



FOR IMMEDIATE RELEASE
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**COALITION FOR A DEMOCRATIC WORKPLACE AIRS NEW
TELEVISION AD IN MAINE**

*Ad Designed to Educate Voters on Candidates' Positions
on Private Ballots*

WASHINGTON, DC - As part of its ongoing public education campaign, the Coalition for a Democratic Workplace (CDW) today launched a new television ad that identifies the positions of Senator Susan Collins and Representative Tom Allen, Maine U.S. Senate candidates, on workplace privacy and the mis-named Employee Free Choice Act (EFCA).

The ad, developed by nationally known media strategist Mike Murphy, is the second spot in the series that uses a widely recognized character who will be easily identifiable to viewers and will use humor to reinforce the need to protect private ballots for workers. The script of the ad is attached.

Union special interests have made support for the EFCA, or "card check" bill, a top priority for candidate support this election year. Under the EFCA, workers would effectively lose their right to a private ballot when deciding whether to be represented by 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. Labor union leaders have promised to re-introduce the legislation next year.

"The people of Maine need to know that workers could effectively lose their right to cast a private ballot in a union election. The next U.S. Senate will have to make a decision about the anti-worker Employee Free Choice Act," said Brian Worth with the Coalition for a Democratic Workplace. "We will continue to provide information to Maine citizens about where the candidates stand on private ballots," added Worth. In addition to informing Maine citizens, the ad will ask candidates to support the right to private ballots. Candidates in Maine do not need to give in to union pressure.

Recent polling in Maine conducted by CDW found that more than three in four voters in Maine (77%) say having a federally supervised secret and private ballot



election is the best way to protect workers' rights when organizing a union. Moreover, 72% of Maine voters oppose Congress's "Employee Free Choice Act", which would replace a federally supervised secret and private ballot process with one that requires a majority of workers to simply sign a card to authorize a union. Opposition to the EFCA increases to 75% among union households.

Clearly, supporting legislation to effectively replace secret ballots with a card check system will have negative consequences for potential Senate candidates.

Both candidates for the U.S. Senate in Maine have stated positions on maintaining private ballots in the workplace and the EFCA. While in the House of Representatives, Tom Allen co-sponsored the EFCA which effectively replaces private ballot elections for workers with a union card check process. Senator Collins wants to keep private ballots in the workplace and voted against the Employee Free Choice Act.

The ad encouraging Tom Allen to change his position on EFCA will begin airing on August 6, 2008 in the Portland and Bangor markets. The ad can be viewed and more information about the candidates' positions and CDW's polling can be found on the Maine microsite at www.MyPrivateBallot.com/me.

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 be represented by a union. For more information and a listing of our membership, please visit www.MyPrivateBallot.com.

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Navigators
TV Spot :30

"Susan FINAL"

VIDEO:

AUDIO:

OPEN on cardboard cutout of
Sen. Susan Collins, alone in
Limbo.

ANNCR: (VO) Susan Collins
says keep the secret ballot
for union organizing
elections.

Camera cuts/pulls wide to
Reveal BOSS character in
Foreground, with cutout
Behind him.

BOSS: The lady's a hero. I
hate heroes.

Beat. Boss snaps his fingers.

Two henchman enter, carry the
Collins cardboard cutout out
of frame.

Boss straightens cuffs under
ANNCR VO.

ANNCR: Tom Allen, well, he
sees it differently. Allen
says eliminate the secret
ballot for workers.

Two henchmen enter, carrying
cutout of Allen. They
place it where Collins was.

BOSS: Problem solved.

They all exit. Camera pushes
in on Allen cutout.

Super/website/disc.

ANNCR: Call Tom Allen.
Tell him he's wrong to end
worker privacy.