Narrator: In this presentation, we will discuss the process that employees and unions go through to organize for collective bargaining, as well as how different environmental issues can influence the bargaining outcomes.

Slide 2
Slide Title: Introduction to Bargaining
Slide Content:

[Image depicting a group of professionals in a bargaining session (used in all slides of the presentation)]

Narrator: Organizing is a complex activity involving unions, employers, and the National Labor Relations Board, whose job it is to administer the National Labor Relations, or Wagner, Act. The union seeks to organize a majority of the employees; the employer seeks to avoid unionization, inasmuch as it establishes boundaries and impediments to the employer's full range of discretion in running its operations, and the board seeks to ensure that a free choice in such matters is preserved for the employees.

Slide 3
Slide Title: Introduction to Bargaining
Slide Content:

- Authorization card
- Certification election

Narrator: Either employees or union organizers can initiate the organizing effort. Collecting a sufficient number of authorization card signatures, determining the scope of the proposed bargaining unit, campaigning for employee votes, and gaining/defeating certification are all crucial aspects of the process. Charges of unfair labor practices may arise during these various stages, and their resolution may have an important bearing on the outcome of the campaign.

Even though employees do not give particularly high levels of attention to the issues raised by either side during the NLRB election campaign, a variety of forms of communications from both the union and employer typically characterize such campaigns.

Narrator: Charges of unfair labor practices may arise during these various stages, and their resolution may have an important bearing on the outcome of the campaign.
The union will try to make contact with every potential voter, and supervisors will typically be watchful about developments that may predict the eventual outcome or the leanings of employee-voters.

**Slide 4**

**Slide Title:** Introduction to Bargaining

**Slide Content:**
- Appropriate bargaining unit

**Narrator:** Research suggests that smaller bargaining units, where employees are more homogeneous, closer geographically, or better acquainted with each other, may be easier to organize. On the other hand, though Fossum does not say so, larger bargaining units may be more resistant to decertification once the bargaining unit is first organized.

**Slide 5**

**Slide Title:** Introduction to Bargaining

**Slide Content:**
- Community of interests

**Narrator:** Management activity prior to the actual filing of the petition may be more efficacious. Unfair labor practices do appear to influence employee-voting decisions. And well-designed and executed unions campaigns are more influential on the ultimate outcome as well.

**Slide 6**

**Slide Title:** Introduction to Bargaining

**Slide Content:**
- Corporate campaign

**Narrator:** Unions prevail in contested elections about 50% of the time. Many such elections are conducted in bargaining units with fewer than 30 employees. This pattern correlates highly with the changes in occupational and industrial distribution of employment.

Under a corporatist regime, employers, unions, and governments are all actors in the evolving employment relationship.
Good-faith bargaining

Narrator: After the significant levels of strikes experienced immediately before and after World War II, the Taft-Hartley Act shifted the negotiating environment toward a more corporatist perspective by establishing the Federal Mediation and Conciliation Service, or FMCS, to help parties reach agreement in difficult situations, legislating rules for so-called national emergency disputes that would temporarily enjoin strikes and require fact-finding, and defining a set of union unfair labor practices to balance those that employers were forbidden to use.

Narrator: In addition to laws, regulations, and administrative agencies established to support collective bargaining as a method for resolving industrial disputes, other laws have been enacted to regulate wages and hours, prohibit child labor, provide employment-based social welfare payments, prohibit discrimination in employment, promote health and safety in the workplace, and regulate private pension and benefit programs.

Ironically, legislation favored by unions that protects employees or applicants and regulates aspects of the employment relationship, when passed, reduce the need for unionization and bargaining to attain the ends that were not previously guaranteed by law.

Narrator: Bargaining power
Narrator: In the classic economic model, a competitive market includes many producers who sell similar products. Consumers have good information about product attributes and prices. The demand for goods and services in this type of market is highly elastic, meaning that if a producer decreases its prices, buyers will quickly shift toward purchases from this low-price firm. In a competitive industry there are many small producers. Organizing one company gives the union virtually no bargaining power on wages. Usually, this means the union would be primarily instrumental for obtaining voice power.

Slide 10

Slide Title: Introduction to Bargaining

Slide Content:

- Bargaining structure

Narrator: In concentrated industries, it is important for the union to organize all, or a high percentage, of employers and to bargain with them on the same time schedule. With globalization, this has been increasingly difficult because unions operate nationally while product competition in international. Companies in the pharmaceutical and information technology industries often earn higher profits from their monopoly positions as patent owners, either through higher prices for the patented products they produce or through license fees paid by other producers to use the patented attribute.

Slide 11

End of presentation