Combating Anti-Worker Attacks 2016

OUR VOICE, GOOD JOBS, FAIR PAY.

DEFEND OREGON

Together, we can keep Oregon working.
Attacks on Labor

The Courts - The Ballot - In the Field
Anti-Worker Attacks in Oregon

- Background
- Paycheck Deception
  - 1998: Measure 59 was defeated
  - 2000: Measures 92 and 98 both defeated
  - 2002, 2004, 2006 failed to make the ballot
  - 2008: Measure 64 was defeated
- 2013 Anti-Worker Attack kept off the ballot
Don't Silence Our Voice
No on Measure 64
Oregon has defeated anti-union initiatives in the past, but it has gotten very, very close.

**Our Victory Over Anti-Union Initiatives**

- M92 (2000): 10.82%
- M98 (2000): 6.76%
- M64 (2008): 1.12%

**Margin of Victory**
Who was behind the attacks?

Bill Sizemore

Loren Parks

Cascade Policy Institute

Oregon
What’s Happening in 2016

The Courts – The Ballot – In the Field
Oregon’s Economy Isn’t Working for Everyone

Corporate profits
Worker compensation

% of Oregon's gross state product

1997 1999 2001 2003 2005 2007 2009 2011 2013
For most families real income has declined

% difference in real income between 2002 and 2012

Oregon Department of Revenue, adjusted gross income for full-year filers, adjusted for inflation
Corporate profits at record highs

Corporate profits after tax, adjusted for inflation to 2013 $, with recessions.
Federal Reserve Bank of St. Louis
A Nationally Coordinated Attack
Attacks across the country

- Anti-worker measures are moving in:
  - Indiana
  - West Virginia
  - Kentucky
  - Missouri
  - Wisconsin
  - New Mexico
  - And on, and on, and on...
In Oregon
Oregon vs. States with Anti-Worker Laws

ATTACKS ON UNIONS COST EVERYONE

Facts show that attacks on unions hurt workers and the economy. If these measures pass, standards will fall of all of us.

<table>
<thead>
<tr>
<th></th>
<th>2013 Median Household Income</th>
<th>2011 Fatal Workplace Injuries (per 100,000 workers)</th>
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<tbody>
<tr>
<td>Oregon</td>
<td>$56,307</td>
<td>3.6</td>
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<tr>
<td>States with anti-worker laws</td>
<td>$49,257</td>
<td>5.1</td>
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> Per capita GDP is 22% lower in states with anti-worker laws.
Nursing Voice in OR

- 4th Highest Median Wages in Nation

- 13 out of Top 15 in Median Nurse Wages are strong Labor states

- Nurse Staffing Law- Passed the single most empowering staffing law update in 2014 to help ensure an equal voice for nurses in hospital staffing decisions

- Nurse Practitioners- NP’s have the ability to independently practice in OR but also must now be reimbursed equally by insurers when providing the same procedures as physicians
Three Headed Monster

1. At the Ballot: IP 62 and IP 69
2. On the Ground: the Freedom Foundation
3. The Courts
Justice Scalia’s passing has pushed the Friedrich case off a bit but certainly hasn’t completed alleviated the threat.

It could be punted to 2017.

Similar court cases will likely be coming.

Our deep pocketed opponents will not let one court case get in the way of attacking unions.
On the Ballot: IP 62

- Funded by Bill Sizemore supporter - Loren Parks
- Interferes with an employer's right to negotiate with employees and requires that some employees get all the benefits of being in a union without having to share in the costs of supporting that union.
- Limits the kind of activities union members can pay for, making it especially hard for union members to advocate for better worker policies. The measure is designed to make it impossible to run an organization that advocates for unions — and that’s bad for all of us.
On the Ballot: IP 69

- Funded by the Timber Industry and Corporate Lawyer Jill Gibson
  
  - Given OAHHS 2014 Justice/Advocate Award for promoting “Right to Work”, amplifying hospital mission to serve communities

- This is their fifth anti-worker measure of 2016

- It actually requires that employers discriminate between union and non-union employees.

- This creates two classes of workers that will likely lead to the same result of lower pay, fewer benefits and less workplace safety for Oregonians.
Out of state organizations are coming into Oregon in a nationally coordinated attempt to dismantle unions.
Freedom Foundation

- Linked of the Koch funded State Policy Network
- Moved into Oregon in August
- Admittedly working to defund labor
- Not your normal anti-union think tank
  - Does grassroots work; talks to members at worksites and their homes
  - PA, IL, MI, WI, WA
- Have already gone after: AFSCME, AFT, ATU, Firefighters, OEA, ONA, SEIU
KEEP OREGON WORKING GOALS

ORGANIZE!
KOW Strategy

- Internal Organizing
  - Member organizing is critical

- Strong Coalition
  - Non-labor allies

- Communications
  - Defining the opposition
  - Expanding our reach

- External Campaign
  - Talk to the public about the attacks on workers
Now - June
Union members, activists, leaders, retirees, family, friends, nonprofit groups and allies

July - August
Neighbors, community organizations, civic groups, churches, business, local leaders, elected officials

September - Nov
General public

Ballot title finalized
Signature gathering

Signatures turned in (88,148 minimum)

Election Day (Tuesday Nov 8)
Talking About the Anti-Worker Attacks
The *other side* is saying…

“Freedom”

“Right to Work”

“Choice”

“You shouldn’t be forced…”
What *Have* We Been Saying?

“Right to Work Longer Hours for Less Money”

“The Folks that gave you the Weekend…”

“Right to Work for Less”
Why do we say it this way?

1. We want to match slogans with slogans
2. We want to be cute
3. We understand what a Union is and why it is important
What *We Should* Be Saying?

1. Set the Context: Protect the Middle Class and Working Families
2. Identify Who’s Behind these attacks
3. Show Who Would Be Hurt
4. Offer a Choice
Why do these messages work/don’t work?

- Most people are not in a union
- Most people don’t understand unions
- It can’t just be a union problem, focus on community impact
- The good news is that it isn’t just our problem.
The Bad News...

- The other side’s messages are better.
- Our slogans won’t win the election.
- We can’t fight on the other side’s turf.
The Good News…

- We have strong unions willing to work to educate their members and fight for working families.
- We have a messaging that works, even if it takes more time.
- Our unions are united to fight against these initiatives, and we’re starting early.
- *Nurses- some of the most trusted messengers in the community!
How to Talk About These Attacks: Summary

1. Set The Context: Protect the Middle Class and Working Families
2. Identify Who’s Behind The Attacks
3. Who Would Be Hurt?
4. Offer a choice
While corporations grab record profits, working families continue to suffer. We need to come together to give Oregonians a fair shot at a good life.

Even with record gains, corporate CEOs and billionaires are pushing Bill Sizemore’s old anti-worker ideas to the 2016 ballot to increase their profits.

These attacks will hurt working families – lowering wages and benefits, and limiting the ability of workers to fight for safe working conditions.

We need to defeat these measures and focus on increasing the minimum wage, ensuring the right to paid sick days, and providing a secure way to save for the future.
What To Avoid

- “Right to Work”
- “Right to Work for Less”
- Long discussions of labor law or history
- Jargon, like “collective bargaining” or “grievances”
Pop Quiz

- **Choice A**
  - These measures weaken your rights at the work place and make it easier for employers to take away your rights.

- **Choice B**
  - Unions are the foundations of the progressive movement. Without them we would not have the 40 hour work week.
Pop Quiz

● Choice A
  ● Corporations are making record profits and yet they are pushing measures that will make it harder for workers to come together.

● Choice B
  ● This is an attack on unions and is driven by anti-union extremists like the Freedom Foundation!
Pop Quiz

- Choice A
  - This isn’t "Right to Work." It’s "Right to Work for Less!"

- Choice B
  - This measure is an attack on workers to make it easier to silence workers voices.
Remember…

We are under attack because we’re trying to help working people increase their wages and get decent benefits.

Without unions, standards will be lowered for all of Oregon’s working people and middle-class families.
Next Steps

• Story Collection

• Share Testimony w/KOW Campaign

• Practice Conversations w/Coworkers