

CWA

Sector News

Printing
Publishing
and Media
Workers

CONFERENCE AMENDS LABEL RULES

MEASURE CLARIFIES USE IN WEB DESIGN, LIMITS PROPRIETORS

In an effort to clarify and update policies governing use of the CWA Printing Sector label, Conference delegates approved a resolution to amend Article XV, Section 11 of the Sector Constitution to prohibit the use of the CWA Label for web design projects “not produced by a representative group of CWA members and where a valid collective bargaining agreement is not in place.” In offices where the proprietor (or proprietors) performs work under the jurisdiction of the union, the label shall not be used unless at least one journeyman member aside from the employer is employed at the scale and under union rules and regulations on work that bears the label.

The proposition also deleted language that had authorized the Sector President to issue a label to members engaged in web page design when it is in the best interest of the union. **SN**



IT'S OFFICIAL: ® GOES ON LABEL

The U.S. Patent & Trademark Office has notified the Sector that the Printing Sector Label has been officially trademarked, effective July 14, 2009. Consequently, all documents legitimately using the label must now also carry the familiar ® symbol in the position shown above. As an additional protection for the label, it is important to use the correct logo to certify that members of the Printing, Publishing and Media Workers Sector of CWA produced any products or goods to which this label is attached. Shops authorized to use the Printing Sector Label may include printed paper, metal, plastic and cloth items; pens, pencils, briefcases, luggage tags, tote bags, plaques, clothing and novelty items in Class A.

For information or assistance, please contact the office of Sector President Bill Boarman. Unauthorized or illegitimate use of this label will be prosecuted. **SN**

CWA President Larry Cohen:

'This is Our Opportunity to Create Positive Change'

CWA PRESIDENT LARRY COHEN exhorted delegates to the 23rd Conference of the Printing, Publishing & Media Workers Sector to “use this time of adversity as



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our opportunity to bring about positive change.” He said the “need for unity within CWA and within all locals has never been greater.”

Like all unions, CWA has been hit

with significant membership losses largely due to shutdowns, bankruptcies and the slowdown in the national economy. Although membership losses have continued in 2009, 2008 was much worse, Cohen explained.

‘CWA is exploring new ways to do things. We can’t blame each other. Our problems are driven by the economy.’

Cohen said the drop in membership has forced CWA to explore “new ways to do things. We can’t blame each other. Our problems are driven by the economy.” He stressed that the solutions lie outside the realm of collective bargaining.

Referring to health care reform, passage of the Employee Free Choice Act (EFCA) and efforts to restore unity within the labor movement, Cohen said he remains hopeful that progress

on each of these three fronts can put the labor movement back on track.

Following the close of the CWA Convention, conference delegates joined with the larger CWA group to participate in a massive rally to support health care reform and call for passage of the EFCA. Organizers of the Health Care for America Now (HCAN) rally said some 10,000 trade unionists, including an estimated 2,500 from the CWA Convention, took part in the effort.

“Health care reform is not in the bag yet,” Cohen warned, noting that early versions of the reform bill had not included an employer mandate—a requirement that all private employers offer at least some form of health insurance for their employees. The employer mandate is a bottom-line requirement for CWA in any health reform bill, Cohen said.

Cohen applauded the Sector’s role in the crusade for the EFCA. In all, more than 115,000 CWA members have been part of the overall labor effort to mobilize support for the legislation—“well ahead of the goal we set for ourselves.” He reminded delegates that the drive to reform U.S. labor law started some 17 years ago. **p. 6C ▶**

ITU President Bill Boarman:

Financial Chaos, Poor Management Continues to Wreak Havoc on Publishing

AS MASSIVE JOB LOSSES CONTINUE to plague the newspaper industry with employment in the commercial printing industry has “flatlined” Sector President Bill Boarman said the Printing, Publishing & Media Sector of CWA is presented with an unprecedented challenge “to battle on behalf of our members and their families to restore stability in employment, wages, benefits and living standards.”

Expressing confidence that the union and its members are up to the task, Boarman said the key to the future for all of organized labor is the passage of the Employee Free Choice Act. He praised Sector locals and



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members who “have gone above and beyond” to participate with CWA and the AFL-CIO in the campaign to get the bill passed.

Boarman described opposition to EFCA as coming “from predictable sources—big business and the right-wing conservatives who do their bidding.” However, he said, it is surprising and disturbing that so many U.S. senators “have been intimidated and hoodwinked into opposing the legislation” based on “phony arguments.”

Boarman’s comments touched on the Sector’s efforts to “brand” the CWA Printing Sector Label. The intent of the program, he said, “is to p. 6B ▶

‘Newspaper executives were too busy trying to destroy unions and too distracted by rising postal rates to notice the internet was stealing their business.’



Delegates cheer the opening session of the 23rd Conference.

Bill Burke, Page One Photography

try to expand our market share of commercial printing for the 95% of the good employers we have under contract—the shops that are never or rarely a problem; the commercial shops that negotiate and honor decent agreements, establish fair wages, working conditions and benefits, and treat their workers with respect.”

He credited New York Typo-

graphical Local No. 6 and its President Art DeLanni for the spadework in setting up the program, which is funded by the CWA Strategic Industry Fund.

Boarman also expressed confidence that the CWA/ITU Negotiated Pension Plan will rally as the general economy recovers. “Your NPP Board of Trustees has monitored the situation throughout this crisis,” he noted,

adding: “In March 2009, the trustees acted to protect the fund by adopting a series of changes that save the fund \$17.9 million over the next 12 months, and \$10.2 million a year thereafter. Some of the changes the trustees were forced to adopt will be painful, but necessary to protect the NPP’s ability to pay earned benefits.”

Criticizing the “entrepreneurial geniuses” who own and manage the newspaper industry, Boarman pointed out that while publishers and chains were buying and selling overpriced properties at a dizzying pace, the internet was “stealing their business.” He said newspaper executives were too busy trying to destroy unions and distracted by efforts to combat rising postal rates to notice.

Boarman reserved special criticism for the Chicago Sun-Times where management tried to sneak a \$1.8 million bonus for 20 executives through the bankruptcy proceedings. When the Chicago Mailers local got wind of the plan someone informed the IRS—the Sun-Times parent company owes

more than \$600 million in back taxes—and suddenly, Sun-Times management withdrew the bonus scheme.

The unions of the newspaper industry have shouldered more than a fair share of the load in keeping the newspaper industry afloat—more than creditors and bankers, vendors, equipment manufacturers and management, he said. “The Sector will continue to work with NABET and the Guild” to find “solutions to this problem that has been festering for more than a generation.” **SN**

CREDENTIALS REPORT:

There were 47 accredited delegates and 14 alternates seated at the 23rd Conference of the Printing, Publishing & Media Workers Sector. Attendance was down, with many locals reporting that they had been forced to scale back attendance due to costs.

BIG SEND-OFF FOR RETIRING STAFFERS

Al Rudy, Hunter Phillips and Lee Thompson were jointly honored in a Conference resolution citing each of the recent retirees for their work and dedication over the years.



Rudy, who retired effective January 31, 2009, was honored for “his long and distinguished” 45-year career as an organizer, field representative and ultimately as administrative assistant to the Sector President. Rudy was elected president of Mailers Local M-87 just one year after he started work with Arnold’s Binding in Reading, PA. As an organizer, he spearheaded more than a dozen successful organizing campaigns.

Conference delegates singled out Rudy’s “diligence and intense work ethic” for special praise.

Phillips, who most recently served as Mailer Coordinator and administrative assistant to the Sector President during the course of his 19 years on staff,



was cited for his “invaluable assistance to local leaders, members and their families, and to our union overall.” Delegates took note of his negotiating skills and efforts to pursue “justice on behalf of our members in countless grievances and arbitrations.” The resolution noted that Phillips had “performed honorably within our trade since he completed his apprenticeship and as a member of the PPMWS Headquarters staff.” Phillips retired effective May 31, 2009.



Thompson joined the ITU staff in 1972 in Colorado Springs. She retired effective March 31, 2009.

During her 36 years with the union, Thompson handled a multitude of assignments. Her final position, as administrative secretary for the Sector President, involved maintaining the books for various Sector funds, managing correspondence between locals and the headquarters, and managing preparations and logistics for annual conferences.

The resolution described Thompson as “an essential member of the Sector team.”

“We salute you all on the occasion of your retirement and wish you well in all your future endeavors,” the delegates declared. **SN**

Executive Vice President Annie Hill

‘If Something is Going to Change in This Country, We Need the Right to Form Unions’

Money makes the difference in politics in this country,” said CWA Executive Vice President Annie Hill as she described the need for all CWA members to participate in the CWA-COPE program. The answers to many of the problems the union encounters in collective bargaining lie in political action, she said. “We’re bargaining in this day in age when only 7% of the private sector is represented.

CWA’s decision to combine its annual convention with the legislative conference provides an opportunity for CWA to deal with the huge collective bargaining challenges such as those presented by the newspaper industry and the ongoing negotiations on behalf of some 125,000 workers at various AT&T companies while putting pressure on lawmakers to deal with EFCA and health care.

“If something is going to change in this country and we’re going to have a middle class, we need the right to form a union,” Hill said, noting that the U.S. alone among industrialized countries lacks genuine collective bargaining rights.

The fear tactics that the right wing used to defeat the Clinton health care initiatives 16 years ago are still around, she warned, reminding delegates that



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since the Clinton plan was defeated health care costs have more than doubled. The situation, Hill said, is “simply not sustainable.”

Recognizing that it is not practical or possible to negotiate COPE check off in many units such as those represented by the Sector, Hill said she and Secretary-Treasurer Jeff Rechenbach are collaborating on a plan to develop other ways for members in small units to make check off contributions—including credit card and electronic fund deductions. **SN**

when CWA's Executive Board passed a resolution supporting the measure. Twelve years later, the bill was introduced into Congress.

Although the Republicans have adopted a united front opposing EFCA, Democrats have not been able to develop the same kind of party discipline in support of it, Cohen noted.

With private sector union membership down to about 7 percent of the workforce, the "unionized sector cannot continue to carry the load for all the non-union companies that are not doing their share," Cohen noted, adding: "and it's dragging down the public sector as well."

Cohen vowed to continue efforts to unify the labor movement through the National Labor Coordinating Committee. Noting that there have been no substantive meetings on labor issues with President Obama since the inauguration because of the rift between the AFL-CIO and Change to Win, Cohen said getting all the unions back together is crucial. "We need a united labor voice." **SN**



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MAIDA TAKES MACDONALD AWARD 2ND TIME

I had no idea who was getting this award. There are so many deserving people in this room," declared a totally surprised Bob Maida when he was called up to accept the Sector's 2009 George P. MacDonald award.

This is the second time that the award has been conferred on Maida who is president of Chicago Mailers Local M-8. Maida also serves as a trustee on the NPP Board, as a trustee on the Board of the Union Printers' Home and as Chair of the Conference Committee on Laws and Finance.

In announcing the award, Sector President Bill Boorman quoted Theodore Roosevelt's praise for "the man who does things." He alluded to the "many hats" Maida wears. "In an ordinary year, juggling any one of these jobs is both time consuming and difficult. These are not ordinary times. Dealing with these tasks in the midst of the worst economic crisis in 80 years is like hitting a baseball with a fishing rod," Boorman said. **SN**

Future of U.S. Labor Movement Hinges on Passage of EFCA

S spurred by comments from CWA President Larry Cohen, delegates to the PPMWS Conference unanimously endorsed passage of the Employee Free Choice Act (EFCA) and called on all Sector members and their families to increase contacts with lawmakers to press them to pass the bill and send it to President Obama for his signature.

In a strongly-worded resolution the Conference cited the persistent shortcomings of current labor law and documented instances of harassment, intimidation and firing of union supporters involved in organizing drives. The resolution charged that the Wagner Act, which was passed in 1934 and characterized as "Labor's Magna Carta" at the time, has "been perverted to the extent that it now erects more barriers to union representations than opportunities."

The resolution cited the absence of any "effective means of protecting the right of workers to choose representation without employer interference." It asserted that current law imposes "no effective remedies or punishments for violations and provides no just means to require employers to negotiate in good faith for a first contract."

The resolution notes that the overwhelming majority of Americans support "strong legislation that would protect the rights of workers to secure union representation" and that organizing a union is often undertaken at the "risk of losing ones job."



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A PPMWS Conference Resolution calls for passage of EFCA. Members are urged to contact lawmakers and press for support.

In its report to the conference, the Sector's Laws and Finance Committee commented that "nothing less than the future of the labor movement depends upon the passage of this law."

The CWA Convention enacted an equally forceful call for passage, and delegates participated in more than 200 meetings with lawmakers in the two-day legislative conference that followed the CWA Convention. CWA activists called on wavering members of the Senate to join with the majority and vote to cut off a threatened Republican filibuster of the measure.

Secretary-Treasurer
Jeff Rechenbach

CWA Tightens Belt to 'Do More With Less'



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"Beyond the destructive influence it's had on our members...the worst economic crisis in our lifetime" has made the job of union leaders and "anyone responsible for our members" very difficult, noted CWA Secretary-Treasurer Jeff Rechenbach in his comments to the Sector Conference.

Rechenbach told delegates that he confers often with Sector President Bill Boorman on financial issues as he reviews the condition of CWA funds on a daily basis.

"The task of saying 'no'—not just to Bill Boorman and the Sector, but to all CWA components—falls to me," he said. The union has reduced both professional and clerical staff. Rechenbach acknowledged that all levels of the union face the same problem. He praised the Sector for its cooperation in holding the line on costs and expenses. It is possible to "examine how we think of ourselves, how we do business and yet retain the bold historic traditions that make us unique," Rechenbach said, adding: "It is an immense source of pride to be associated with the long history of the ITU."



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DELEGATE GLORIA LARIVA of the Northern California Media Workers Guild, speaks out in support of the Conference resolution backing passage of the Employee Free Choice Act. She reported that labor activists in Northern California have mobilized to persuade Sen. Diane Feinstein (D-CA), who is said to be waffling on EFCA, to support the measure. "We absolutely need this law," LaRiva said.

OUTGOING NPP TRUSTEE MARTIN DILLON HONORED



Conference delegates paid tribute to Martin Dillon, senior trustee on the Board of the CWA/ITU Negotiated Pension Plan who retired in March after 24 years of service.

In a unanimously adopted resolution, the Conference applauded Dillon's long service and his commitment to "the highest ideals of labor-management cooperation."

"On behalf of the members, officers and staff," the Conference expressed "our deepest appreciation to Brother Martin Dillon" citing his "diligent stewardship of the operations of the NPP" and his "lifetime devotion to the principles of progressive labor relations."

Sector President Bill Boorman praised Dillon for his long service to the NPP. "Marty has been a solid partner in helping advance the NPP. He was unselfish, energetic and generous with his time and wisdom. The Fund and its beneficiaries are all better off as a result."

In a notation to the resolution, Laws & Finance Committee Chairman Bob Maida, who serves as one of three union members of the NPP Board, commented that Dillon "provided us with the stability we needed. He will be missed." New York Typographical Local No. 6 President Art Delanni praised Dillon as a "straight shooter." **SN**

JOS WILLIAMS, PRESIDENT OF THE METRO WASHINGTON COUNCIL (AFL-CIO) WELCOMED CONFEREES



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Jos Williams, president of the Metropolitan Washington Council (AFL-CIO) welcomed conferees, congratulating the Printing Publishing & Media Workers Sector, "especially for the work you and your union did in liberating the Nation's Capital." As the "last line of defense" against the corruption that the Bush Administration brought to Washington, the union movement should be credited as "true patriots," Williams said.

Political battles are not won by the biggest or wealthiest segments of society, he said, but by "determined and disciplined individuals like those in the Printing Sector." **SN**



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DELEGATE BEN BAROODY OF MANCHESTER, NH CWA LOCAL 14133, related how bus drivers in Milford, New Hampshire were arrested during a public demonstration in support their organizing drive. Alluding to the unchecked power of management, Baroody said: "They can get you on the inside or the outside." **SN**

MICHELLE TOVO ACCEPTS TWO AWARDS



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On behalf of Chicago Typographical Local No. 16 (CWA Local 14408), Secretary-Treasurer Michelle Tovo accepts two awards from Sector President Bill Boorman. The awards from the CWA Communications Department annual publication competition were for general excellence in both print publication and web design.

DELEGATES ELECTED PITTSBURGH Typographical Union President Don McConnell to the open seat on the Conference Laws & Finance Committee. McConnell, who also serves as co-chair of the Pittsburgh Unity Council, was elected in a close but friendly race with Steve Stasenko, president of the Pittsburgh Mailers local and McConnell's colleague on the Pittsburgh Newspaper Unity Council. McConnell replaces former New Era Local 177 President Jane Howald on the committee. **SN**



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WELCOME NEW AFL-CIO LEADERSHIP: Sector President Bill Boorman congratulates newly-elected AFL-CIO President Rich Trumka. Trumka, along with incumbent Executive Vice President Arlene Baker Holt and newly-elected Secretary-Treasurer Elizabeth Shuler, make up the new leadership team for the labor federation.

CONFERENCE COMMITTEES

LAWS & FINANCE

Bob Maida, Chair

Members: Arthur Delanni, Mark Pullium, Dan Strauss

PENSION COMMITTEE

John J. Ebeling, Chair

Members: Thomas C. Grenfell, Stephen A. Stasenko, Jr., Robert L. Stevenson

ELECTION COMMITTEE

Members: Gus Ruzicka, Thomas C. Grenfell, Steve Hilberg

CONFEREES AFFIRM MERGER PRINCIPLES; PROPOSITION ASSERTS FULL PARTNERSHIP WITH CWA.

Noting that the long-term "survival of the Printing Sector should be a concern to all of us," delegates to the PPMWS Conference enacted a proposition affirming continued reliance on the "issues principles and practices that were delineated in the Merger Agreement that was approved by both parties in 1986," which, they declared "remain essential elements of the continuing relationship" today.

The resolution, based on action taken earlier in the year by delegates attending the Atlantic Conference of Printers, asserts that the office of Printing Sector President "must be maintained and continue to function as an active member of the CWA Executive Board." It goes on to outline the responsibilities and functions assigned to the Sector, specifically as they relate to the CWA/ITU Negotiated Pension Plan, retirees and beneficiaries of the Plan, and underscores the intent of the PPMWS to continue "as a full partner in the future structure" of CWA. **SN**

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