

STOP!

VERIZON'S ATTACK ON UNION JOBS!

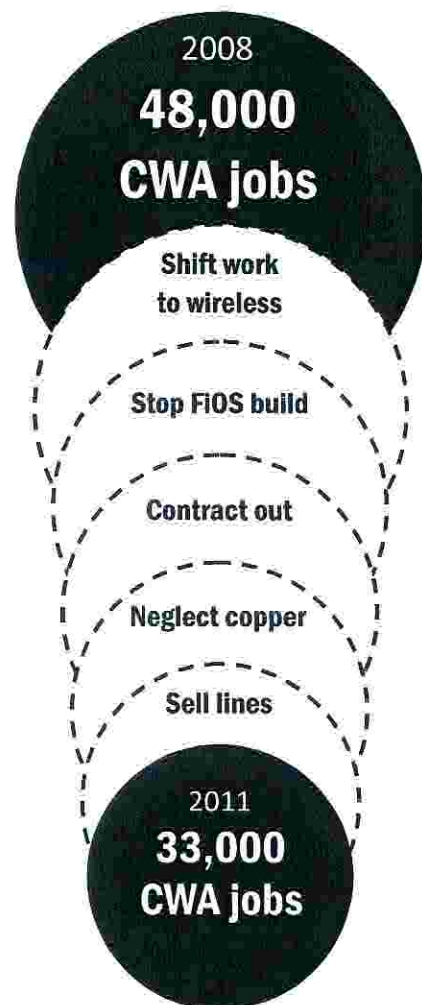
Since our last contract, we've lost 15,000 CWA jobs in the Verizon East footprint, from 48,000 jobs down to 34,000. That's not because of the economy or because Verizon's not profitable.

It's because *management has a very deliberate strategy to shrink the number of union jobs at Verizon.* As the size of the union workforce decreases, so does our power: Power to keep our standard of living and power to protect the gains generations of Verizon workers have fought for.

Management is in the process of eliminating the largest number of union jobs in our history through layoffs/buyouts, contracting out, shifting work, and selling off parts of wireline operations. Further work has been lost as Verizon has cut back the FiOS build and neglected the copper plant. And management continues to move investment and jobs from wireline to non-union wireless.

In this round of bargaining, we've got to stop Verizon's attack on union jobs!

CWA Jobs at Verizon East, 2008-2011



Talking points for May 19th job loss flyer

- **Verizon is following a very deliberate strategy to shrink the union**
 - At Verizon, we've gone from 69% union in 1999 to 35% union today.
 - The company knows that our power falls as the percentage of workers we represent falls. It becomes harder to protect our wages, benefits, and working conditions.
 - Another company called NCR (National Cash Register) tried the same thing—and was successful at getting rid of the union
 - NCR went from 60% union with pay and benefits comparable to the union contract at AT&T to entirely non-union with sharply reduced pay and benefits.
 - How did it happen? The company waged a 20-year campaign to shrink the unions.
 - Eventually, the unions represented so few workers and were so weak that they were decertified
 - To avoid the fate of NCR workers, we must do everything we can to increase our power and increase the percentage of represented workers. Without a strong union presence, we can't protect our standard of living.
 - That's why we say: **It's All About Good Jobs**

- **Here's what happened at NCR:**
 - For 35 years, the company accepted the unions, which grew with the company. Union workers' wages & benefits rose.
 - In 1965, the company began a long-term campaign to get rid of the union:
 - NCR bought non-union subsidiaries, like Verizon did with MCI
 - NCR transferred work to non-union contractors, like Verizon does
 - NCR transferred work to non-union employees, like Verizon does with Wireless and the non-union parts of Verizon Business
 - NCR vigorously fought union organizing efforts, like Verizon does at Wireless.
 - The unions at NCR focused on wages and benefits; they didn't negotiate job protections or organizing rights at the bargaining table

- As company attacks shrank the bargaining unit, the unions' strength also decreased. Unable to maintain union density, the unions were unable to protect their wages and benefits.
- Once the company eliminated union representation in 1986, pay and benefits fell sharply.
- We know that this was management's plan. NCR had a union-busting manual that explained the deliberate and patient campaign management waged against the unions. Verizon is using the same strategy.

[Below is the full NCR story reprinted from the "It's All About Good Jobs" training workbook. Also below are full page versions of the NCR and Verizon union density charts.]

What Can Happen When Union Representation Declines?

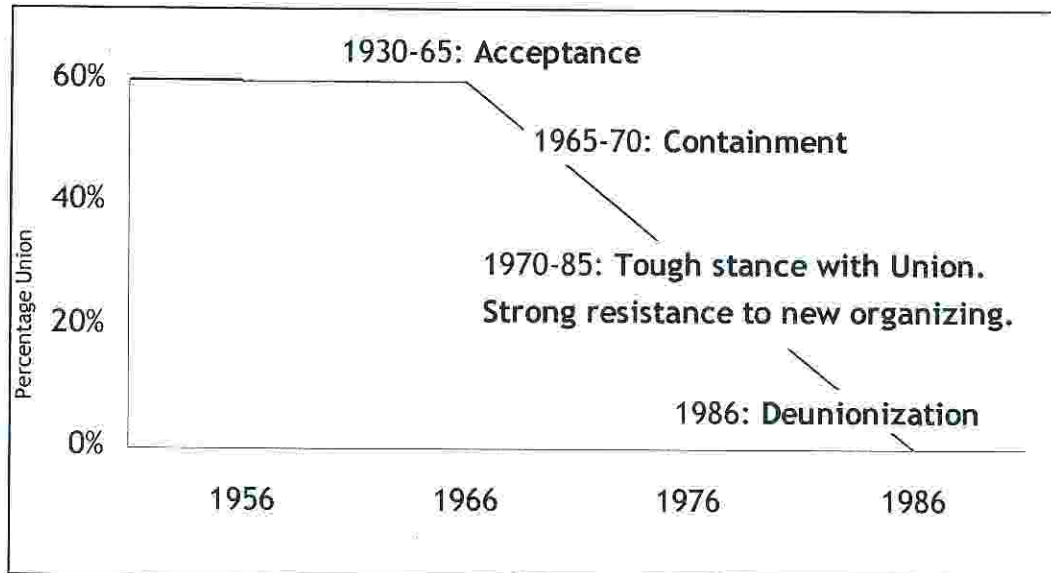
The union experience at NCR provides a cautionary tale about what can happen when there is a significant decline in the percentage of workers represented. (NCR, earlier known as National Cash Register, manufactured and programmed equipment such as ATMs.)

- **Acceptance:** 1930-65. The unions (CWA, the Machinists, and the Steelworkers) grew with the company and union workers' wages & benefits rose.
- **Containment:** 1965-85. Union power declined as union density (the percentage of union-represented workers) declined and management forced the unions into many concessions.
 - **Union Strategy.** The unions focused more on wages and benefits and did not negotiate or were unable to secure job security or organizing rights at the bargaining table
 - **Company Strategy** focused on union containment that included
 - acquiring non-union subsidiaries;
 - transferring work to non-union contractors and/or non-union employees;
 - closing unionized plants in the north and opening non-union plants in the south; and
 - vigorously opposing union organizing efforts.
- **Deunionization:** 1986 and onward. Unable to maintain density, the unions were eventually decertified. The chart on the following page comes directly from management's union-busting manual that NCR distributed when CWA started an organizing drive with NCR techs. The manual explained the deliberate and patient campaign management waged against the unions.

(continued)

NCR Management Deliberately Eroded the Union's Density

% of company unionized, 1930-1986



What Can Happen to Wages & Benefits When Union Representation Declines?

Initially, the unions were able to negotiate good contracts on a par with highly unionized companies like AT&T, as the table below shows. As company attacks shrank the size of the bargaining unit, however, the unions' strength also decreased. Unable to maintain union density, the unions were unable to protect their wages and benefits.

Once the company eliminated union representation in 1986, pay and benefits fell sharply.

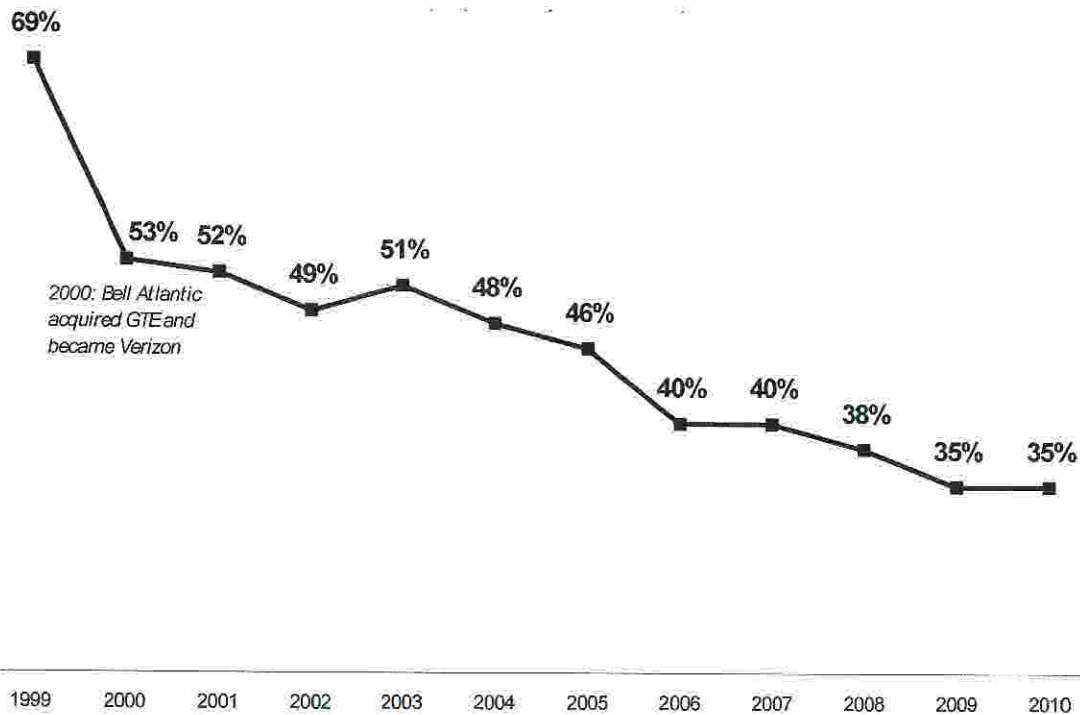
NCR Wage and Benefit Levels as a Percent of AT&T

	1965 (NCR 60% union)	1995 (NCR non-union)
Pay	95% of AT&T's	80%
Pension	100% of AT&T's	60%
Health care	100% of AT&T's	\$750 family premium; sell back vacation for benefit dollars

The chart below shows the decline in union density at Verizon. CWA and IBEW used to represent almost 70% of the total workforce at Verizon (all employees, including both wireline and wireless, union and non-union, management and non-management). Today, that's dropped in half to 35%.

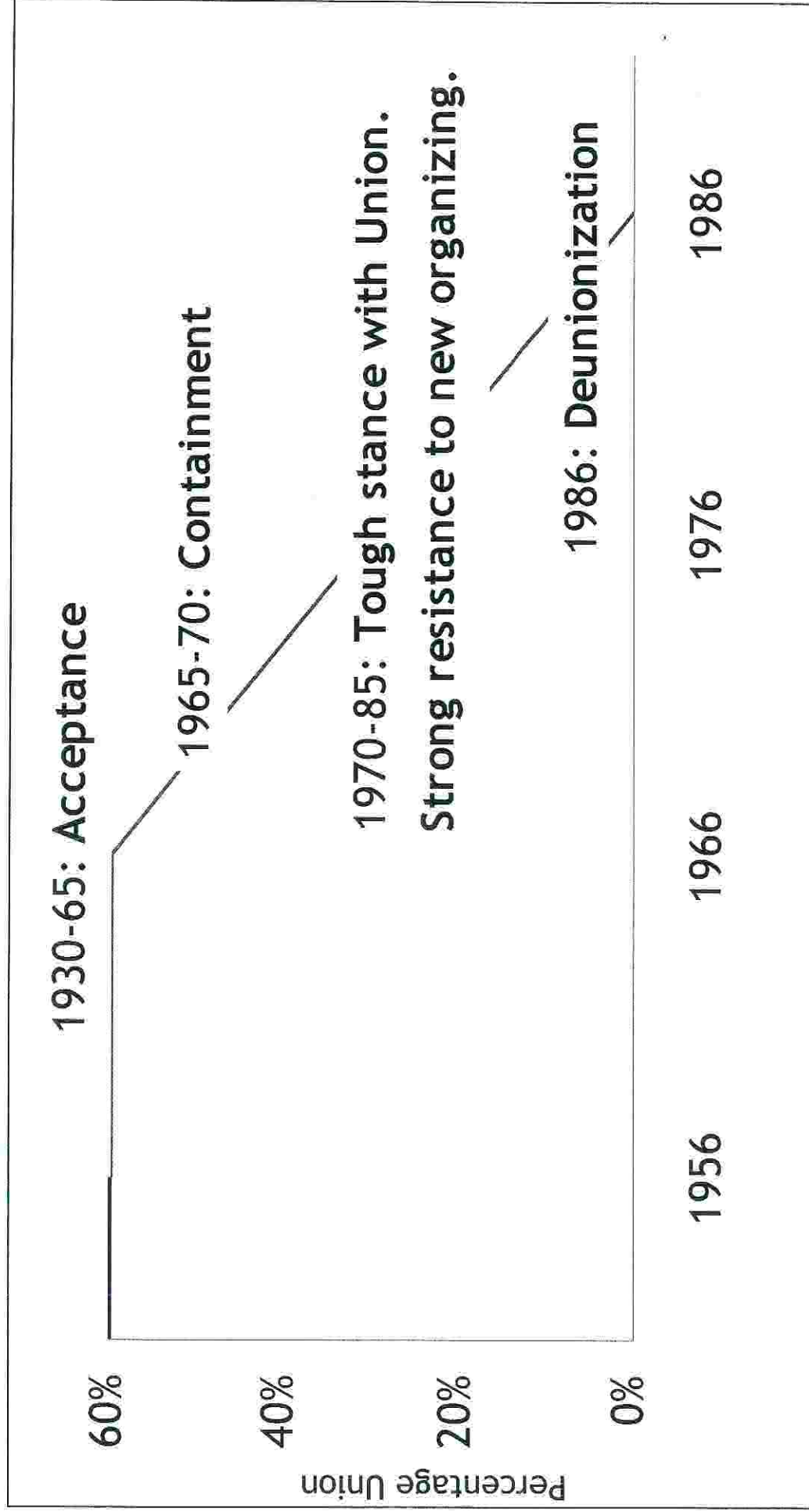
Percentage of Verizon Communications Employees Represented by CWA & IBEW*

1999-2010



*Source: Verizon 10-K reports, 1999-2010.

NCR Management Deliberately Eroded the Union's Density % of NCR unionized, 1930-1986



Verizon Is Deliberately Shrinking the Union Presence

% of Verizon unionized, 1999-2010

