

ORGANIZING MODEL VS SERVICE MODEL

A democratic, member-led union is essential to making the media industry more vibrant, sustainable, diverse, and equitable. We reject the “service model” that has come to dominate so much of the business-as-usual labor movement, and we are committed to growing and strengthening our union through organizing model principles, which are rooted in the immense power we have together as workers.

	ORGANIZING MODEL	SERVICE MODEL
ATTITUDE TOWARD EMPLOYER	Defending our rights, enforcing our contract, and growing our collective power are what is most important.	Good relationship with management is most important.
MEMBERS ATTITUDES TOWARD UNION	Members see themselves as the union. Self-organized activity openly encouraged. Members take personal responsibility for success of the union.	Little turnover in leadership. Members see leadership or staff as the union. Wait for the union to do something.
GRIEVANCE HANDLING	Collective action is primarily used to address issues.	Staff and leaders try to settle issues with little involvement or even without members.
SETTLING GRIEVANCES	Members are given concrete ways to participate.	Members are told to sit and wait while staff or leaders use slow grievance process.
SELECTION OF STEWARDS	Election or selection by co-workers.	Appointment by union leadership.
BARGAINING	Large bargaining committee, open bargaining, constant flow of information to members.	Small committee, negotiations often kept secret until a settlement is reached.
STRATEGY AND TACTICS	Encourage initiative and creativity of members.	Reluctant to involve members in bringing pressure on employer.
ORGANIZING THE UNORGANIZED	Union represents all workers: organized and unorganized. In a constant state of organizing to grow our power in the industry.	Unwilling and unable to organize, feels threatened by newly organized.
VIEWS TOWARD THE LABOR MOVEMENT	Members feel connected to broader labor movement and show up in support of other unions.	Views union as a professional association rather than part of a movement.
BOTTOMLINE	The union is transformational—we are changing our workplace and changing the world for the better.	The union is transactional—a business that provides a service in exchange for dues.