

Memorandum

February 6, 1984

To: Bill Cannell

From: Walter Woodson

Re: Labor briefing at Ogilvy & Mather

O&M's Savarese and Silverman say they can help us with introductions to some key labor people or unions in several states. But, they say, it's tit for tat among most labor officials. Tobacco workers also can give us an entree, but we must do more than ask Tobacco Workers for assistance, we must help them, Savarese says.

The meeting provided an overview of the labor movement and its 22 million members. The AFL-CIO has 103 national unions under its umbrella, and there are many others, like the Teamsters who are not AFL-CIO. There is vicious competition for membership among unions.

The labor movement is currently at rock bottom in numbers and influence, says Silverman. She expects an upturn soon, though. I'm not so sure. Forty-one percent of union members are in their 50s and 60s, 81 percent are white, 14 percent black, and 5 percent Hispanic. Half of all union members live in NY, NJ, IN, MI, WI, PA, OH, and IL. Another 15 percent are in the three Pacific states.

It's important to know the political makeup of any union group approached. The most important building trades unions are white, urban and conservative, says Savarese. And favorable Justice Department treatment is all that keeps their leadership out of jail, Savarese says. It's necessary to know where a union is powerful. A state union isn't going to work hard on most federal battles and vice versa.

TCAL0469326

Cannell memo
2/6/84
Page two

Public employee unions are on the rise, gaining power within the AFL-CIO. They include American Federation of Teachers (600,000), AFSME (1,000,000), and Service Employee Union (850,000).

It's fine to know a Lane Kirkland, Savarese says, but local issues require local union assistance. A local union official can be of great assistance if correctly approached.

State union profiles, per Savarese

Connecticut. AFSME is the most important union. It's white (mainly Italian) and conservative. The Italian connection is very strong; the union head, for instance, supported Ella Grasso even though he disagreed on most issues. Savarese says he will "deal," but you've got to help him. The union leader, for example, would love a state income tax, but he cannot openly campaign for one. Quiet support for such a tax from TI would make him more cooperative.

Texas. AFL-CIO is strong in Houston, chemical workers and building trades unions. TI, Savarese says, could make some headway by helping AFL's effort to unionize Houston.

California. Service employees are important, as is NEA and United Food and Commercial Workers--although Chavez is more a spiritual leader than union organizer.

TCAL0469327

Cannell memo
2/6/84
Page three

Conclusion. Savarese indicates a need to "bally ball" with union leaders to get results. I'm not ~~so~~ sure it would be worth the effort. Do we want to be seen as helping "organize" Houston or in faovr of state income tax in Connecticut.

O&M ~~have~~ ^{has} some useful contacts within the unions, but it is only prudent to move slowly with these groups. We've got enough of an image problem as it stands.

TCAL0469328