

RESOLUTION NO. 2

EXPANDING MEDIA OPPORTUNITIES

WHEREAS, recent large scale media mergers and consolidations have allowed six global corporations to control the overwhelmingly majority of the television we watch, the movies we see and the books and newspapers we read; and

WHEREAS, corporate interests have pushed for the wholesale de-regulation of the media, increasing corporate power and reducing public accountability; and

WHEREAS, the resultant increase of corporate control of the media has created a difficult climate for the labor movement; and

WHEREAS, this climate has made it increasingly difficult to disseminate honest and accurate information about our movement without a negative bias impeding our ability to tell our story to the general public; and

WHEREAS, it has become more important than ever for the labor movement to reach the public through the media about our issues, our struggles and our successes; and

WHEREAS, there is a growing grass-roots movement amongst labor organizations, environmental groups, social justice organizations and others to reform the media to make it more accountable and establish new, citizen based, non-corporate media outlets;

NOW, THEREFORE, BE IT RESOLVED that it is the position of the ITPEU-OPEIU Local 4873, AFL-CIO that there should be new ways to disseminate our message to the general public both through the current mainstream media channels and through new, labor based media outlets including but not limited to: web based communications, new print media outlets, low power FM radio and other alternative media sources; and

BE IT FURTHER RESOLVED that the ITPEU-OPEIU Local 4873, AFL-CIO begin the work of finding ways to work with the media reform/alternative media movements so that labor's positive message can reach the broader public.