



VOICE OF THE ILWU

HONOLULU HAWAII
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March 2002

Longshore members prepare for negotiations

HONOLULU—February and March were busy months for the Local 142's longshore division, as union members began mobilizing for upcoming contract talks with their employers. Collective bargaining agreements covering ILWU longshore members expire on July 1, 2002, and negotiations are set to begin between the West Coast ILWU and the employer group, the Pacific Maritime Association, in May.

After the West Coast agreement is concluded, Local 142 will start separate negotiations with Hawaii's longshore employers. The Hawaii ILWU will seek the same wage and benefit levels set by the West Coast agreement and deal with the many issues unique to longshore operations in Hawaii.

These issues come from the fact that Hawaii's longshore industry is actually made up of many parts. There are seven companies—Matson, Hawaii Stevedoring, McCabe Hamilton & Renny, Kahului Trucking, HT&T, CSX Lines, and Young Brothers. There are seven ports—Hilo, Kawaihae, Kahului, Honolulu, Kauai, Molokai, and Lanai. There are at least five operational groups - basic longshore, wharf clerks, maintenance, bulk sugar, and container

freight.

So while there are 1,000 members in Local 142's longshore grouping, they are organized into 24 distinct units. The units are strongly united as a longshore grouping, but they do have different concerns and issues based on their home port, the company they work for, and the work they perform. Building unity while allowing for different interests is one reason that the ILWU Constitution provides that the union's negotiating committee for basic longshore shall be composed of 4 delegates from Oahu and one delegate each from Maui, Kauai, and Hawaii. Similar representation also applies to the negotiating committees for clerks, bulk sugar, and Young Brothers.

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Steel tariff threatens pineapple workers

Union working with Maui Pineapple to seek exemption

KAHULUI—A 30 percent tariff on imported steel may threaten the future of Maui Land & Pineapple Company and the jobs of hundreds of ILWU members who work in the fields and cannery of the only remaining producer of 100% Hawaiian canned pineapple.

President Bush ordered the tariffs on certain imported steel products in March 2002, after the six-member US International Trade Commission voted to recommend tariffs to protect the US steel industry. The temporary tariff will be in effect for three years and is set at 15 percent for rebar imports and 30 percent for flat steel products.

Maui Pineapple currently manufactures tin cans for pineapple from

steel imported from Japan, which would be subject to the 30 percent tariff. The company, which posted losses from its pineapple division of \$3.2 million on revenues of \$97.4 million in 2001, estimates the tariff would increase canning costs by \$800,000. The company reported an overall consolidated net income of \$7.6 million for 2001 in its annual

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Hawaii tourism counts still down; Oahu and Maui hit hardest

HONOLULU—Visitors arriving in Hawaii were down by 12.9 percent for the months of January and February 2002 compared with the same period last year. Visitors coming from the Mainland were down by 4.2 percent, and international visitors were down by 26.8 percent.

Visitors did stay a little longer—about half a day longer—and spend a little more per day—\$12, but this was not enough to offset the negative

impact of fewer visitors.

Molokai actually had an increase of 14.3 percent in visitor arrivals, but Lanai was off by 2.7 percent. The Big Island was down by 5.4 percent, and Kauai was short by 6.6 percent. Maui saw a decline of 9.6 percent in visitor arrivals, but Oahu was the worst off with a drop of 18.3 percent for the year to date.

Average statewide occupancy rates for hotels were down by 11 percent,

even though rooms were 3.5 percent cheaper. Oahu fared the worst with revenues per room down by 21.9 percent. Maui, Kauai, and the Big Island did better, but revenues per room for the neighbor islands was still between 11.7 and 13.3 percent less than last year.

One factor affecting hotel occupancy was that more Japanese were staying on cruise ships and at bed and breakfasts instead of in hotels.

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Work hard, play hard
2002 ILWU statewide
sports calendar



2002 ILWU Local Executive Board Meeting Schedule:

- June 13-14, 2002
10:00 a.m.
ILWU Honolulu Office
720 Kapiolani Boulevard
- September 12-13, 2002
- December 12-13, 2002

Times and locations for the September and December LEB meetings will be printed in the VOICE prior to the meeting dates

CORRECTION

February 2002 VOICE—Page 1, photo caption of former Hawaiian Waikiki Beach workers at Oahu Division unit recognition night: Over 200 Hawaiian Waikiki Beach workers were terminated last June.

The VOICE of the ILWU welcomes letters, photographs and other submissions, write to: Editor, VOICE of the ILWU, 451 Atkinson Drive, Honolulu, HI 96814

What could this be and what does it have to do with the ILWU? For the answer, turn to page 4!

WASHINGTON REPORT

Bush's budget shafts workers

By Lindsay McLaughlin
ILWU Washington Representative

A national budget represents the values and priorities we place on problems and issues confronting the country, directing limited resources to meet them. President Bush just released his proposed budget for the upcoming year. It includes huge increases for military spending, a massive infusion of money for "homeland defense" and endless tax cuts for the wealthy. The budget slashes funding for workers programs and other programs important to organized labor.

Telling workers "go to hell"

Real defense is a critical function of every government, but so is a defense against poverty, inadequate health care and a crumbling transportation system. If you add up the increases in military spending, homeland defense and tax cuts, it leaves the government unable to meet the general welfare needs of the public—even if Bush had the inclination to do so. As for any advancement of America's workers and the creation of good, safe jobs, the President's budget falls far short. In fact, in essence the Bush budget tells workers to go to hell.

American worker suffers deepest cuts

The workers' department within the President's cabinet, the Department of Labor, received a seven percent cut in discretionary spending under the proposed budget, faring far worse than any other department.

Within the Department of Labor, the President proposes cutting such key worker protections as workplace safety and health standards and enforcement and federal contract compliance. These cuts will hurt, injure and maim American workers—literally.

Bush also proposes cutting the staffing for the Wage and Hour Administration. This Labor Dept. bureau enforces numerous federal laws prescribing basic workplace standards, including the minimum wage, overtime, child labor protection laws, migrant worker protection

laws, prevailing wage laws and the Family and Medical Leave Act. Collectively these laws cover virtually every worker in the U.S.

What about worker training?

Despite increases in unemployment and economic hardship over the last year, the Bush budget cuts critical worker training programs by nine percent. Every worker training program in the budget is cut or eliminated except one.

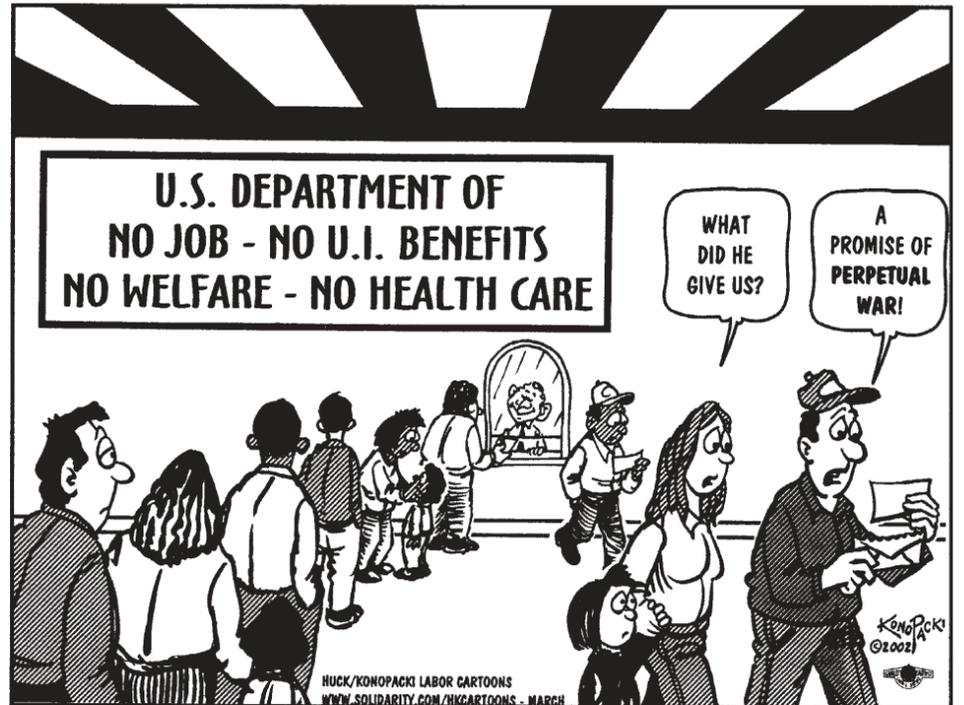
That one processes and expedites employers' applications for permanent labor certificates so employers are able to bring skilled foreign workers to the U.S. under the H1-B visa program. They get permission to do that when the Dept. of Labor certifies that there are an insufficient numbers of American workers to do the jobs. To increase that program Bush shifts \$138 million in funding from other programs designed to train American workers. This proposal shows that Bush has given up on training Americans to perform high skill, high technology jobs.

Targeting union members

One other program in the Dept. of Labor is not slashed in Bush's budget. The President proposes to increase significantly both funding and staffing for the Labor Dept. offices that investigate unions and union members. The Office of Labor-Management Standards conducts both civil and criminal investigations into union finances and elections. The Administration's budget boosts funding for this office by 13 percent. With increased funding and staff, the Dept. of Labor projects an additional 634 audits and investigations of unions in 2003.

"Stealing" from Social Security

In addition to cutting programs for American workers, one critical area that the Bush administration sacrifices in order to pay for the increases in defense, security and tax cuts for wealthy individuals and corporations is the Social Security system. The Bush plan spends \$2 trillion of the



Social Security and Medicare surpluses over the next decade to pay for Bush's priorities. The President's strategy is to pretend he is not dipping into Social Security until the midterm elections are over this year. Next year the President will claim there is a crisis in Social Security

and push for privatization of the system.

Privatize Social Security—and pray

Converting Social Security into a stock market scheme will make the rich richer and shaft working people.

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Important Notice on ILWU Political Action Fund

Delegates to the 30th Convention of the ILWU, meeting in Honolulu, Hawaii, April 7-11, 1997, amended Article X of the International Constitution to read:

"SECTION 2. The International shall establish a Political Action Fund which shall consist exclusively of voluntary contributions. The union will not favor or disadvantage any member because of the amount of his/her contribution or the decision not to contribute. In no case will a member be required to pay more than his/her pro rata share of the union's collective bargaining expenses. Reports on the status of the fund and the uses to which the voluntary contributions of the members are put will be made to the International Executive Board.

"The voluntary contributions to the Political Action Fund shall be collected as follows:

"Up to One Dollar and Fifty Cents (\$1.50) of each March and July's per capita payment to the International Union shall be diverted to the Political Action Fund where it will be used in connection with federal, state and local elections. These deductions are suggestions only, and individual members are free to contribute more or less than that guideline suggests. The diverted funds will be contributed only on behalf of those members who voluntarily permit that portion of their per capita payment to be used for that purpose. The Titled Officers may suspend either or both diversions if, in their judgement, the financial condition of the International warrants suspension.

"For three consecutive months prior to each diversion each dues paying member of the union shall be advised of his/her right to withhold the contribution or any portion thereof otherwise made in March and July. Those members expressing such a desire, on a form provided by the International Union, shall be sent a check in the amount of the contribution or less if they so desire, in advance of the member making his/her dues payment to the local union for the month in which the diversion occurs.

"Those members who do not wish to have any portion of their per capita payment diverted to the Political Action Fund, but wish to make political contributions directly to either the Political Action Fund or their local union, may do so in any amounts whenever they wish."

No contribution - I do not wish to contribute to the ILWU Political Action Fund. I understand that the International will send me a check in the amount of \$1.50 prior to July 1, 2002.

Less than \$1.50 - I do not wish to contribute the entire \$1.50 to the ILWU Political Action Fund. I will contribute _____. I understand that the International will send me a check for the difference between my contribution and \$1.50 prior to July 1, 2002.

More than \$1.50 - I wish to contribute more than the minimum voluntary contribution of \$1.50 to the ILWU Political Action Fund. Enclosed please find my check for \$_____.

Signature _____

Name _____

Address _____

Local # _____

Unit # _____

Return to: ILWU, 1188 Franklin Street • San Francisco, CA 94109

NOTE: CONTRIBUTIONS ARE NOT DEDUCTIBLE AS CHARITABLE CONTRIBUTIONS



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INTERNATIONAL PRESIDENT'S REPORT

Fashioning real port security

By James Spinosa
ILWU International President

The horror of Sept. 11 left more in its wake than 16 smoking acres in Manhattan. A rush to security at all costs became the rule of the day and civil liberties were treated as collateral damage. The Port and Maritime Security Act of 2001 currently being considered in Congress—with its provisions to screen and ban waterfront workers from the docks as security risks—is one of those overreactions.

Although the nation's ports are certainly vulnerable to attack, the port security bill started moving quickly because it was already in the works before the attacks. But back then it was a bill aimed more on the war on drugs than the war on terrorism. It was introduced after a couple of incidents of some Florida longshore workers allegedly aiding a drug smuggling operation. It started off as overkill—requiring criminal background checks on all longshore workers because of the actions of a very few.

Change to "anti-terrorism"

So when the bill was reconfigured and renamed as anti-terrorist legislation, it continued to call for criminal background checks as if longshore workers were terrorist threats. It could take away many work opportunities from some of our brothers and sisters for incidents long past. We had to try to stop that from happening.

There was a time just a few months ago when it seemed we could not slow this bill steamrolling through Congress. But we have, and now we have more allies on board and cooler heads are considering our

reasoned proposals.

A version of this bill passed the U.S. Senate Dec. 20, just before Congress adjourned for its holiday break. Before it was finalized, it contained provisions prohibiting any activities that could interfere with operations on the docks. The language was so broad it could have made any strike, job action or labor dispute a criminal offense. But we were able, with the help of Senators Patrick Leahy (D-VT), Maria Cantwell (D-WA), to get that section of the bill deleted. That was a major victory for the ILWU and all waterfront workers.

A voice in determining "secure areas"

The Senate version still contains the criminal background checks for our members. But we were able to reduce the span of time those checks for felony convictions cover from the last 10 years to the last seven years on workers with access to ocean and passenger manifests and for those who work in "controlled access areas." The Secretary of Transportation, in consultation with local port security committees, will figure out what the controlled access areas are in each port. The bill mandates that

longshore unions or other transportation workers have a seat on local committees where designated secure areas will be determined. The Pacific Maritime Association argues that an entire terminal is a secure area and so every worker should be subjected to criminal background checks. The ILWU argues that the legislative history and the statute are clear that there are designated areas within ports and terminals that are secure rather than the entire facility being secure. This is an important distinction since we insist that most of our workers do not hold security-sensitive jobs or work in secure areas so they should not be subjected to these intrusive, unfair background checks. And we were able to get an appeals process in place for those who fail the background checks. We are also trying to make arrangements for any ILWU member who fails the background checks to work in non-security sensitive areas of the ports.

The bill will next go the House Committee on Transportation and Infrastructure for more hearings. The first one will be with its Subcommittee on Coast Guard and Maritime in mid-February. The Longshore Division's Legislative Action Committee will testify at that hearing on the background checks provision, trying to convince the Congressional representatives to exempt workers with 10 or more years of waterfront employment. We are also proposing that that no worker with a past criminal record be banned without due process protections, including a determination that they actually pose a terrorist security risk.

Proposals for real security

We are working to change this bill around, to delete the anti-worker provisions and add authentic security provisions. To that end we will be proposing to the Transportation Committee that the bill include provisions for the inspection of the outside seals on all containers and the internal inspection of all empty containers, and that those inspections be done by the marine terminal operators in designated staging areas before the containers enter the secured areas of the facility.

Additionally, we will propose the bill mandate procedures for marine terminal operators to confirm that complete and adequate documentation of the contents, ownership and transportation itinerary are on the site and accompany each container before it enters the facility. And finally, we will suggest that real security requires that all flag of convenience vessels reveal the true owner of their vessels.

What are vessel owners hiding?

Owners of many vessels hide themselves behind faux corporations in countries like Panama and Liberia. Many of these vessels exploit labor in third world countries, refusing to pay sailors a decent wage



while U.S. sailors continue to experience the decline of a U.S. flag merchant marine and declining job opportunities. Whether the owners of these vessels hide because they are ashamed of their treatment of crewmembers or whether they are hiding because of shady tax and business deals, they must be identified in the interest of security.

More unions join in the effort

When we started this fight against the anti-worker, anti-union provisions of this bill shortly after Sept. 11, the ILWU stood way out front making these arguments. But now we have the East and Gulf Coast International Longshoremen's Association, the Teamsters and the AFL-CIO's Transportation Trades Department with us. While we cannot be certain we can defeat all the offensive sections of the bill or pass all our recommendations for real port security, there is some reason for optimism. The further we get from Sept. 11, the more the hysteria is subsiding and the more opportunity there is for real dialogue and the search for real answers to security challenges. Given the hostile atmosphere in Washington, D.C., we have not done badly in getting our message across. We've had some setbacks but achieved some improvements in seaport security legislation. We plan to work to greatly improve seaport security legislation as it moves through the House of Representatives.

As the VOICE went to press, an update on the port security measure was published by ILWU Washington Representative Lindsay McLaughlin in the *Waterfront Warrior*, Vol. III, No. VII, April 19, 2002. An excerpt reads: "The House of Representatives may place HR 3983 on the suspension calendar as early as April 23, 2002. The suspension calendar means that the full House will consider the bill and that no amendments will be in order . . . I strongly believe it is in our best interests to pass the bill under the suspension calendar as opposed to opening the bill up for amendments. We would most certainly end up in worse shape after the Republican-dominated House had an opportunity to amend . . ."

For the complete article, visit:

www.ilwu.org/waterfront_warior_frame1.html

New trustees join Local Executive Board

Two new trustees joined the ILWU Local Executive Board as of its last meeting in March. Pam Green (left), Chair of Unit 3402 - Foodland Super Market, Ltd. replaced Merton Davalos as Kauai Division trustee when Davalos moved to a non-bargaining position at Wilcox Memorial Hospital. Mary "Swanee" Rillanos (right), Secretary-Treasurer of Unit 1503 - Mauna Kea Beach Hotel on the Big Island replaced Malcolm Osaki of Hawaii Motors as Hawaii Division trustee. Osaki stepped down when a transfer in ownership at Hawaii Motors caused the unit to be lost last December. Trustees and other Local Executive Board Members will be up for election again in the fall of 2003.

Ameron International

Ameron International is a cement product manufacturer. Rock and sand are quarried and mixed into different types of cement, then trucked to construction sites by Ameron drivers.



Unit chair Abel Kahoochanohano and Al Domingo work in Ameron's garage and repair equipment and vehicles. Former steward Domingo has worked for the company for 38 years. Kahoochanohano became Unit Chair because "You need to control your own destiny. And by getting involved in the union, in negotiations, you can do that."



Ready-mix truck driver Robert Holder waits patiently while his truck is filled for a delivery.



(Above) Batchman operator Dickey Lopez, seen here at the batching panel, controls the loading of cement into the trucks. (Left) Business Agent Willie Kennison and ready-mix drivers Robert Holder and Clayton Yagi discuss unit issues at the worksite.



ILWU Unit 2406 Helping to build Maui's economy

Just over 100 ILWU members work in the industry. They include truck drivers, laborers, forklift operators, crane operators, concrete fabricators, brick and tile production workers. ILWU members produce the products that are used in homes, private and public infrastructure on Maui and throughout the state. Unit 2406, made up of Ameron International, Hawaiian Cement, and Maui Blocks, also participates in a political action program, and was recognized as 100 Members for the year 2001.

Hawaiian Cement workers were the first to join the union, followed by Ameron workers in 1966, and Maui Blocks workers, who organized in 1976.



Dry cement is mixed with water in huge towers before being funneled into waiting cement trucks.

Walker Industries, Ltd.

Walker Industries is located right next to Ameron in Kahului. The company manufactures pre-cast cement products, including the poured concrete pieces used in storm drains throughout the state.



(Above) Kadon Zimmerman. (Right) Forklift operator Shaaron Kauhaa-Po strips a product from its mold, called a "form." A unit leader at Walker Industries, Kauhaapo has been a union member since 1976. "What I like about being union is that we are treated with fairness," he said.



(Left) Steward Sonny Alviar and Laudino Pachico are "pre-cast concrete specialists," shown here fabricating steel skeletons that will be placed into concrete for reinforcement. Alviar became a steward "to be active in the union, and to make sure nobody runs all over us. With the ILWU, the company treats us fair, and we do our fair share—so far so good!"



(Above) Justin Waiohu in a large cement cylinder. (Right) Nery Zamora has been with Walker Industries since 1999. Products made by the company are shipped as far away as Guam.



Cementworkers my, helping to build our union

Maui's cement industry, in jobs that operators, quarry drillers, mechanics, boiler tenders, utility millmen, and hollows make and transport the construction commercial and public buildings, and the state.

ational, Walker Industries, Hawaiian states in ILWU programs such as the organized as the Outstanding Unit with 1-

irst to join the ILWU in 1960, and were Walker Industries workers in 1976, and 1977.

Hawaiian Cement

Hawaiian Cement in Puunene has a rock quarry and grinds its own rock to sell to construction sites, as well as mixing it to make into cement. Thousands of tons of material are used in construction projects all over Maui.



(L-r) Nelson DeCoite, Stanley Gomes, Steward Michael M. Rodrigues, and Unit Secretary-Treasurer Casey Del Dotto. Rodrigues serves as union Steward "to improve working conditions and the atmosphere at work; I like to help settle disagreements so they don't become bigger problems." Del Dotto, an ILWU member for 33 years, wants to get more new members involved in the union. "We need to show the newer guys how important the union is to their livelihood. With involvement comes a good contract, and that affects you everyday." Del Dotto added, "That's why participating in political action is important too. If we don't elect people with workers' interests at heart, it's back to 'square one' for us."



(Above) Welder/mechanic Damien Pires will make 38 years at Hawaiian Cement as of May 2002. (Below) Mechanic Howard Takemoto was recognized for outstanding community service at Maui Division's recognition night this past February. He modestly explains, "I just like to help out," and is expecting to start participating in political action activities like canvassing and sign holding soon. Takemoto, whose father was also an ILWU member at Wailuku Sugar, has been a part of the ILWU for 28 years.



(Above) Unit Vice Chair Bobby Ambrose overhauls a truck engine at Hawaiian Cement, where he is a working foreman/mechanic. Ambrose volunteers to serve as unit officer "since the union helps [workers] a lot, there's nothing wrong with helping the union, too." Ambrose feels that it is important to educate fellow workers and get them involved in the ILWU because "member involvement gets good results in the workplace." (Right) Long-time member and Steward Johnny Freitas on his loader.



Maui Blocks

Maui Blocks makes many different sizes and styles of hollow tile block, which are stacked in long rows outside the production plant in Wailuku. It is the only manufacturer of hollow tile on the island, and gets most of its material from Hawaiian Cement.

(Right) Mechanic 1st class Clarence Montalvo fixes a front end loader. Montalvo, who was an ILWU member with HC&S for seven years, believes that "the union is always there to back us up when we need it."



(Below, right) Maui Blocks welder/laborer Nathan Miyazono has worked for the company since 1986. Nathan's family is truly an "ILWU family"—his father Jimmy works at Hawaiian Cement and his brother Jimmy Jr. works at Walker Industries. All three of them belong to ILWU Unit 2406.

(Above) Cullen Medina and (right) Steven Sealey on the Maui Blocks production line.

Bush's budget slashes Social Security, transportation—continued from page 2

The workers at Enron thought they had it made with their retirement program that was heavily dependent on Enron stocks. They were duped just as so many working people are duped into believing that the stock market is the answer to their retirement security. The Enron collapse and the instant evaporation of thousands of workers' 401(k) retirement savings is the perfect example why we must strengthen and preserve Social Security, and fight against its privatization.

The Administration's budget would make the massive tax cuts to corporations and the wealthy permanent rather than letting them expire at the end of the year 2010 as currently scheduled. According to the Center on Budget and Policy Priorities, this tax cut would deprive the U.S. Treasury of \$4 trillion in revenue in the decade after 2011, the same period when the baby boomers will begin to retire in large numbers, causing the cost of Social Security, Medicare and Medicaid long-term care to rise substantially. The best projections indicate that during that decade Social Security will move from annual cash surpluses to annual cash deficits as benefit

payments begin to exceed tax revenue under the Bush plan.

Substantial revenues from outside Social Security would be needed then to ensure the solvency of the Trust Fund if drastic benefit cuts are to be avoided. The permanent extension of the tax cut would render such transfers of revenue to Social Security virtually impossible unless severe cuts were made elsewhere in the budget or sizable tax increases were enacted. Bottom line: Bush's push to make tax cuts permanent could doom the future of Social Security.

Transportation funding cut

The Bush plan also slashes funding for transportation programs. Since January 2001 the ILWU has lobbied Congressional leaders to spend transportation funds to relieve congestion at our nation's ports. The ports and waterways have received short shrift over the last decade compared to other intermodal areas of the country.

The union had hoped that the Dept. of Transportation would tap into funds authorized by TEA-21 (the Transportation Equity Act for the 21st Century) to pay for port conges-

tion relief projects. But proposed cuts to this program make this appear unlikely in the near future. The Bush budget slashes spending under TEA-21 by a whopping \$9 billion. This 29 percent drop in funding will result in lost jobs—industry groups estimate those losses could reach 380,000 jobs over the next 10 years, including many in construction and manufacturing that are dependent on an efficient transportation system.

ILWU members and their communities face many transportation problems, including the need for dredging and congestion relief. Dredging of vital waterways such as the San Francisco Bay and the Columbia River must occur to accommodate larger vessels now under construction and save maritime jobs. The Seattle/Tacoma area of Washington State has terrible traffic problems. The 710 Freeway that serves the Port of Long Beach has seen truck traffic double and triple every couple of years. This freeway is choked with traffic during the day and residents, commuters and visitors are forced to drive in bumper-to-bumper traffic jams.

These significant transportation problems require federal assistance. Solving them will help not only maritime workers and the port communities, but the national economy as well. Yet the Bush budget is oblivious to the need to invest in transportation.

Write your legislators

Congress must scrutinize every single dollar of Bush's proposed defense and security spending to determine the country's true needs. Let your legislators hear what you think those needs are. You can reach them through the ILWU Web site, www.ilwu.org. From there, click on the Legislation and Elections button on the left-hand side of the page. Then, click on "E-mail link to Congressional Offices." Click on the "Issues and Legislation" tab, where you will be able to send a letter to Congress. To reach your legislators by phone, call the Capitol switchboard at 202-224-3121 and ask for their offices. Representatives can get letters at the House of Representatives, Washington, D.C. 20515; Senators can get them at the U.S. Senate, Washington, D.C. 20510.

Member involvement is key to longshore negotiations—continued from page 1

The way longshore mobilizes for negotiations is a good example of democracy and member involvement within the ILWU. The process begins with membership meetings at each of the 24 units that make up the longshore grouping. Unit members have direct input in making proposals for changes in the contract and for suggesting the issues that need to be resolved with management.

Proposals unified at caucus

The units then send a representative, usually the unit chairperson, to a statewide meeting or caucus to consolidate the separate proposals into a unified package which becomes the union's bargaining goals for negotiations with the employers. Longshore held their statewide caucus in Honolulu on March 14-15 and Young Brothers units held their caucus on March 27 and 28.

Besides the usual wage and benefit items, longshore negotiations also deal with a long list of company work rules that define how operations are carried out. Some rules apply only to certain companies and certain ports. This means the caucus must sometimes act on hundreds of proposals, as they put their negotiating package together.

Tough Talks

Hawaii longshore members will be watching closely as the West Coast ILWU begins negotiating with the PMA next month. PMA employers

are seeking to cut labor and increase productivity with the use of new computerized and automated systems. Some of the new technology that employers are looking at include: further integration of global positioning systems and radio frequency transponders on containers to track cargo movement on the docks; putting these systems into cranes, trucks, and other equipment to automate cargo flow; using this system to speed up gate check-in for truckers; replacing the union dispatch hall with an automated telephone dispatch system.

Maui Pine seeks tariff exemption—continued from page 1

10-K report filed with the Security Exchange Commission.

Maui Pine is seeking an exemption to the tariff, but the Commerce Department has literally been flooded by over 1,500 requests for special treatment and has until July 3, 2002, to decide whether to grant any of these exemptions.

The company has hired a Washington D.C. law firm to help get the exemption. Lindsay McLaughlin, the ILWU's Legislative Director in Washington, will also be pursuing his connections to assist the

company's efforts and protect the jobs of ILWU members at Maui Pine. Local 142 Secretary-Treasurer Guy Fujimura suggested that the union's contacts with staff people in the federal government can sometimes be very effective.

Bush's main motive in ordering the tariff appears to be political. It is aimed at maintaining votes for Republican House members in certain Midwest, steel producing states such as Ohio, Pennsylvania, and West Virginia for the 2002 elections.



2002 ILWU 142 Statewide Sports Calendar

47th Annual Men's Fast Pitch Softball Tournament
May 10-11, 2002, Oahu

49th Annual Mixed Golf Tournament
August 31 - September 1, 2002, Oahu

17th Annual Men's Slow Pitch Softball Tournament
September 27-28, 2002, Maui

46th Annual Mixed Bowling Tournament
November 22-23, 2002, Kauai

21st Annual Men's Basketball Tournament
December 6-7, 2002, Oahu



Open to all ILWU members, spouses, and dependent children.

To join these activities, contact your unit sports coordinators or the Division sports coordinators at:
935-3727 (Hawaii)
244-9191 (Maui)
245-3374 (Kauai)
949-4161 (Oahu)

Learning about propaganda: are you being fooled?

—continued from page 8

Propaganda Techniques: Twisting Facts

- **Exception to the Rule.** What is “News” is generally the extraordinary and not the commonplace events. The one labor strike will receive more coverage than the 99 peacefully negotiated contract settlements. The one indicted labor leader or the one disputed union election will receive front page coverage. In strike stories, the wages of the highest paid worker is often used, instead of the average, to give the impression of greed. Over time, the public begins to think the exception is what happens all the time—so unions are equated with strikes and labor leaders are corrupt.

- **Selective Coverage.** Selective coverage is covering one story to the exclusion of others or reporting one side of the story to the exclusion of others. Most stories on strikes focus on the disruption and inconvenience to consumers and little on the issues that give rise to the strike. There may be an illusion of giving both sides by interviewing the CEO and a worker on the picket line. There is an abundance of bad business climate stories on Hawaii, but few on how Hawaii is the most successful economy of any Pacific Island.

- **Selective Omissions or Card Stacking.** This is the process of choosing from a variety of facts only those which support the propagandist’s purpose. Facts are selected and presented which most effectively strengthen and authenticate the point of view of the propagandist. For example, a story on a “good” contract settlement emphasizes the gains made by the union and minimizes the takeaways.

There are two phases of “card stacking.” First, only favorable facts are presented in a manner as to obtain a desired reaction. Second, these facts are used as a basis for conclusions, leading the audience into accepting the conclusions by accepting the facts presented.

- **Guilt by Association or Transfer.** Guilt by association links a person, group, or idea to other persons, groups, or ideas repugnant to the target audience. The implication is that the connection is not accidental or superficial.

Transfer is a technique of projecting positive or negative qualities (praise or blame) of a person, entity, object, or value (an individual, group, organization, nation, etc.) to another in order to make the second more acceptable or to discredit it. This technique is generally used to transfer blame from one member of a conflict to another.

- **Name Calling or Substitutions of Names or Moral Labels.** This technique attempts to arouse prejudices in an audience by labeling the object of the propaganda campaign as something the target audience fears, hates, loathes, or finds undesirable.

- **Pinpointing the Enemy.** This is a form of simplification in which a complex situation is reduced to the point where the “enemy” is unequivocally identified. The enemy is often dehumanized and blamed for everything.



Propaganda Techniques: Twisting Identity

- **Plain Folks or Common Man.** The “plain folks” or “common man” approach attempts to convince the audience that the propagandist’s positions reflect the common sense of the people. It is designed to win the confidence of the audience by communicating in the common manner and style of the audience. Propagandists use ordinary language, mannerisms, and dress in attempting to identify their point of view with that of the average person.

- **Errors.** Perfect pronunciation and polished delivery give the impression of being artificial. To give the impression of spontaneity, deliberately hesitate between phrases, stammer, or mispronounce words. When not overdone, the effect is one of deep sincerity.

- **Homey words.** Homey words are forms of “virtue words” used in the everyday life of the average man. These words are familiar ones, such as “home,” “family,” “children,” “farm,” “neighbors,” or cultural equivalents. They evoke a favorable emotional response and help transfer the sympathies of the audience to the propagandist. Homey words are widely used to evoke nostalgia.

- **Humanizing leaders.** This technique paints a more human portrait of military and civilian leaders. It humanizes them so that the audience looks upon them as similar human beings or, preferably, as kind, wise, fatherly figures.

- **Testimonials.** Testimonials are quotations, in or out of context, especially cited to support or reject a given policy, action, program, or personality. The reputation or the position of the individual giving the statement is exploited. The testimonial places the official sanction of a respected person or authority on a propaganda message. This is done in an effort to cause the target audience to identify itself with the authority or to accept the authority’s opinions and beliefs as its own.

- **Bandwagon and Inevitable Victory.** Bandwagon-and-inevitable-victory appeals attempt to persuade the target audience to take a course of action “everyone else is taking.” “Join the crowd.” This technique reinforces people’s natural desire to be on the winning side. This technique is used to convince the audience that a program is an expression of an irresistible mass movement and that it is in their interest to join.

“Inevitable victory” invites those not already on the bandwagon to join those already on the road to certain victory. Those already, or partially, on the bandwagon are reassured that staying aboard is the best course of action.

- **Insinuation or Divide and Rule.** Insinuation is used to create or stir up the suspicions of the target audience against ideas, groups, or individuals in order to divide and rule. The propagandist hints, suggests, and implies, allowing the audience to draw its own conclusions. Latent suspicions and cleavages within the opponent’s camp are exploited in an attempt to structure them into active expressions of disunity which weaken the opponent. Malicious rumors are a potentially effective form of insinuation. A photograph, picture, or cartoon can often insinuate a derogatory charge more effectively than words.

Propaganda Techniques: Twisting Logic

- **False Dilemma** - Two choices are given when in fact there are other options. “Either you’re with us, or you’re against us.” “Either cut government spending or lay off government workers.” Other choices are to raise taxes, increase productivity, or cut services.

- **Complex Question** - Two points that appear to be related are joined and treated as a single point. The reader is expected to accept or reject both, when in reality there may not be a direct relationship between the two points. Some examples are: If you vote the union in, the company will be forced to shut down; If you punish workers for workers compensation fraud, work comp prices will go down.

- **False Analogy** - Two objects, A & B are shown to be similar. It is argued that object A has property P so object B must also have property P. “Government is like business. Business must compete to be successful, so must government.” This is a false analogy as government is not like business in many important ways.

- **More Fallacies.** A fallacy is: A false notion; A statement or an argument based on a false or invalid inference; Incorrectness of reasoning or belief; Erroneousness; The quality of being deceptive. Following are logical fallacies often used in propaganda: Logical Distractions; Appeals to Emotions; Attacking the Person; Inductive Fallacies; Statistical Generalizations; Casual Fallacies; Missing the Point; Ambiguity; Category Errors; Invalid Arguments; Deductive Fallacies; Faulty Explanations; Faulty Definitions.

Union forum on buzzwords and propaganda Are YOU being fooled?

Fooling and deceiving people is an age-old practice. The quotation above by Abraham Lincoln (1809-1865) talked about how people were being misled and fooled over 140 years ago. Today, the practice of fooling and deceiving people may be a bigger and more widespread problem, because we are constantly being exposed to images and messages on television, radio, the internet, newspaper, magazines, and even word of mouth.

This is an age of information, but it can also be an age of misinformation, unless you know how words and images can deliberately be used to mislead and deceive people. This was the main topic at a forum sponsored by the Hawaii State AFL-CIO on "Buzzwords and Propaganda."

Bill Puette, director of the Center for Labor Education and Research, described how unions are often unfairly portrayed by the mass media. Labor strikes are big news, while peaceful settlements receive little coverage. Union leaders are called "bosses" and any hint of dishonesty is played up as another example of union "corruption." Many of his examples were drawn from his book, *Through Jaundiced Eyes: How the Media View Organized Labor*, which details and analyzes the negative depiction of organized labor in movies, on television, in newspapers and cartoons.

Mel Chang, ILWU communications director, explained that propaganda is simply a way of presenting information to promote a cause or point of view. Advertising is a form of propaganda. Campaign literature mailed out by political candidates are propaganda. Even the union newspaper uses propaganda techniques to put unions in a positive light. However, propaganda is often used to mislead and deceive people, and that is why we need to understand how propaganda works, Chang said.

The effective use of propaganda explains why

people who have no experience with unions often have a negative image of unions. Chang reviewed 14 of the more common propaganda techniques that work by twisting words, facts, logic, and identity.

Chang cited the example of Republican Newt Gingrich who advised his fellow Republicans in the House of Representative that language is a key mechanism of control. Gingrich made up two lists of words—a list of positive words to be used to describe Republicans and a list of negative words to be used when describing Democratic opponents.

The two lists are based on all five of the propaganda techniques for twisting words. Some of the negative words are: decay . . . failure . . . collapse . . . crisis . . . destructive . . . destroy . . . sick . . . pathetic . . . lie . . . liberal . . . they/them . . . unionized bureaucracy . . . betray . . . limit . . . shallow . . . traitors.

Some of the positive words are: share . . . change . . . opportunity . . . legacy . . . challenge . . . truth . . . moral . . . courage . . . reform . . . prosperity . . . crusade . . . movement . . . children . . . family . . . candid . . . active . . . we/us/our . . . compete . . . humane . . . provide.

Don't be fooled

Union members need to understand how propaganda has been used against them and their organizations. Following are some of the more common propaganda techniques in use today.



**"You can fool
some of the people
all the time,
and all of the people
some of the time,
but you cannot fool
all of the people
all the time."**

—Abraham Lincoln

Propaganda Techniques: Twisting Words

- **Euphemisms or Word Substitution.** This technique tries to create a more favorable impression by replacing offensive or negative words with words that have a more positive meaning. It is an intentional process of choosing words or terms that have similar meaning, but bring out a more positive response from people—for example the use of "Capital punishment" instead of "execution."

Euphemisms can be deliberately deceptive when the substituted words are used to disguise or mask the real intention of the original words. The term, "Right To Work," is a good example of using positive words to mask the real intention of making union security clauses illegal. Civil Service "Reform" is often used to disguise efforts to dismantle the civil service system. Similarly, neutral or positive terms can be replaced by negative words to deliberately create an unfavorable impression. Union "leaders" are often referred to as union "bosses" to create a negative impression.

Following are some examples of euphemisms: "Right-size" instead of "Down-size" to describe job eliminations and layoffs; "Privatize" instead of government job elimination and "union-busting"; "Collateral Damage" instead of "killing civilians."

- **Word Pairing or Conditioning by Repetitive Association.** Word Pairing is a process of constantly and repeatedly using negative terms and words with certain individuals or groups. Over time, people are conditioned to associate the negative words with those individuals or groups. The words "boss" or "notorious" are often used with "union leader." The word "dictator" is often used with names of people the U.S. considers enemies—i.e. Iraqi **dictator** Saddam Hussein.

- **Negative Adjectives and Verbs.** "Adjectives" are words that modify a noun and give additional information about that noun. For example, in the phrase "reasonable demands," "reasonable" is an adjective that describes the noun "demands." Negative adjectives can be used to cast doubt or in some way belittle the object of the qualifying adjective—for instance, "**Tax and Spend**" Democrats. "**Burdensome**" regulations.

The verbs can be changed as well. "Clinton **lied** about Monica Lewinsky" is a more negative way of saying "Clinton was **not forthcoming** about Lewinsky." "**Powerful** government unions **killed** civil service reform" uses powerful and killed to reinforce a negative image about unions. "**Bureaucratic or red tape**" is often used with "government" and "regulations" to build a negative image about government.

- **Buzzwords.** Buzzwords are created as the result of successful propaganda. People become conditioned to respond emotionally to certain key words. Buzzwords become a shortcut that short-circuits intelligent and rational discussion of the issues. "**Big Government and Big Unions**" are terms used by people who want to cut government and weaken unions.

- **Glittering Generalities.** Glittering generalities are emotionally appealing words so closely associated with highly valued concepts and beliefs that they carry conviction without supporting information or reason. These words appeal to such emotions as love of country, home, desire for peace, freedom, glory, honor, etc. They ask for approval without examination of the reason. Though the words and phrases are vague and suggest different things to different people, their connotation is always favorable.

Glittering generalities are deliberately vague so that the audience may supply its own interpretations. The intention is to move the audience by use of undefined phrases, without analyzing their validity or attempting to determine their reasonableness or application.



Twisting FACTS, twisting IDENTITY, twisting LOGIC: more propaganda techniques, page 7