

UJAW

A large, semi-transparent blue watermark of the UAW logo is centered in the top half of the slide. The logo consists of the letters 'UAW' in a bold, sans-serif font, with the 'U' and 'A' overlapping.

UAW Transnational Organizing

Presentation to IndustriALL

St. Petersburg - Sept. 11, 2012

The UAW's global organizing strategy

- Committed to focusing resources on organizing all of the transnational auto companies in the US.
- Support unions around the world trying to organize at US companies where UAW has a relationship with the company (Detroit big three).
- Support an aggressive global auto organizing agenda within IndustriALL
- Use IndustriALL TNC networks and GFA's to coordinate global organizing strategies.
- Build strong relationships with partner auto unions to support international organizing initiatives.
- Build a strong global middle class.

UJAAW

Mercedes Campaign Update

Series of spring meetings with Daimler Works Council leaders and Mercedes workers

QuickTime™ and a
decompressor
are needed to see this picture.



German/American House Call Teams

- 13 member organizers from IG Metall and Daimler Works Council just completed 3 weeks house calling in Tuscaloosa, AL
- Joined by 13 UAW organizers and member organizers
- Hundreds of workers visited
- 47 recruited to serve on a "Leadership Council"
- Goal is to keep expanding the Council (now up to 57)
- Leadership meeting set for Sept. 12

German delegation to Mercedes



Jointly produced magazine on UAW and Mercedes Unions/Works Council in Germany



Jointly produced magazine on UAW and Mercedes Unions/Works Council in Germany

the what and why of Works Council

Codetermination:

Definition: the participation of labor with management in determining business policy

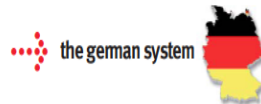


Letter from UAW President Bob King to Mercedes



Provides a Seat at the Global Table

- By not having representation, the Vance plant has not been able to have a seat at the table on



Betriebsrat

"Betriebsrat" is the German word for Works Council.

But what does a German Works council actually do? And what's the role of the union?

Employment relations in Germany and the United States are basically similar – on one side is the employer and on the

Without employee representation it is in the employer's sole power to decide on wage levels, fringe benefits,

seek a solution. The employer's decision is final. Every problem, even if it involves the same situation as faced by another



nm,
cil,
cil,
ril,
C)

Without a union, a representation will not be democratically legitimate. From my point of view, it is important that our 3000 employees at Vance, the company's only final assembly auto plant in the U.S., have a democratically legitimate part within the WEC – this would also guarantee a strong voice within the panel

Anti union memo issued by Mercedes - If you feel "threatened" by house-callers can call the police



Toolbox Information

Update on Unsolicited Home Visits

Team Members have freely shared with us that unsolicited home visits from non-MBUSI personnel have continued. It has been our long-standing practice to openly communicate with our Team Members. Therefore, we would like to update you further on this topic.

MBUSI has not and does not share Team Members' information with non-MBUSI personnel. Mishandling confidential information is a violation of our policy. Efforts are underway through our IT department and Daimler Corporate Security to identify whether confidential information has been wrongfully shared. Local authorities have been notified and if it is determined that a policy violation has occurred, all appropriate action will be taken.

Team Members have also reported to us that certain misleading statements have been made during these home visits. MBUSI would like to speak openly and address some of

Mercedes Plan

- Continue to work with Daimler Works Council
- Stay with positive message and don't get sidetracked by management's anti union flyer
- Message that focuses on the issue of representation
- Continue to build Leadership Council
- Produce with the Daimler Works Council the next issue of "The Spark"

UAW

Nissan Workers Campaign Update

UAW

**Betty Jones video
>>Mock UP<<**

Campaign Objectives

- To support Nissan workers' attempts to organize a UAW local in Canton, Mississippi
- To build public support for Nissan workers
- To achieve a fair environment where workers can exercise choice

Nissan has rejected the UAW Principles for a Fair Union Election

also change. They can demonstrate their openness to change by agreeing to the framework established in these principles. The current federal framework under the National Labor Relations Act does not protect the rights of workers to freely decide whether or not to join the UAW. Unlike a truly democratic election, there is vastly unequal access to the electorate. In many cases, employers use explicit and implicit threats of loss of jobs or benefits if workers support the union. Screening job applicants to weed out potential union supporters, mandatory anti-union meetings, firing of union supporters and threats to close a facility are tactics used to create a climate of fear. Company based business organizations can play explicit threats that will be illegal if they come from the employer. Employees are often intimidated by attempts at redress one to another, lengthy delays and lack of resolution. A free, democratic election cannot take place in a climate of fear.

The UAW invites employers to endorse these Principles for Union Elections. If employers abide by these principles, we will respect the choice of the workers whether or not they choose to join the UAW.

Quick time and a
are needed to see this picture.
are needed to see this picture.



**UAW PRINCIPLES
FOR FAIR UNION
ELECTIONS**



Nissan, North America Waging a Campaign of Fear

- Threats to close plant or redirect product away from Canton if employees vote for a union
- One on one interrogation sessions
- Series of anti union videos
- Anti union Roundtable meetings and focus groups
- Threats of retaliation against worker leaders
- Non stop demonization of UAW
- UAW's record is plant closings - Nissan's record is constant expansion

Worker Campaign

- Focus on building the Fair Election Committee from 200 to at least 250
- Big focus training worker leaders for TV, newspaper columns, quotes for news articles, etc.
- Messaging
 - Fair election with equal time, equal access, no threats
 - This is about industry standards: we either all go up together or we all go down together
 - Temp issue is huge

United States Congressman Bennie Thompson

June 3 press conference in support of Nissan
workers



Monitoring Committee

Mississippians for Fairness at Nissan

- Community committee formed to expose Nissan's anti union campaign and support workers right to organize
- Consists of a dozen well known public figures (clergy, elected leaders, civil rights leader, community activists)
- Holding press conference in 2 weeks
- Workers will give testimony how they have been threatened and intimidated by the employer

Nissan Worker Travels to Brazil With UAW President Bob King

- Nissan worker Morris Mock spoke before CUT convention
- Spoke about the fear in the plant and his fear being there

CLINIC WINS A
BATTLE, FOR NOW
NAVE, PP 6-7

HAPPY BIRTHDAY,
J. LEE
SHERWOOD, P 28

PARENTING
THROUGH
DIVORCE
SMITH, P 35

Jackson FREE PRESS

The City's Smart Alternative
Vol. 10 | No. 45 // July 18 - 24, 2012
DAILYBREAKINGNEWS@JFPDAILY.COM **FREE**

OPERATION DIXIE:

THE BATTLE ★ TO ★ UNIONIZE NISSAN

ATKINS, PP 14-19

UAW is recruiting celebrities to speak out for justice for Nissan workers





Danny
Glover video

DO BETTER
TOGETHER One Voice

DO BETTER
TOGETHER On

LET'S HAVE
A
FAIR ELECTION

WE DEMAND
EQUAL TIME
EQUAL ACCESS

Actor Danny Glover and Nissan Workers



If Nissan's anti-union, anti-fair election, anti-equal time stance is not corrected, then the UAW is preparing to start a global campaign to expose Nissan's violations of human and worker's rights.

DO BETTER TOGETHER An Integrated Global Campaign

**DO BETTER
TOGETHER**



COMMUNITY MOBILIZATION

- Develop joint UAW-community initiatives
- Mississippi students
- NAACP
- Mississippi clergy
- Faith-based awareness
- Mississippi Alliance for Justice At Nissan (monitoring committee)
- Canton community
- Email newsletter
- Event leafleting



ALLY DEVELOPMENT

- Celebrities: Danny Glover, Herschel Walker, etc.
- Global allies
- Southern academics
- Third-party verifiers
- Other labor organizations (MS, national and global)
- Roll out endorsements



DEalersHIP AND AUTO SHOWS

- Bannering and leafleting possible this fall
- Begin with 50 key dealerships; expand to 250; expand to Brazil, Western Europe
- Related activities: city council resolutions, campus protests, earned media, community forums
- Detroit Auto Show (January 2013); kick off global actions at world auto shows



WORKER

- Worker organizing
- Worker messaging and training
- Expand Fair Election Committee
- Nissan Worker's Community Service Committee



GLOBAL ENGAGEMENT

- Global OI
- Global Communications
- Delegations to Mississippi
- Global Labor
- Global letter writing campaign from allies and progressive organizations
- Multiple country activities: UK, Japan, France, Brazil, South Africa, Australia, India, Russia, Spain



EARNED MEDIA

- News bureau: LTEs, op-eds, quote placement, quick response
- Upcoming articles: Reuters temp article; WSJ fair election op-ed; op-ed opportunities with USA Today, Reuters, etc.
- Ed Schultz visit to Mississippi
- National print and broadcast media
- Southern editorial board meetings



SOCIAL MEDIA

- Website
- Campaign Twitter, Facebook, YouTube accounts
- Student Twitter and Facebook accounts
- Online video contests
- Video: Betty Jones, documentary, etc.
- SMS
- County-by-country strategy



PAID MEDIA

- Japan
- U.S.
- Mississippi media (including radio opportunities with workers and retirees)
- Banner ads on auto sites
- Social media ads

Through our global contacts with labor and human rights organizations the UAW has grown support for our campaign in:

- Brazil
- Germany
- United Kingdom
- Australia
- South Africa
- Spain
- Japan
- France
- India
- Russia
- China

A Country by Country Strategy

- We cannot do this alone
- We are consulting with the home country unions in developing coordinated strategy and plan

Through our global contacts with labor and human rights organizations the UAW has grown support for our campaign in:

-Plant actions-Dealership actions-Government pressure-Auto show actions-Union to union leverage-Social media action-Distribution disruption

-Shareholder actions
-International instruments (OECD, ILO, GFAs, UN)
-Build Nissan/Renault global network
-Global media strategy
-Global labour events

The UAW is engaged in support actions for Unions in other countries:

- UAW instrumental in getting Ford to sign International Framework Agreement (IFA)
- UAW in discussions with GM, Chrysler and several suppliers to sign IFA's
- UAW, in conjunction with Ford, was part of a delegation to India to investigate possible worker's rights violations. UAW is working with Ford to help create a free and fair election process in Chennai.
- UAW is actively supporting independent unions in Mexico (Honda, PKC and Flex-n-gate).
- Held dealership actions in solidarity with Hyundai/Kia workers on strike (Aug 22) 31 dealerships, 13 states.

UJAWW

End