

UNION ORGANIZING TECHNIQUES

1. Establishment of in-plant, in-hospital organizing committees. Objective is to achieve commitment through participation, involvement, play up of egos. Attempt to get natural leaders on board for multiple effect. Committee's job is to stimulate band wagon psychology in favor of union through -
 - A. Card signing and exaggerating results.
 - B. We are the oppressed and can only get our rights and freedom by defeating the oppressors (Employer and WCIRA).
 - C. Spreading false rumors (that highlight evils of the oppressors - people were arbitrarily fired, will be laid off, have violated the law, are discriminating against the poor oppressed, policy that will have dire effect on the oppressed has been effected without a voice and input from the oppressed, management/supervision are being threatened with firings for siding with the oppressed's cause).
 - D. Creating every issue they can to stir things up and keep emotionalism/bandwagon psychology at a high.
 - E. Peer group pressure on new hires and fence straddlers.
 - F. Display of union buttons/stickers that either highlight union strength or promote key issues.
 - G. Raising complaints (usually by letters) to public officials, doctors, clergy, etc. that are later used as campaign flyers.
2. Use of media techniques to keep emotionalism high, create bandwagon psychology, jack up egos of members of organizing committee. Key issues are typically highlighted in support of the common cause.
 - A. Park rallies, informational picketing, alleged sick outs that somehow don't materialize, et. al.
 - a. Advance notice to TV stations, radio, press to get maximum coverage.
 - b. Attempt to get public/special interest support (in hospitals, for example, the medical staff). Clergy support, legislative support, local political support, et. al.
3. Union meetings, victory parties (before the victory), dinner parties, luncheon rallies, picnics, etc. al.
 - A. Objective is to maximize attendance and get media coverage if possible.
 - a. Program in house committee to raise issues with union's sympathetic understanding of the problems and promise to correct them when they get in.
 - b. Highlighting union achievements when they are already the bargaining representative (wages, fringes, etc.)
 - c. Using meeting as a pep rally.
 - d. Getting influential public figures to express their support for the union and the employee's cause.

4. Union house calls (with a member of the in-house committee who knows the target is possible).
 - A. Objective is to sell what the union will do for that person if elected and attempt to influence target with peer group pressure.
 - B. Attempt to involve target in some facet of campaign to ensure commitment through participation.
5. Phone tree (using in-house committee where possible).
 - A. Objective is to read the target's vote and assign in-house committee to work on the target if shakey.
6. Debate challenge (used when union is losing support, to attack Employer's motive if challenge is refused, to rekindle union interest).
7. Flyers (Handbills)
 - A. Purpose is to keep fire burning and maintain emotionalism on issues.
8. Sacrificial lamb (set up militants for discharge and ULP charges to play on sympathys and create martyrdom.)
9. Baiting during the 24 hour period. Getting pro-union employees to initiate discussion with supervisors during working time to discuss union issues to get election objections if election outcome is too close to call.
10. Filing phoney unfair labor practice charges to stimulate employee's feelings that the Employer is unfair, a law breaker and an oppressor. Making employees feel the Government is behind the union and employees in their war against the oppressor.
11. Filing (and alleging) charges against Employer with OSHA, EEOC, Wage & Hour, etc. for same purpose as above.