day for hope and change. Now it's time for action. The Employee Free Choice Act lets workers choose to join a union to earn better pay, health benefits and job security.

VO: The Employee Free Choice Act. It's time the economy worked for everyone again.

"WE DON'T ASK" TV :30



Worker #1: We're not CEOs making millions.

Worker #2: We don't have golden parachutes or option plans.

Worker #3: What we have is our hands, our hearts and our work ethic.

Worker #4: We are America's workforce.

Worker #5: The men and women who keep our economy going.

Worker #6: All we ask for is a level playing field.

VO: The Employee Free Choice Act will let workers choose to form a union to get better pay, health benefits and job security.

VO: The Employee Free Choice Act. It's time the economy worked for everyone again.



Labor group launches \$3 million TV campaign on 'card-check' bill

Posted by Jill Lawrence at 01:23 PM/ET, January 14, 2009

A labor group is launching \$3 million in national TV ads tomorrow to promote the Employee Free Choice Act, also known as the "card-check" bill.

The ads from **American Rights at Work** feature workers making the case for the bill. They'll run on CNN, CNN Headline News, MSNBC, Comedy Central (during The Daily Show and The Colbert Report) and on networks during Sunday talk shows.

Card-check would make it easier to organize workers by letting them choose a secret ballot election (the current system) or "majority sign-up" -- that is, checking off their preference on a card.

The bill is a top priority of the labor movement, which says the current system takes too long and makes workers vulnerable to pressure from their employers. But it's also a top target of some conservatives and business groups.

President-elect Barack Obama is a card-check supporter but hasn't committed to a time frame. Labor secretary designate Hilda Solis, a House member who co-sponsored the bill last year, declined to discuss it last week at her confirmation hearing.

Here are the two ads. Scripts are below.





“Hope and Change” TV :30

Worker #1: I hope to have some health care...for a change.

Worker #2: I hope to work just one job....for a change.

Worker #3: I hope to be able to save a little....for a change.

VO: We voted on Election Day for hope and change. Now it's time for action.

The Employee Free Choice Act lets workers choose to join a union to earn better pay, health benefits and job security.

VO: The Employee Free Choice Act. It's time the economy worked for everyone again.

“We Don't Ask” TV :30

Worker #1: We're not CEOs making millions.

Worker #2: We don't have golden parachutes or option plans.

Worker #3: What we have is our hands, our hearts and our work ethic.

Worker #4: We are America's workforce.

Worker #5: The men and women who keep our economy going.

Worker #6: All we ask for is a level playing field.

VO: The Employee Free Choice Act will let workers choose to form a union to get better pay, health benefits and job security.

VO: The Employee Free Choice Act. It's time the economy worked for everyone again.

LAS VEGAS SUN

The Early Line

POLITICAL NEWS & ANALYSIS

Union group launches TV ad campaign

By Megan McCloskey · January 14, 2009

It's almost like election season never ended. With Congress back in session, here come the issue ads.

One labor issue we can expect to see lots of activity on is the hotly contested Employee Free Choice Act, a bill that would allow unions to organize without secret ballot elections and would institute binding arbitration when contract negotiations stall. Basically, workers would only have to sign a card to support organizing (many of the hospitality workers on the Strip are already organized in this fashion).

President-elect Barack Obama said he supports the legislation and it is expected to easily pass the House. But the rubber hits the road in the Senate, where both sides expect a protracted fight. So far there doesn't seem to be the needed votes to pass the bill.

To keep the pressure on those who pledged support and to help persuade the undecided, union activist group **American Rights at Work** is launching a nationwide TV ad campaign tomorrow. The commercials, playing on Obama's theme of hope and change, will air on the cable news networks and Comedy Central's "The Colbert Report" and "The Daily Show" for two weeks.

The group says the bill is critical to reversing an employer advantage during union elections.

While the U.S. Chamber of Commerce says it doesn't have immediate plans for rebuttal ads, the organization, which is the leading opposition to the bill, will air ads of its own at some point. During the election, the Chamber's ads portrayed the bill as opening the door to workers being unscrupulously pressured to sign the card by union bosses.

We Don't Ask



Hope and Change





January 14, 2009

Ads tout 'Free Choice Act'

NEW ORLEANS -- The campaign season is over but that doesn't mean an end to political advertising.

An organization friendly to organized labor says its launching television ads in Louisiana on Thursday urging congressional passage of the "Employee Free Choice Act."

The measure would allow employees to form unions by simply signing cards instead of holding secret ballot elections.

Unions say such elections give employers a chance to pressure their employees against unionization. Arguing the other side are businesses that say unions will intimidate workers into signing union cards if businesses cannot demand a secret election.

The new ads are to be aired by a non-profit group called "American Rights at Work."



All Things Considered, January 14, 2009

Labor Eyes Passage Of Pro-Union Legislation

by Peter Overby

Labor unions have new hope that after eight years of hostile policies from the Bush administration and Republican leaders in Congress, they might regain some of their old organizing strength. They're pushing Congress to pass the Employee Free Choice Act, a measure that would make it easier for workers to unionize.

Business groups have vowed to stop them, and a spokeswoman for one group predicts a fight "of monumental proportions."

The bill's most-debated provision is, for arcane reasons, called "card check." It would lower the threshold for workers to unionize. Under current rules, the first step is for a company's workers to sign cards stating that they support the organizing effort. If more than 30 percent of them sign, then the company can demand an election, with secret ballots. The card-check provision would let in the union if more than half of the workers signed — meaning companies would lose the power to require an election.

Voters in states with big Senate races heard plenty about this last fall. Both sides shoveled millions of dollars into TV ads.

One business group, the Coalition for a Democratic Workplace, ran a series of spots starring Vince Curatola, who played a mobster in *The Sopranos*. In the ads, Curatola hammed it up as a union thug. In Minnesota, where Republican incumbent Norm Coleman opposed the bill and Democratic challenger Al Franken supported it, Curatola's character called Coleman a hero, added, "I hate heroes," and then praised Franken as "My pal Al." (In a minor distraction, Curatola had to explain that he wasn't personally taking a position on the bill; it was just business.)

The outcome of the Minnesota election still isn't certified. Franken won the last recount before the court challenges began. If the seat flips to the Democrats, they will have a 59-seat U.S. Senate majority — just one vote shy of the 60 needed to block a filibuster. That would be a hard blow to opponents of the Employee Free Choice Act, who regard the Senate as their last line of defense on Capitol Hill. It's a foregone conclusion that the House, under Democrats' control, will pass the bill.

The Coalition for a Democratic Workplace, which claims 500 member organizations including the U.S. Chamber of Commerce and Americans For Tax Reform, has continued its efforts. But while the coalition used a comedic union figure for its ads, the pro-worker alliance American Rights At Work produced a real organizer at a Washington news conference this week. Joe Sorrentino took the day off work and flew down from Rhode Island to describe his activities on a unionizing campaign at the supermarket chain where he's employed.

He concluded: "I don't see what the big problem [is] with giving Americans better pay, medical coverage and a secure job — I mean, we're incredible people, we organize, we can do anything, and I don't see why we couldn't do this."

Still, unions have steadily lost strength in the private sector since the 1950s.

Now, each side uses statistics to claim underdog status. Those stats were flying when the Senate Health, Education, Labor and Pensions Committee held a confirmation hearing last week for Labor Secretary-designate Hilda Solis.

Utah Republican Orrin Hatch, citing data that unions win more than 60 percent of contested elections these days, asked, "If employer interference is so prevalent, how can unions win such a high percentage of elections?"

But Bernie Sanders, an independent from Vermont, rattled off a string of statistics showing employers with the upper hand. His final volley: "Today, if an employee is engaged in a union-organizing campaign, that employee has a 1-in-5 chance of getting fired."

Solis avoided talking about the labor bill, even though she had co-sponsored it in 2007 as a member of the House of Representatives.

As controversial as the card-check provision is, it may not be the key element in the measure. Another provision would halt the commonly used business practice of stalling and prolonging negotiations on a union's first contract. Under the bill, federal arbitrators could step in and impose a two-year contract.

"We think, you know, this is not a pro-worker piece of legislation," says Rhonda Bentz, spokeswoman for the Coalition for a Democratic Workplace. "Effectively removing secret-ballot elections doesn't seem pro-worker. Supporting a provision that forces government bureaucrats to dictate contracts doesn't make a whole lot of sense to me."

She said that when the bill comes up in Congress, likely in the spring, "it's going to be a fight of monumental proportions."

Unions have enlisted a phalanx of liberal allies reaching far beyond the usual labor circles: They include the NAACP, the Sierra Club and the National Organization for Women. **Mary Beth Maxwell, director of American Rights At Work, said, "I am incredibly hopeful about the momentum we have right now, for restoring some balance and fairness for workers' rights. Voters have spoken up. They want change."**

Now, labor and business are ramping up lobbying campaigns, including more TV spots.

Both sides insist there's no room for compromise. But some observers say congressional horse-trading may enter the equation. One theory circulating among lobbyists has the Obama administration supporting the Employee Free Choice Act in exchange for labor's willingness to accommodate some free-trade provisions later on. The president-elect strongly endorsed the bill during his campaign.

Michael Lotito, a San Francisco partner at the employment-law firm Jackson Lewis, says he "would be flabbergasted" if there isn't an attempt to water down the measure and offer labor some benefits in economic relief bills. But Jackson Lewis is already marketing an "EFCA Defense Kit" to employers, instructing them that both attentiveness to employee needs and vigilance will help to "make unions irrelevant to your workforce."

"In some ways," Lotito said, "we don't care whether or not EFCA does or does not pass."



January 14, 2009

Labor Unions Use Hope, Change To Push Agenda

Posted by Adam Hutton

Labor unions, pushing for a new law that would make it easier for workers to unite and impose harsher penalties against employers who practice union-busting, are invoking Barack Obama's campaign themes of hope and change in a new multi-million dollar ad campaign to begin running tomorrow.

American Rights at Work, a union advocacy group, chaired by former **Rep. David Bonior** D-Mich., used real workers to star in the ads, which implore lawmakers to pass The Employee Free Choice Act. The ads will run nationwide for the next two weeks.

"I hope to have some health care... for a change," says one worker.

"I hope to work just one job... for a change," says another.

Under current law, forming a union can be a daunting process for workers, the advocates argue, since employers can require employees to vote whether to organize by secret ballot. Under the proposed bill, workers would be able to choose instead to publicly sign cards stating they want to form a union. If more than half the workers sign the cards, then the union is official. The proposal would also require bosses to negotiate with the union.

"On Election Day, the American people voted for hope and change – and our ads continue their call for action to make our economy work for everyone again, not just CEOs and corporate special interests," said **American Rights at Work Executive Director Mary Beth Maxwell**. **"That's why a substantial majority of Americans see the Employee Free Choice Act as part of the common sense solutions critical to economic recovery and reinvigorating the middle class."**

The U.S. Chamber of Commerce is opposed to the bill, saying that if it passes, strikes and work stoppages will become more frequent.

In response, Bonior, who is also a member of Obama's economic transition team, says that although American businesses have become steadily more profitable over the last three decades, workers have not shared in that ballooning wealth because wages have been stagnant.

"To bridge this gap in inequality, we have to give people the chance to collectively bargain with their employers," Bonior said. "This act is not only important for union organizers but for those who are not in a union."

THE HILL

January 13, 2009

Labor's big push

By Kevin Bogardus

Organized-labor leaders announced Tuesday a campaign to spend millions to press lawmakers to pass legislation that would make it easier for unions to organize, promising a contentious fight with business associations.

American Rights at Work, a worker advocacy group, said it had made a \$3 million ad buy to begin Thursday, to lobby for passage of the Employee Free Choice Act. The ads will run nationwide for the next two weeks and feature workers imploring lawmakers to pass the bill in order to improve their economic situation.

Several high-profile leaders in the labor and civil rights movement said the bill, which would allow workers to bypass secret-ballot elections if a majority sign petition cards, is vital to ending employers' harassment and intimidation of workers. In turn, if employees can unionize, they can negotiate for better wages and benefits, argued the advocates.

"Restoring the middle class is key to getting our economy back on track," said Mary Beth Maxwell, executive director for American Rights at Work.

Business associations, like the U.S. Chamber of Commerce, said that if the bill, also known as card-check, becomes law, strikes and work stoppages will become much more frequent, dragging down industry. The Chamber has put together a more than \$10 million campaign against the bill since the election.

Labor has argued that while production and business revenue has gradually increased over the past three decades, workers' pay has remained stagnant and they have not shared in the nation's increasing wealth.

"To bridge this gap in inequality, we have to give people the chance to collectively bargain with their employers," said former Rep. David Bonior (D-Mich.), chairman of the labor advocacy group. "This act is not only important for union organizers but for those who are not in a union."

Tuesday's television ad buy is the group's second since the election. It also follows on the heels of last week's announcement by the Service Employees International Union of a new campaign for the legislation, as well as a push for healthcare reform and the economic recovery package. SEIU has already committed \$10 million and said it planned

to use 30 percent of the union's resources overall, estimated to be at least \$50 million, for the effort.

Labor officials said there was no specific timing on when the bill would reach the House floor this year, though congressional leaders are motivated to move the legislation quickly.

Bill Samuel, director of government affairs for the AFL-CIO, said he thought "this spring" the bill would move for a House vote.

"We expect it to be in a group of bills that will address the economy," Samuel said.

BASIC PUBLIC TALKING POINTS ON THIS AD CAMPAIGN:
THE ADS CAN BE VIEWED AT WWW.FREECHOICEACT.ORG
SCRIPTS OF THE ADS ARE BELOW

- The \$3 million new ad campaign from American Rights at Work is part of a broad coordinated effort from a coalition of labor and workers' rights advocates working to champion and enact the Employee Free Choice Act.
- On Election Day, the American people voted for hope and change – and our ads signal that its time for action. The ads feature actual workers who make the case that the public is ready for the economy work for everyone again, not just CEOs or corporate interests.
- The ads will run nationally on cable news as well as a variety of political talk shows (Face the Nation, This Week, Daily Show, etc) beginning January 15.
- The ads serve as a reminder that in our current economic climate, Americans are hungry for measures to strengthen the middle class and rebuild our economy, like the Employee Free Choice Act. Thankfully our new policymakers know this is a critical vehicle in the economic recovery for Main Street.
- The Employee Free Choice Act is tremendously popular legislation with support that transcends party lines. President-elect Obama and Vice President-elect Biden cosponsored the bill and it has broad backing from the leadership and the majority of our new Congress. 73 percent of the public supports the Employee Free Choice Act, including 87 percent of Democrats, 69 percent of Independents, and nearly half (48 percent) of self-identified Republicans in favor of the legislation.
- The Employee Free Choice Act makes it easier for workers to bargain with their employers for better wages, benefits, and working conditions. This critical legislation will help level the playing field for America's workers by giving them a fair and direct path to form unions, secure a contract in a reasonable period of time, and toughen penalties against employers who break the law.
- American Rights at Work is a non-profit labor advocacy and policy organization which works closely with labor unions, workers' rights advocates, the faith community, civil rights leaders, and advocates for low-income workers, among many others who want to rebuild the middle class and address the need for shared economic prosperity.

MORE ABOUT THE EMPLOYEE FREE CHOICE ACT:

The Employee Free Choice Act:

- **Helps America's working families improve their standard of living** by making it easier for them to bargain with their employers for better wages, benefits, and working conditions. Workers in unions earn 30 percent higher wages and are 59 percent more likely to have employer-provided health insurance.
- **Fixes a broken system that gives corporations far too much power.** When workers try to organize unions, they are often harassed and intimidated; 25 percent of companies unlawfully fire pro-union workers.
- **Restores fairness and the promise of the American Dream,** with a robust middle class, economic growth, and shared prosperity.

TO SET THE RECORD STRAIGHT AGAINST ATTACKS ON THE BILL:

The corporate interests against the Employee Free Choice Act have incorrectly portrayed the bill as eliminating workers' rights to a secret ballot election. This is absolutely NOT true. The legislation simply gives workers, not their employer, the choice in how they decide whether to form a union, either through a majority of workers signing cards in support of the union, or through an election. The bill does not change how workers will form unions through secret ballot elections, if they choose to do so.

In reality, the corporate interests who are opposed to this bill are against their employees having a real opportunity of securing fair pay, health insurance, job security, and a chance of living the American Dream.

Opponents of the legislation cry wolf that if passed, it will open the door for unions to intimidate workers. In reality, anti-union employers are the source of intimidation in the current system, and they do not want to lose the upper hand they have in scaring workers from supporting a union. Workers who form unions through elections are twice as likely (46% vs. 23%) as those using majority sign-up to report management coercion.

ON QUESTIONS ABOUT THE TIMETABLE OF THE BILL'S PASSAGE:

With a new President, Vice President and Secretary of Labor who support this legislation – and an even stronger majority support in both houses of Congress – momentum continues to grow for the Employee Free Choice Act.

Just last week, Steny Hoyer commented that “we’re going to pass it early” and the *New York Times* called it “vital legislation and should not be postponed.”

SCRIPTS OF THE ADS:

“Hope and Change” TV :30

Worker #1: I hope to have some health care...for a change.

Worker #2: I hope to work just one job...for a change.

Worker #3: I hope to be able to save a little...for a change.

VO: We voted on Election Day for hope and change. Now it's time for action. The Employee Free Choice Act lets workers choose to join a union to earn better pay, health benefits and job security.

GRAPHIC: www.FreeChoiceAct.org

VO: The Employee Free Choice Act. It's time the economy worked for *everyone* again.

“We Don't Ask” TV :30

Worker #1: We're not CEOs making millions.

Worker #2: We don't have golden parachutes or option plans.

Worker #3: What we have is our hands, our hearts and our work ethic.

Worker #4: We are America's workforce.

Worker #5: The men and women who keep our economy going.

Worker #6: All we ask for is a level playing field.

VO: The Employee Free Choice Act will let workers choose to form a union to get better pay, health benefits and job security.

GRAPHIC: www.FreeChoiceAct.org

VO: The Employee Free Choice Act. It's time the economy worked for *everyone* again.



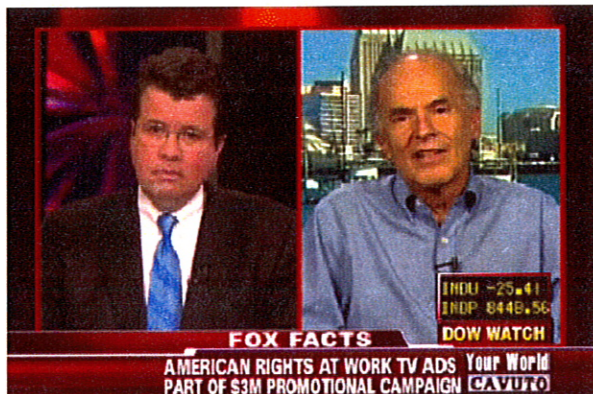
Your World With Neil Cavuto
January 13, 2009

The Employee Free Choice Act

As American Rights at Work launched a new \$3 million ad campaign in support of the Employee Free Choice Act, **American Rights at Work** board member **Harley Shaiken** appeared on Fox News to discuss the Employee Free Choice Act.



Harley Shaiken puts the Employee Free Choice Act in historical context by explaining that both NLRB elections and majority sign-up have been methods for organizing unions since 1935.



Shaiken describes the anti-union intimidation too often practiced by employers faced with organizing campaigns, and explains that the presence of a "secret ballot" does not guarantee a fair, democratic process.

BASIC PUBLIC TALKING POINTS ON THIS AD CAMPAIGN:
THE ADS CAN BE VIEWED AT WWW.FREECHOICEACT.ORG
SCRIPTS OF THE ADS ARE BELOW

- The \$3 million new ad campaign from American Rights at Work is part of a broad coordinated effort from a coalition of labor and workers' rights advocates working to champion and enact the Employee Free Choice Act.
- On Election Day, the American people voted for hope and change – and our ads signal that its time for action. The ads feature actual workers who make the case that the public is ready for the economy work for everyone again, not just CEOs or corporate interests.
- The ads will run nationally on cable news as well as a variety of political talk shows (Face the Nation, This Week, Daily Show, etc) beginning January 15.
- The ads serve as a reminder that in our current economic climate, Americans are hungry for measures to strengthen the middle class and rebuild our economy, like the Employee Free Choice Act. Thankfully our new policymakers know this is a critical vehicle in the economic recovery for Main Street.
- The Employee Free Choice Act is tremendously popular legislation with support that transcends party lines. President-elect Obama and Vice President-elect Biden cosponsored the bill and it has broad backing from the leadership and the majority of our new Congress. 73 percent of the public supports the Employee Free Choice Act, including 87 percent of Democrats, 69 percent of Independents, and nearly half (48 percent) of self-identified Republicans in favor of the legislation.
- The Employee Free Choice Act makes it easier for workers to bargain with their employers for better wages, benefits, and working conditions. This critical legislation will help level the playing field for America's workers by giving them a fair and direct path to form unions, secure a contract in a reasonable period of time, and toughen penalties against employers who break the law.
- American Rights at Work is a non-profit labor advocacy and policy organization which works closely with labor unions, workers' rights advocates, the faith community, civil rights leaders, and advocates for low-income workers, among many others who want to rebuild the middle class and address the need for shared economic prosperity.

MORE ABOUT THE EMPLOYEE FREE CHOICE ACT:

The Employee Free Choice Act:

- **Helps America's working families improve their standard of living** by making it easier for them to bargain with their employers for better wages, benefits, and working conditions. Workers in unions earn 30 percent higher wages and are 59 percent more likely to have employer-provided health insurance.
- **Fixes a broken system that gives corporations far too much power.** When workers try to organize unions, they are often harassed and intimidated; 25 percent of companies unlawfully fire pro-union workers.
- **Restores fairness and the promise of the American Dream,** with a robust middle class, economic growth, and shared prosperity.

TO SET THE RECORD STRAIGHT AGAINST ATTACKS ON THE BILL:

The corporate interests against the Employee Free Choice Act have incorrectly portrayed the bill as eliminating workers' rights to a secret ballot election. This is absolutely NOT true. The legislation simply gives workers, not their employer, the choice in how they decide whether to form a union, either through a majority of workers signing cards in support of the union, or through an election. The bill does not change how workers will form unions through secret ballot elections, if they choose to do so.

In reality, the corporate interests who are opposed to this bill are against their employees having a real opportunity of securing fair pay, health insurance, job security, and a chance of living the American Dream.

Opponents of the legislation cry wolf that if passed, it will open the door for unions to intimidate workers. In reality, anti-union employers are the source of intimidation in the current system, and they do not want to lose the upper hand they have in scaring workers from supporting a union. Workers who form unions through elections are twice as likely (46% vs. 23%) as those using majority sign-up to report management coercion.

ON QUESTIONS ABOUT THE TIMETABLE OF THE BILL'S PASSAGE:

With a new President, Vice President and Secretary of Labor who support this legislation – and an even stronger majority support in both houses of Congress – momentum continues to grow for the Employee Free Choice Act.

Just last week, Steny Hoyer commented that “we’re going to pass it early” and the *New York Times* called it “vital legislation and should not be postponed.

SCRIPTS OF THE ADS:

“Hope and Change” TV :30

Worker #1: I hope to have some health care...for a change.

Worker #2: I hope to work just one job....for a change.

Worker #3: I hope to be able to save a little....for a change.

VO: We voted on Election Day for hope and change. Now it's time for action. The Employee Free Choice Act lets workers choose to join a union to earn better pay, health benefits and job security.

GRAPHIC: www.FreeChoiceAct.org

VO: The Employee Free Choice Act. It's time the economy worked for *everyone* again.

“We Don't Ask” TV :30

Worker #1: We're not CEOs making millions.

Worker #2: We don't have golden parachutes or option plans.

Worker #3: What we have is our hands, our hearts and our work ethic.

Worker #4: We are America's workforce.

Worker #5: The men and women who keep our economy going.

Worker #6: All we ask for is a level playing field.

VO: The Employee Free Choice Act will let workers choose to form a union to get better pay, health benefits and job security.

GRAPHIC: www.FreeChoiceAct.org

VO: The Employee Free Choice Act. It's time the economy worked for *everyone* again.