

*If you want to understand today, you have to search yesterday.
-Pearl Buck-*

1991-1992 Strike at CKND Global Winnipeg



When Global Winnipeg (CKND) demanded major concessions, NABET Local 821 went on strike. Despite a well-run dispute, those members lost the struggle and were forced to accept the loss of wage scales. Employees have a starting wage and a one year rate and to this day that language remains. But the company wasn't done. After they won their concession demand to remove wage scales they tabled Article 13, a clause that violated the Charter of Rights.

At that point experienced union leaders Gord Hunter, Art Simmonds and Rob Lumgair recognized the reality of the broadcast business. The ability of members to affect the company by withdrawing services, traditionally the only bargaining strength a union had, was now gone. National advertisers would have to be targeted. Pattern or joint bargaining would have to take place.

1994 Merger



Media was under attack and NABET realized the need to join a much larger union in order to fend off the concession demands being made by the, at the time, profitable television stations. An integral part of the merger between NABET and the CEP was the formation of the Media Council and a VP Media on the CEP Executive.

1998 BCTV Strike

A six-week summer strike was successful because of the foresight of Gord Hunter, Art Simmonds and Rob Lumgair who saw what happened in Winnipeg in 1992. With the strength of the CEP behind them and joint bargaining taking place, CHAN in Victoria was ready to go out and CICT Calgary was a week behind them. Both locations refused to sign until the issues at BCTV were settled. The language won in that dispute continues to this day to benefit members, not just in Vancouver but at stations across the country. Language that ensures fair layoff and severance with special provisions if the work is transferred. Language that protects jurisdiction and creates full time jobs with decent wage scales.

2000 CEP Media Council

At the turn of the century It was obvious that the lessons learned from the Winnipeg and Vancouver strikes could be successfully applied to protect our members. With the breakup of WIC and takeover by Global, local union presidents from each station of the new Global network met for the first time in Toronto. A plan was quickly agreed upon to join together to protect the good contracts and strive to improve the poor ones.

2001 GAC & CIRB

The locals drafted bylaws to set up a council, the Global Advisory Council (GAC) and asked our members across the country to endorse a single employer/single certification application before the Canadian Industrial Relations Board (CIRB). The vote returned with over 90% approval from coast to coast.

And so it began, an eight year odyssey unprecedented in length and baffling to both expert and onlooker alike. The first panel ruled that Global was a single employer but did not give us a single certification while withholding the reasons for a year. After simultaneous appeals by both the Company and the Union were granted, the CIRB then confirmed the single employer status but continued to split the bargaining units up into three. Meanwhile, the Company proceeded to gut the local stations, reorganizing traditional television station functions by moving to centralized locations. Programming, payroll, master control and traffic all gone along with 30% of our members.

The Company continuously refuses to bargain with all three units. Instead an obvious divide and conquer strategy has been rebuffed many times by the Union.

Simultaneously, the Company has requested delay after delay after delay in proceeding with scope hearings in front of the Board.

2003 – 2004 Bargaining

Despite that we have remained together and grown stronger. There have been significant victories won over the years. In the 2004 round of bargaining, after a courageous battle in Alberta where members forfeited wages in order to protect our Charter Rights, the odious Article 13 was proven to be illegal and finally removed from all contracts. It was proof to us all that joint bargaining works; that real gains can be made with this strategy. It was proof to us all that the Company would no longer be able to bully concession demands; that if we stuck together we would be able to stand up to the divide and conquer strategy the Company so desperately wants to use against us.

2005 Halifax Master Control Layoffs

The language negotiated during the 1998 strike at BCTV was applied to the members laid off in Halifax when the Master Control centralization process began. It provides for a fair transition to those forced to leave due to the transfer of their work. Soon after the agreement was negotiated, Chris McGinley and Carol Biesal took over labour relations. The Company has since refused to apply the precedent and instead has stubbornly embarked on a process to test our strength, our patience and our solidarity. Meanwhile, the stock price has tanked, the debt load has become overwhelming and the covenants with the creditors have been broken.

2009 June Merger Vote

Now the conclusion of our journey approaches. The GAC bylaws and policies have served us well in building solidarity across the Global and E! networks. But they were only designed to bring us to this point. Their purpose is served, their lifespan is over. We need to change the rules that govern us to reflect the new realities and challenges we now face. We need to merge together into one local. CEP Media One.

The Global Advisory Council has drafted a set of Bylaws and Policies that will continue to allow us to fight for what is best for all our members across the country. We know from the past that certain principles work and work well to build consensus and allow every voice to be heard. One local, one vote, a two-thirds majority. We strove to maintain these principles throughout this new set of bylaws and policies.

Your dues will not change. This will have no deleterious effect on your paycheque while continuing to fund innovative programs like our EI top up and our Strike Fund. Education of the members and bargaining co-ordination and support will allow us to fight back against the concession demands made by the Aspers or others. Boom or bust, as evidenced in 1992 and 1998, media conglomerates will continue to attack the wages and benefits in our collective agreements. And with Canwest teetering on the edge of bankruptcy surely they will continue their divide and conquer strategy. We must stay strong together in order to protect our members from Halifax to Victoria.

If we are faced with a multiple owner scenario, our proposed structure is designed to compensate and allow for that. In fact there are certain advantages to that outcome. A cross-

country, composite local that brings all of us together is our best defence against an employer and in fact an industry that has not been friendly to our members and doesn't appear to be getting any better. Television stations have been reduced to bureaus. Our job losses have been staggering and our members are working harder than ever to compensate for the employers' slash and cut "do more with less" business model. As one voice we will be better prepared and equipped to represent our members within a multiple bargaining unit scenario or a multiple employer scenario if that possibility presents itself to us.

This structure may be a new concept to many of you, but it is common and highly successful throughout other sectors of the CEP. Merging with CEP has given us the opportunity to see how other locals in completely different industries face the same challenges as we are facing. It has also given us insight into how these locals have dealt effectively with employers who have learned the value of keeping us apart. We know there's strength in numbers. Now is the time to show the company we are serious. Merging together into CEP Media One is the natural outcome of the lessons our history has taught us. We ask for your support and your vote on this important merger. To quote Henry Ford, "the only history that is worth a tinker's damn is the history we make today."



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