



FOR IMMEDIATE RELEASE  
July 14, 2008

CONTACT: Rhonda Bentz  
(202) 580-7289

## **COALITION FOR A DEMOCRATIC WORKPLACE LAUNCHES PUBLIC EDUCATION CAMPAIGN IN MAINE**

*Television ad aimed at protecting private ballots for workers*

**WASHINGTON, DC** - The Coalition for a Democratic Workplace (CDW) today announced that it was extending its public awareness campaign to reach Maine citizens. The effort begins with airing a television spot designed to inform the public that the Big Labor-backed Employee Free Choice Act, or “card check” legislation, threatens worker privacy.

The ad, developed by nationally known media strategist Mike Murphy, uses widely-recognized actor Vincent Curatola, who will be easily identifiable to the public and will use humor to reinforce the need to protect private ballots for workers.

In an effort to fight declining union membership, the labor lobby has aggressively sought Congressional passage of the Employee Free Choice Act (EFCA). Under the EFCA, workers would lose their right to a private ballot when deciding whether to join a union. The private ballot would be replaced with a “card-check” scheme where a union is organized if a majority of workers simply sign a card; the workers’ signatures are made public to their employer, the union organizers and their co-workers. The bill passed the U.S. House of Representatives but was blocked in the Senate in June 2007. The labor lobby has promised to reintroduce the legislation next year.

“The citizens and workers of Maine need to know that the mis-named Employee Free Choice Act is not about free choice at all. In fact, the card check legislation actually takes away the fundamental right to cast a vote in private when deciding whether or not to join a union,” said Brian Worth with the Coalition for a Democratic Workplace. “The more Maine citizens know about this anti-worker legislation, the less likely they are to support it.”

Recent polling in Maine conducted by CDW indicates widespread voter opposition to card check. Over two-thirds of voters in Maine (72%) oppose the EFCA. Moreover, 80% of Maine voters believe that secret ballot elections are the cornerstone of democracy and should be kept for union elections. This number actually increased to 86% among union households.



The ad will begin airing on July 14, 2008 in the Portland and Bangor markets.

As the leading, broad-based coalition fighting the anti-worker “card check” scheme, CDW has been actively working this issue since early 2007. The coalition began its voter education campaign in the Spring with a series of national cable TV buys and ran TV and radio ads in states and Congressional districts last year urging members of Congress to support private ballots for workers and oppose the Employee Free Choice Act.

**About the Coalition for a Democratic Workplace**

The Coalition for a Democratic Workplace is made up of more than 500 associations and organizations from every state across the nation that have joined together to protect a worker’s right to a private ballot when deciding whether to join a union. For more information and a listing of our membership, please visit [www.MyPrivateBallot.com](http://www.MyPrivateBallot.com).

###