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WCIRA As A Campaign Issue, circa 1979

Leonard C. Scott

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WCIRA As A Campaign Issue, circa 1979

Abstract

A sample managers' response to unions' anti-WCIRA campaign practices.

WCIRA AS A CAMPAIGN ISSUE

Recently, the _____ Union has taken to making WCIRA a campaign issue. They label us "Union Busters", and imply that we interfere with the rights of employees to seek outside representation by a labor Union. You may receive handouts alledging WCIRA has committed certain "unfair labor practices" etc. It is important for you to stop and consider two important points before you respond to the Unions campaign propaganda:

1. What is the Union's motivation for attacking the integrity of WCIRA?
2. What relevancy does the issue surrounding WCIRA have to your decision to vote for the Union?

The Union's motivation is clear to us and should be to you. What does the losing candidate usually do in a political election? He shifts the campaign from issues to personalities. He attempts to arrange debates, forums, press conferences, etc. to emphasize his persoanlity and discredit his opponent. Similarly, the Union, having lost on the issues of representation, has shifted its campaign to the "personality" of its opponent - WCIRA.

The Union will attempt to convince you that because WCIRA is "evil", you need the Union to protect you against us. Why do they use archaic emotional terms like "Union Busters" or "Strike Breakers?" The Union wants you to have this threatening image of WCIRA.

Nothing could be further from the truth. Let's examine WCIRA's role in this campaign thusfar. We are experts in labor law, personnel practices and management development. We use this expertise to come into an organization and evaluate an organization's strengths and wca knesses. We become very involved with the people managing the organization because we will have to represent them to employees during the campaign. That's what we have done here. When you ask us questions you expect a direct, honest answer. We are able to give you what you want because we are so familiar with the organization.

As for Union related questions and issues we simply function as an educator on current labor law and practices. We share our experiences in similar circumstances with other employers. The organizations we represent want their employees informed and educated on all aspects of collective bargaining, when they go into vote on election day. If the organization wasn't concerned about your well being, they wouldn't spend the money to bring WCIRA in here. We were brought in because we are one of the best firms in the country. That means we are successful but that doesn't mean we are "strike breakers." Employees vote their own minds in a secret ballot election. If they choose to vote against the Union after listening to us, it's because they believe in what we have said to them versus what the Union has told them. There is no intimidation or coercion involved as the Union would like you to believe. How is management ever going to know who voted for or against them. Employee rights are protected by Section 7 of the National Labor Relations Act. It's "sour grapes" on the part of the Union. They are losing their validity in this country, and they are scared of losing their jobs!

As for the second point, WCIRA has no real relevancy to your vote on election day. You are voting on whether you want to be represented by the Union. It is not a vote between WCIRA and the _____ Union. Our role as an outsider is to improve direct communications between employees and management; not to circumvent the communications through WCIRA. On the other hand, the Union wants exclusive right to communicate for you to management. Therefore you are voting on whether you want to represent yourself as an individual or be represented as a anonymous group to management. Most employees we encounter want to be treated as an individual. If that's what you want, you don't want the Union. A vote "NO" is a vote to speak for yourself. WCIRA's role is to insure management will listen.