

MEDIA 101

Through the course of collective bargaining, as you get close to your strike deadline, or at key pivotal points (such as a strike vote), you may receive calls or emails from media asking questions and seeking comments.

What to do:

- Find out who you are talking to – name of journalist and outlet. Ask their deadline and who else they have been speaking to.
- If the matter relates to another EBA, please refer the question to them (and give the EBA a head's up).
- If the matter relates to a union that works with multiple EBAs, please provide the other EBAs with a head's up.
- If the matter relates to province-wide bargaining, please refer media to Wayne Peterson at CECCO.
- If you decide to proceed with providing a comment or answering their questions, please take time to consider your answer, and (perhaps) speak with legal counsel and your bargaining team. CECCO can provide you with key messages to help prepare you for and assist with your answers.
- If you decide not to answer or engage in details, please use the opportunity to provide a generic message about valuing employees and being committed to achieving a ratified agreement vs a “no comment”. Please feel free to use the template below:

Template:

Thank you for your question. We value our unionized workers and we're proud of what we have achieved in the sector working together.

We will leave the bargaining and specific proposal details to the bargaining table.

We are committed to achieving a negotiated collective agreement which reflects the important roles our workers play, while at the same time respecting the state of the infrastructure economy and remaining fair to all parties.