

FACILITY1 / FACILITY2: CITY metropolitan area

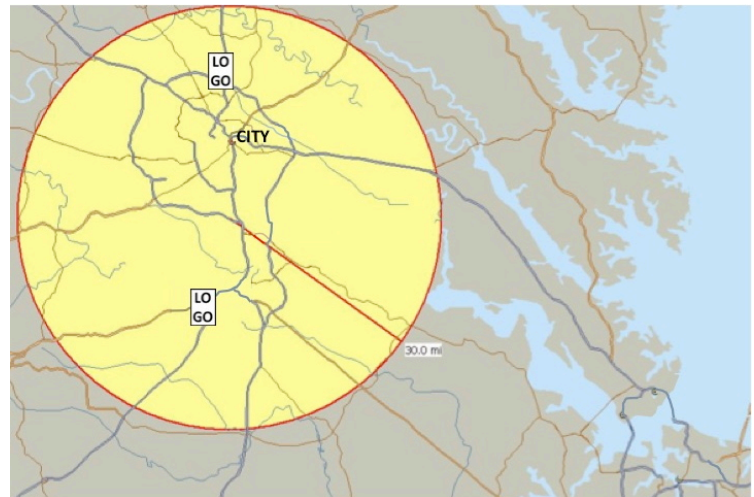
Search Area Description

The search area is a 30 mile radius from zip code 55555, which encompasses the greater CITY metropolitan area.

CITY1, the site of FACILITY 1, is largely Democratic with a predominantly African-American population. In 2008, CITY1 gave Barack Obama the second highest percentage of votes in the nation. The town has a strong network of Baptist churches.

CITY2, the site of FACILITY2, is a more affluent bedroom community south of CITY. It is largely Republican.

Union density in the CITY area is below the U.S. in both sectors and slightly above STATE percentages.

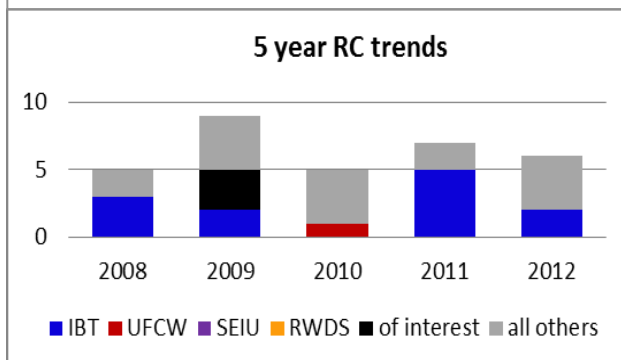


City, ST		workforce	members	%	covered	%
CENSUS DATA	Total	618,243	33,831	5.5	37,412	6.1
	Private	497,781	12,746	2.6	13,781	2.8
	Public	120,462	21,085	17.5	23,632	19.6
Right-to-Work						

Website, Social Media, and News Media Search Results

CITY press has been all positive about ██.

The UNION LOCAL website does not mention COMPANY and its news page is not well maintained. The STATE Interfaith Center is not currently targeting specific labor issues or employers, however it has support from the AFL-CIO and several unions. There is no mention of COMPANY or FACILITY/OPERATION employment issues on the local or state AFL-CIO websites. However, preliminary search results show unexpected anti-corporate online militancy based in STATE or referencing STATE-based employers. This may point to residual progressive activism in the wake of heavy investment by labor in the state through the last two political cycles.



Trends in Area Organizing

[illegible]

The area also saw aggressive organizing in 2009 by the UNION driven by one powerful grassroots activist, with petitions filed on

Summary

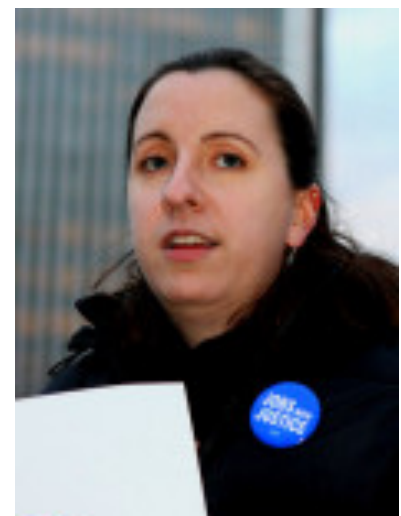
- Strong build-up of labor-aligned organizations in CITY indicates an investment by organized labor in central STATE, primarily to meet political objectives.
- The grassroots network exists to spawn and support a [REDACTED]
- [REDACTED] strategy) organizing drive against a large small-town employer in the greater CITY area.
- UFCW Local ###, based in CITY, ST., has the resources to [REDACTED]
[REDACTED] in the CITY area.
- The recent lop-sided IAM victory against OTHER COMPANY in CITY, ST., is not a model for organizing a COMPANY facility.

STATE Organizing Project

STATE Interfaith Center

Unions of interest

It would appear UFCW ### is well positioned to ■■■■■■■■■■■■■■■■■■■■, ■■■■■■■■■■■■■■■■■■■■has recent success in doing so, has established ties into the CITY community, and has beefed up its organizing staff with financial help from its parent union.

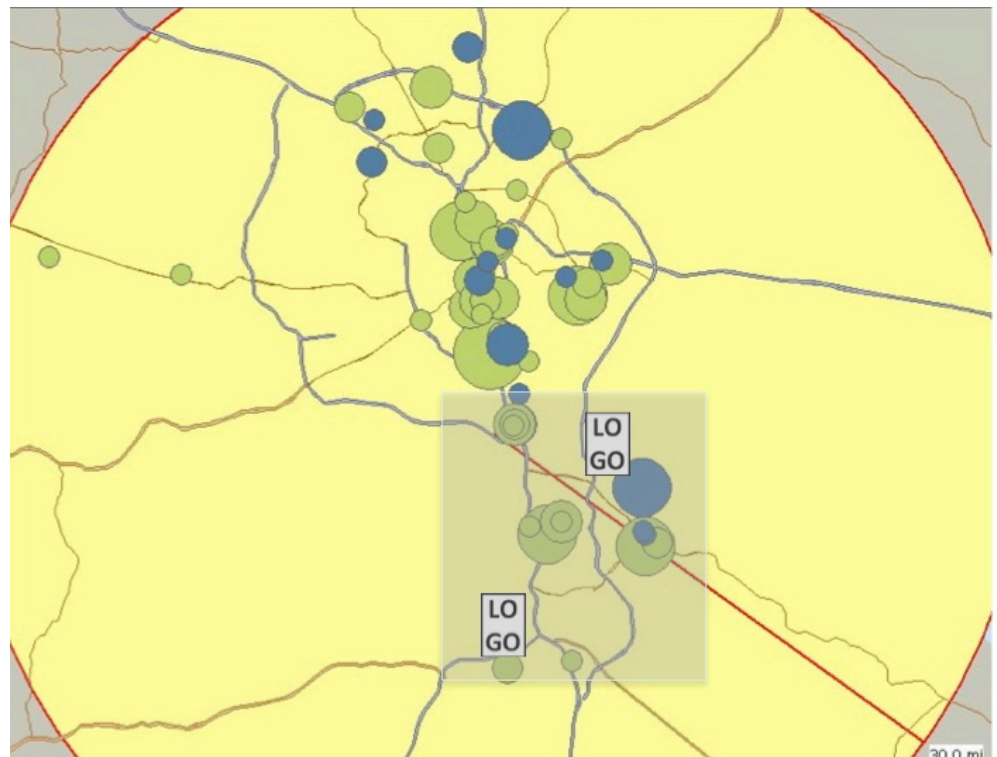


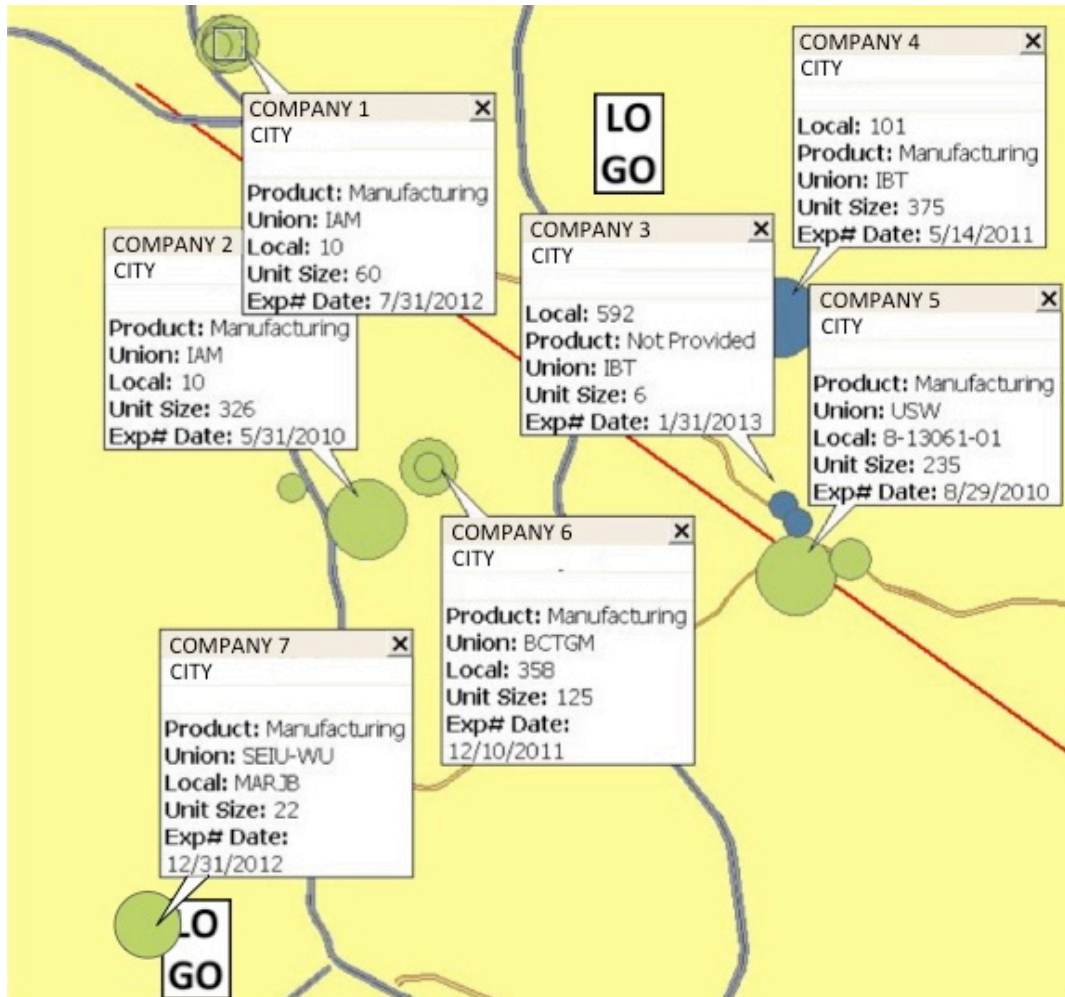
NAME _____

Organizing of COMPANY facility in CITY

“The primary issue that has driven this campaign from the beginning has been a plantation-like attitude by management,” said NAME, director of the department for the union who led the organizing campaign. “Mandatory overtime in New York City may not be a huge deal, but in a rural, family oriented, small community with strong religious values, this treatment is unacceptable.”

If COMPANY were to become heavily unionized in COUNTRY the model of anti-corporate international pressure being used to promote organizing in the United States may become more plausible. However,



Contract Data

Summary

- [illegible]

- Attacks on suppliers and staffing agencies
 - Regulatory pressure
 - Supply chain disruption
- ■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■
 - ■■■■■■■■■■■■■■■■■■■■■■

Corporate Campaign Leveraging

- Professional organizer “blitz”
- ■■■■■■■■■■■■■■■■■■■■■■
- International union support
- Large-scale card signing

Community-based Organizing

Traditional Recognition Drive

**LO
GO**

- Worker centers
- Faith-based organizing
- Outreach based on country of origin
- Use of authentic social justice groups
- Support for internal organizer

Sub-unit and Micro-unit Organizing

- [illegible]

Little concern
at this time

Potential cause
for concern

Some concerns to monitor

Elevated cause for concern

High concern -
take action

CITY (XYZ 1): *The risk of corporate campaign leveraging is only a potential cause of concern at this time.*

[illegible][illegible]

- [illegible]

CITY (XYZ 1): The risk of a traditional organizing campaign is only a limited cause of concern at this time.

This is a close call. UNION LOCAL has the resources and recently hired the personnel to effectively conduct a large scale organizing effort after years of inactivity. We found no evidence that they are considering a campaign against COMPANY at this time, but they should be monitored closely. Suggested tactics include:

- Early response is critical to stopping a large-scale organizing drive, so make sure leaders are well-trained on the early warning signs of card-signing activity and refresh that training regularly
- We did not receive [REDACTED] but given local ###'s capability a solid look at engagement in these locations is recommended – if Local ### credibly begins supply chain organizing consider communicating the realities of signing union cards with new hires and incumbent workers
- Respond quickly to rumors of [REDACTED]
- Monitor job postings for [REDACTED]; regularly monitor UNION LOCAL website; [REDACTED]
- Consider the optics internally of decisions related to [REDACTED]
- Carefully conduct screening practices to make sure potential union salts cannot [REDACTED]
[REDACTED]
- Identify and engage informal leaders in the organization as you [REDACTED]
[REDACTED]

Traditional Recognition Drive

- Only a sophisticated and well-financed organizing staff could successfully carry out a traditional recognition drive on a [REDACTED]
[REDACTED]
[REDACTED]. An International union might conduct the drive itself using its own organizing resources, to then turn the unionized facility over to a chosen local. This does not preclude rogue leadership of a less than well-equipped local from making an attempt independently. (And a failed or poorly run campaign can be more disruptive than a well-managed one.)
- Unions now have several recent [REDACTED]
[REDACTED].
- One effective strategy, feasible for [REDACTED] is the organizing “blitz” where dozens of well-trained and experienced organizers from around the country descend on a thoroughly researched target and get all the cards needed in as little as two weeks. The opposite approach is to use salts and carefully chosen internal organizers to painstakingly build an internal organizing network over months or even years. This method is used successfully with prominent large targets like [REDACTED].
- Obviously a local union with organizing savvy and international union backing would have the best chance of success in a large-scale traditional recognition drive.

CITY (XYZ 1): The risk of a sub-unit or micro-unit organizing campaign is a concern to monitor at this time.

[illegible][illegible]

- [illegible]

CITY (XYZ 1): The risk of a community-based organizing campaign is an elevated cause of concern at this time.

[illegible]

- [illegible]

Community-based organizing

- In certain communities and employee populations it is most effective to organize the worksite by ██████████ rights organizations to reach and engage workers and their families sometimes long before launching a formal union campaign.
- It is also not uncommon for independent worker rights organizations to encourage unionization and ██████████ out union representation.
- University labor studies centers and social justice organizations in progressive communities may offer similar leadership training and workshops.
- Worker right centers offer ██████████ disenfranchised workers in unionization as a solution to workplace issues and lack of job security.
- Since the birth of the modern labor movement organizing efforts have been nurtured successfully in ██████████ daily needs of immigrants and the working poor.
- Worksites with large immigrant or student populations and sites in small towns, particularly in the south, are most often organized in this manner.
- Sites are most at risk in towns and cities with existing ██████████ groups can be started or financially nurtured by a union in anticipation of a large –scale campaign

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