



THE SCOOP

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New, improved website debuts

After a long delay and many problems, Local 2000 finally has its new website up and running at www.mediaunion.ca.

You'll find new features, such as a calendar, up-to-date coverage of events that affect our membership, frequently asked questions and more useful area council pages, but some of the biggest improvements are under the hood.

The new Local 2000 website is more user friendly because it is powered by WordPress, a public domain content management system that allows easier updating, combined with enhanced capabilities.

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The Scoop by email please
send an email with "The Scoop"
in the subject line to:
cep2000@mediaunion.ca**

"Because of software and jurisdictional issues we have not been able to update our website for some time," said Gary Engler, the Local vice-president responsible for the website. "Thanks to the goodwill of Karen Jolly and our other staff members we sorted out the jurisdictional

problems. Now I will be able to easily keep the website up-to-date with Local and other important news."

Elaine Littmann and Kris Klaasen of Working Design are responsible for the great new look and Travis Neel enabled ideas to be translated into software that works.

Like anything new we expect a few problems and encourage members to take a spin around the website with editor eyes. Send your feedback to cep2000@mediaunion.ca or call Gary Engler at the union office.

Sisters and brothers, it's time to stick together at work

The tradition of union members addressing each other as sister or brother at meetings is one that has a special relevance in difficult economic times.

Our union, like most, can trace its history back to days when conditions, wages and legal rights of workers were much worse than today. Despite, and because of, the difficulties working people faced, unions were built. These and other forms of political organization then enabled our mothers, fathers, grandparents and great-grandparents to build a slightly better world.

One of the key tools used to construct unions in the face of employer and government hostility was solidarity. And one tactic to help create that solidarity was the conscious likening of coworkers to one's family, hence union members began to address each other as brother or sister.

While the salutation may seem anachronistic to some, no one should underestimate the relevance today of treating those with whom we share work and union membership as brothers and sisters.

In fact, every workplace could benefit from the experience of those who built the union movement by learning how to encourage solidarity rather than suffer the blight of division and bickering.

This is especially true today because one result of a tough economy is pressure from management to do more with less, which often leads to stress. That stress increases when individuals react by becoming less civil to their coworkers. This creates a snowball effect and soon workplaces become divided and toxic to our mental health.

Solidarity is one of the best antidotes to the poison of incivility because it offers a collective solution to the difficulties we thought we had to face alone. Rather than deal as individuals with an unreasonable and stress inducing demand to work harder by selling more ads or writing more stories or stuffing more flyers or packaging more chocolates, solidarity offers the alternative of collective action. We can say no together, as a union, which makes our voice both louder and more powerful.



When we are only individuals we can easily fall prey to divide and conquer tactics that play off coworker against coworker. We can fall victim to the kind of negative competition that has each of us vying for favours by undermining and demeaning the people we work beside. Where there are only individuals we find division, backbiting, bullying and unhealthy workplaces.

When we have a union and solidarity we have the possibility of creating a much healthier work environment. When the people around us at work are brothers and sisters we owe them, and they owe us, the constant effort to get along. Of course siblings can have rivalries, even bad relationships. But they have a family to turn to in order to work things out in a manner that is fair to all. That is one more role our union can play.