

Mark Your Calendar

24th Annual Sector Conference: July 24th, Washington, D.C.

The Annual Conference of the Printing, Publishing & Media Workers Sector is scheduled for July 24, 2010 in Washington, D.C. The CWA Convention will take place on July 26 and 27, also in Washington.

Details on hotel accommodations and the conference agenda will be announced as they become available.

Atlantic Conference Meets April 11-12 In Atlantic City

New York Typographical Union No. 6 (CWA Local 14156) will host the 2010 meeting of the Atlantic Conference, Sunday, April 11th and Monday, April 12th at Resorts in Atlantic City, New Jersey.

The Sunday session is scheduled from 2 p.m. to 5 p.m. Delegates will convene on Monday at 9 a.m.

There is a registration fee of \$50 for each delegate to offset the cost of breakfast and a dinner for delegates. The dinner will be held Sunday evening at 7:30 at Capriccio. Delegates planning to attend must fill out and return credentials along with the conference fee no later than March 24, 2010.

Local President Arthur Delanni says the local has reserved a block of rooms. Rates range from \$55 a night at the Resorts Ocean Tower to \$85 per night at the Rendezvous Tower. Use the group reservation code **VPRINT** to secure the negotiated rate. Rooms must be reserved in advance by calling Resorts directly (609) 344-6000 before March 24, 2010. Rooms may not be ready when delegates arrive on Sunday, but the hotel has arranged to hold luggage at the bell stand until the Sunday meeting adjourns.

Mailers to Meet April 30-May 2

The 24th Annual CWA Mailers Conference will meet Friday, April 30th through Monday, May 2nd in St. Pete Beach, Florida. Conference Secretary-Treasurer Bobby Maida says the session will include a special discussion on p. 4D ►

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CWA

Printing Publishing and Media Workers

Sector News

Printing Jobs Have Changed, and Print Workers Still Need Unions

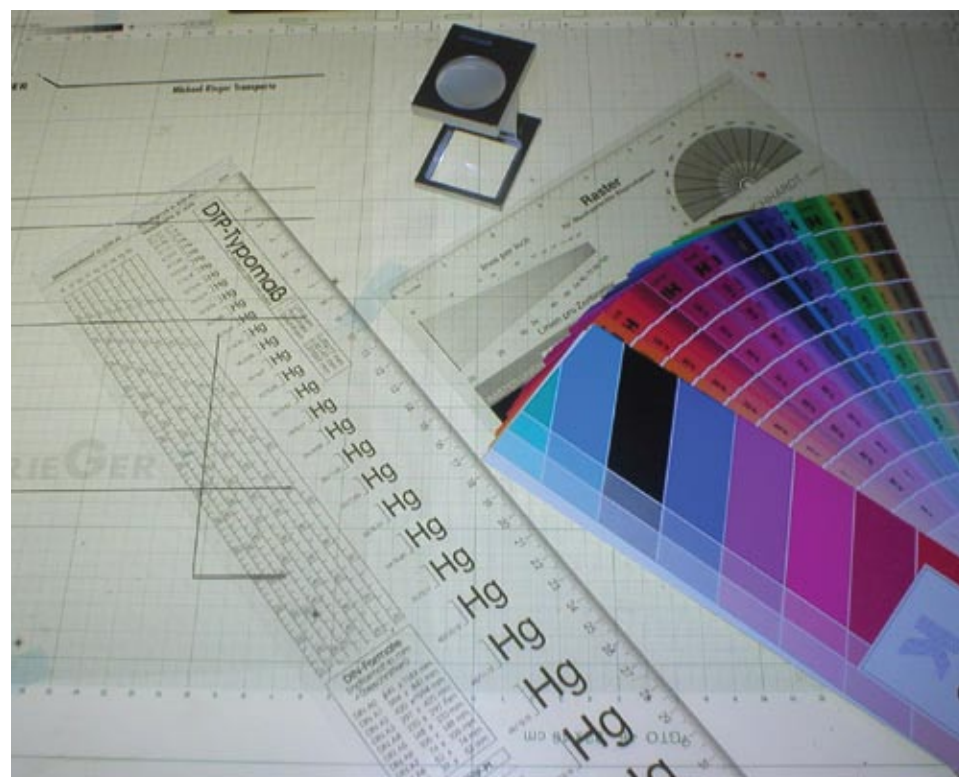
Half a million women and men were employed in the U.S. commercial printing industry (outside of newspapers) in 2009. That number represents a decline of approximately 37%, or 300,000 jobs over the past decade.

Where have all those people gone? Industry experts say actual employment numbers are somewhat larger than the BLS figures because printing companies have come to rely on subcontractors, free lancers and small graphic specialty firms instead of direct hire workers. That's an important issue for the union. "Many of the workers that migrated from larger unionized printing companies into subcontracting firms would support union representation if given the opportunity, and we're encouraging Printing Sector locals to seek those companies out and organize them," says Sector President Bill Boarman.

Printing Revenues Declined by 20 Percent

Just like every other sector of the economy, the commercial printing industry has fallen on hard times. Between the beginning of 2008 and the end of 2009, printing revenues declined by 20 percent, but industry trade organizations say those declines will be reversing this year, predicting a 2.3 percent growth. Management trade groups say that the industry will have to change its business model, offering a greater range of services and added value in order to build customer loyalty.

According to the Bureau of Labor Statistics, the non-management segment of the printing industry workforce is slightly more than 70 percent of total industry employment, or around 355,000. The employment decline is much larger than sales declines over that period largely because new technology and equipment has been slashing manpower requirements since the early years of the past decade, enabling printing companies to continuously improve productivity and profit margins while cutting payroll.



Newspapers Shuttering

Meanwhile, the newspaper industry is signaling that the worst is over but the facts seem to belie that claim. Over the past year more than 100 newspapers closed their doors and at least 10,000 newspaper jobs disappeared. Since 2008, the newspaper industry has lost \$7.5 billion in ad revenues and publishers made newsroom cuts totaling some \$1.6 billion a year, paring staff and retrenching news coverage.

Five leading newspaper publishers posted earning increases for the last quarter of 2009.

Cost Cutting, Subsidiaries, and Layoffs Increasing Revenues

The New York Times Co., Gannett, McClatchy, Lee and the Washington Post Co. reported upticks in revenues,

ranging from barely discernible 0.06% at the Washington Post, to 3.85% at McClatchy. Granted, the underlying reasons for those increases had little to do with improvements in circulation or readership. Most ascribed their black ink to cost cutting—personnel cuts, early retirements, layoffs and renegotiated wage rates.

The Washington Post credits its Kaplan Learning subsidiary with boosting its profits.

Paywall

The New York Times reported a surprise tripling of profits in the 4th Quarter of 2009 even though ad revenues fell 14.7% while revenue from internet ads went up 10.6 percent. Coincidentally, the New York Times broke new ground by announcing it intends to set up a "paywall" to begin charging a fee to online readers. **SN**

Massachusetts Poll Finds: Voters See Dems Doing Too Little, Not Too Much

Reading the tea leaves from the outcome of the special Senate race in Massachusetts where relatively unknown Republican Scott Brown defeated Massachusetts Attorney General Martha Coakley, pollsters offer some startling perspectives.

A January 19th poll by Hart Research Associates said it was wrong to interpret the Massachusetts outcome as an endorsement of a "Republican agenda for the economy." By 76% to 21% respondents—both supporters of Brown and Coakley—said they wanted "Scott Brown to be bipartisan and work with Obama and congressional Democrats rather than stick to his conservative philosophy." Furthermore, respondents (by 47%) said they trust Obama significantly more than congressional Republicans (33%) to have the right policies to fix the economy.

However, Hart Research Associates took voters' pulse on election night and determined that voters who are on the bottom of the economy were more likely to vote for the Republican than the Democrat, but that opinion was driven more by the perception of the candidates themselves, not their parties or programs.

Hart says that 61% of those polled believe that the federal government's policies helped Wall Street and large banks, but not average working people.

The poll also seems to affirm that voters want government to address the economy, control health care cost and cover the uninsured. The economy and health care were ranked first and second by the majority of respondents.

Nearly half of those polled (47%) said they were more concerned that Democrats "haven't succeeded in making necessary change rather than trying to make too many changes too quickly." **SN**

NEGOTIATIONS

New Pact at New Era Saves Jobs

Members have overwhelmingly ratified their reopened contract at New Era in a move to protect jobs and address financial problems for the Derby, New York cap maker.

Negotiations Opened Early

According to Local 14177 President Dave Geary, the company approached the union earlier this year to "see where we intended to go in the next agreement." The company was encountering financial difficulties related to the recession. "A number of New Era's small retail accounts were no longer around and they wanted to develop some cost controls and downsizing strategies," Geary said.

Contract Highlights

The new four-year agreement involves concessions on base rates and a mid-year bonus as well as work rules. "By the end of the term of this agreement, we should be back to the current rate for the bonuses," Geary said.

In return for the concessions, the union sought and secured a general commitment from the company to continued manufacturing in the U.S. and a specific commitment to sustaining the Derby plant represented by Local 14177.

Union Ensured a Voice

New Era agreed to confer with the union prior to any future outsourcing decisions. The union also won a provision that assures the union of a 60-day window to offer alternatives to company outsourcing or layoff decisions. The contract opens the door to enable the union to make suggestions for alter-

native production methods, operations or cost structure to achieve the same savings, Geary said.

In addition to providing Major League Baseball with all team caps, New Era also sells caps to the National Hockey League, the National Basketball Association, professional golf tours and in retail outlets.

The union represents 300 production workers at the plant, although some are currently on a layoff status.

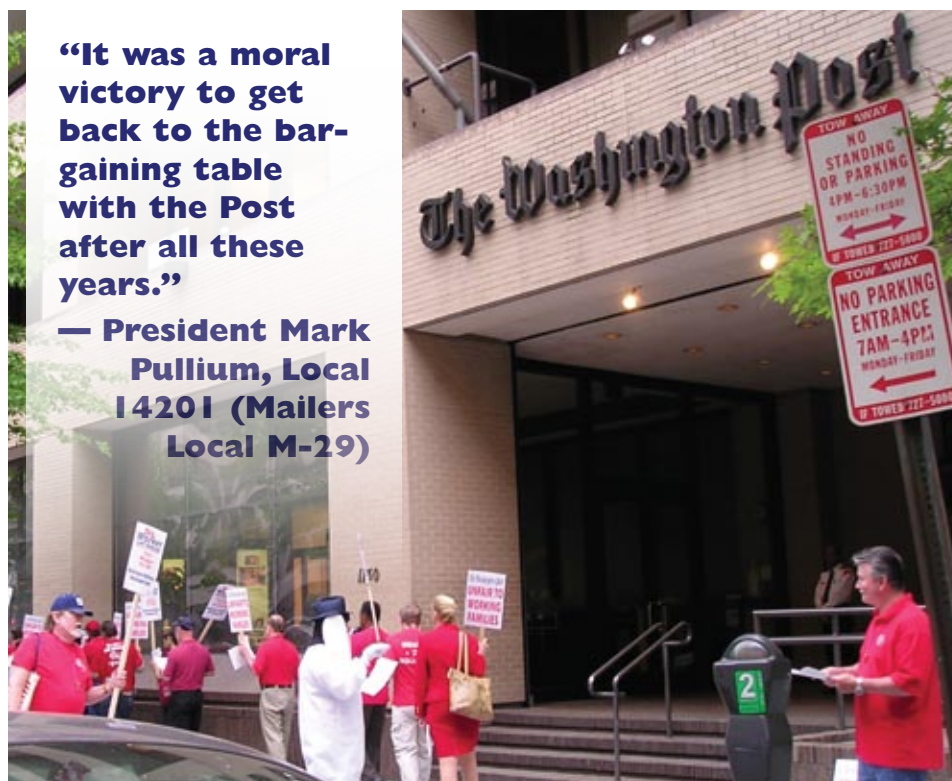
Geary, a 16-year veteran with New Era, said it's difficult to evaluate how the new agreement will work out. "The contract isn't effective until May. We protected jobs, but only time will tell whether this new contract puts added stress on the workers."

CWA Representative Dan Wasser and CWA District 1 Representative Dave Palmer worked with the New Era negotiating committee to develop the agreement. **SN**

Post Mailers Reject Company Proposal

"It was a moral victory to get back to the bargaining table with the Post after all these years."

— President Mark Pullium, Local 14201 (Mailers Local M-29)



Mailers at the Washington Post narrowly rejected a contract settlement offer by the Washington Post in a recent membership meeting. The proposal included a modest pay increase and continuation of the union's grievance and arbitration procedure.

"It was a moral victory to get back to the bargaining table with the Post after all these years," said Local 14201 (Mailers Local M-29) President Mark Pullium. "Unfortunately, Post management has lost considerable credibility

and trust among the rank and file over the nearly seven years since our last contract lapsed."

Pullium said the union is regrouping to consider its options before making any further decisions about the contract.

Post's Credibility Gap

Adding to the Post's credibility gap, management has asked the Federal District Court for the District of Columbia to throw out the union's lawsuit seeking to compel the publisher to arbitrate the dismissal of a 35-year veteran employee who is among around 100 mailers with negotiated lifetime job guarantees.

Post: No Contract, No Arbitration Provisions

The Post has argued that it has no obligation to submit disputes to arbitration because the provisions establishing arbitration lapsed when the contract expired in May 2003.

Not so, union attorney Richard Rosenblatt countered in a brief rebutting the Post's position. While it is true that the contract expired, lifetime job guarantees established in earlier agreements survive beyond the contract expiration date, he said.

"This promise of full time employment for the 'working life' of each named employee...by itself, is sufficient to establish that this job guarantee is a continuing contract that extends beyond the termination of the main collective bargaining agreement," Rosenblatt assured the court.

The court's decision on the dispute could come at any time. **SN**

Detroit Prepares for Busy Season

Momsen Calls It Quits After 44 Years

Three and one-half months after Dick Momsen started work at the Toledo Blade in 1966, he found himself on a picket line—an inauspicious start to a 44-year career. He recalls that there were 310 printers at the Blade when he started. Today there are eight.

Momsen, who served as President of Toledo Typographical Union #63 (CWA Local 14535), says the 2006 lockout was by far his toughest test.

“Management had no idea what they were doing,” Momsen reflected recently as he prepared for his last day of work on February 23rd. “We were a tight knit group and we only got stronger when we saw how our friends and neighbors responded.”



Toxic labor relations erupted in a strike against the Detroit Free Press and the Detroit News in the 1990's. The strike dragged on for nearly five years before all unions returned to work.

Detroit Local 18 (CWA Local 14503) is bracing for a busy

negotiating schedule this summer, planning for talks with the Toledo Blade, the Detroit Newspaper Agency and several smaller papers in the coming months.

First up are talks with the Toledo Blade, owned by Block Communications where the contract expires on May 31st. Local President Tom Grenfell says relationships at the Blade are much better since the nine-month lockout of 40 percent of the paper's workforce that unified the community behind the workers and the Toledo Newspaper Council.

In a pre-emptive blow, Block management had abruptly locked out the PPMWS unit, along with two other craft unions in the plant. Three hundred of the paper's 500 employees were not locked out and continued to work.

The strategy, developed by union busters King & Ballow, backfired behind strong support from the regional labor movement and the rest of the Toledo community. The Blade subsequently agreed to a \$3 million settlement in May 2007 to end the standoff.

Toledo Typographical Local #63 (CWA Local 14535) has since merged with Detroit.

“Thanks to the hard work and solidarity of former Toledo President Dick Momsen and Toledo's members, the unit there is prepared for this round. The Toledo Council is unified and well organized and we don't anticipate any surprises,” said Detroit's Grenfell.

The local's bargaining agenda includes preparation for the August 14, 2010 expiration of the Detroit News Agency agreement. That contract was the subject of a bloody four-plus year strike. Grenfell says that unions at the Detroit News Agency, the production arm of both the Detroit Free Press and the Detroit News under a Joint Operating Agreement, have rebuilt the Detroit Newspaper Council that includes the Printing Sector, the Guild, Teamsters, Pressmen and Mailers.

Local 18 recently concluded a new contract for the Lansing State Journal. The local also has contracts with the Travis City Record, the Bay City Democrat, the Macomb Daily and the Bay City Valley Farmer. **SN**

“You can't believe how it strengthens you to get a \$5 check from a retired printer with a note saying he wished he could send more. It was phenomenal.”



Dick Momsen, President of Toledo Typographical Union #63 (CWA Local 14535), retiring after 44 years.

Momsen said the Blade unit was particularly impressed with the generosity and support they received from printers all over the country. “You can't believe how it strengthens you to get a \$5 check from a retired printer with a note saying he wished he could send more. It was phenomenal.”

He also singled out Sector President Bill Boarman and Sector Representative Linda Morris-Cooley for their leadership during the lockout.

Momsen and his wife are relocating to Crossville, Tennessee. After 43 years on night shifts, Momsen says he's looking forward to going to bed at 11 p.m.

SN

Michigan Allied Wins \$5,000 In Suit Over Bogus Label

Two Michigan printing companies agreed to pay \$5,000 to the Michigan Allied Printing Trades Council to settle a lawsuit over the unauthorized use of the Allied Label.

The settlement of the lawsuit reflects the cost of a printing job that the two defendant firms, A-1 Business Products and Accelerated Press Inc., had produced using a bogus bug. Judge Julian Abele Cook of the U.S. District Court for the Eastern District of Michigan agreed to dismiss the case, stipulating that the two companies may not use the bug in the future without express written permission from the Allied.

Tom Grenfell, president of Detroit Typographical No. 18 (CWA Local

14503), said the violation occurred when one of the companies subcontracted the job to the other. Neither of the companies is licensed to use the bug.

Grenfell, who also serves as Secretary-Treasurer of the Michigan Allied, said the Michigan Council maintains a legal fund to prosecute label violations. “We can't let these firms get away with illegitimate use of our bug. That's why we're always aggressive about policing its use.” **SN**

If It Doesn't Say CWA

Send It Back!



New York Local 14156 (ITU Local 6) is extending the education effort on behalf of PPMWS locals nationwide, with a clever "Send It Back" campaign. Using a simple sticky-back note, the local politely returns any materials from CWA locals that don't bear a CWA label. The accompanying cover letter says:

“Because our union represents thousands of women and men working for good union employers, I'm sending this material back to its source. CWA-represented print, publishing and media workers are proud of their skills and proud that their union contract enables them to work under dignified working conditions at respectable pay. We display our pride by putting the CWA label on the materials we produce.

“When a CWA local goes out of the PPMWS network for printed materials you are undermining the employment security of your own brothers and sisters. Please think about that next time you purchase printing.

“For a list of CWA-represented printing and publishing companies, go to: unionprintshops.com.”

Thank you,

With assistance from CWA, the Local developed the unionprintshops.com website to provide a nationwide listing of CWA-represented printers. The site enables anyone to secure price bids from CWA-represented printers in their areas, or even from another locale. The site also provides details on specialty shops, such as those providing silk screening or imprinted novelty items.

Emphasizing that the message is only directed to “our own union and its locals, not those outside of CWA,” Delanni pointed out: “Our intent is to connect CWA locals that buy printing to our shops. CWA locals should be supporting CWA-represented printers, it's as simple as that. It's up to the owners and managers of the shops to provide competitive pricing and quality service, and we're confident that they will!” **SN**

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the future of the PPMWS as well as reports from Mailer locals and a general discussion of the state of the industry.

The host hotel is the Trade Winds Sandpiper Hotel & Suites, 5600 Gulf Boulevard, St. Pete Beach, Florida. Rooms are \$129 for single or double and reservations should be made directly with the hotel (Phone 1 800 808 9833 USA and Canada). These rates apply for April 27 through May 5th for anyone wishing to extend their stay. Check in is 4:00 p.m. Parking is free for overnight guests. The hotel is less than 30 minutes from Tampa International Airport. Reservations cutoff date is March 31, 2010.

The Conference will host a hospitality room on Friday, April 30th and a dinner is scheduled for Saturday night. The Saturday session will begin at 9 a.m.; Sunday at 9:30. **SN**

OBITUARY

Former Pittsburgh Mailer President Bill McVay



Bill McVay, former President of Pittsburgh Mailers Local M-22 and a former ITU Representative, died on December 30, 2009. He was 79. McVay was retired from the Pittsburgh Post Gazette. He served as president of the Local from 1961 to 1975 and as an ITU union representative. He was also on the Allegheny County Housing Authority for three years, until 1975. McVay was an Army veteran, having served in the Panama Canal Zone as an MP.

McVay's wife, Norma A. Schroeder McVay, preceded him in death. He is survived by three daughters, six grandchildren, one great granddaughter, and his sister. **SN**

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