

## Propaganda Offensive

Recently posted on Deltanet was an article published by Reuters News Service on August 21. The thrust of the article was evident from the headline, "Machinists, Attendants Likely Face Uphill Fight At Delta". The article was also posted in some Delta break rooms.

Bruce Kaufman, a professor at Georgia State University who specializes in labor economics and human resource management, was quoted extensively. Our curiosity was peaked. Who was this Bruce Kaufman? Google and Kaufman's own research papers provided us with the answer.

He is one of the foremost academic advocates of Company Unionism. A company union is an employee association or group brought together by the employer. There is no legally binding contract, no independent organizational structure. In other words, company unions are powerless, but provide the façade of a voice to workers.

In fact, it turns out that Kaufman organized a seminar and panel discussion with a number of Delta managers at Georgia State to trumpet the virtues of Delta labor relations and their employee associations. Says Kaufman, "Delta has a very progressive human resources program..."

So, what else did this close friend of Delta management have to say? Kaufman said the "labor management climate at the pre merger Northwest was adversarial and contentious, a factor that could lead some Northwest workers to give Delta a chance." We thought it was odd that Kaufman ignored the fact that many of those NWA

executives that made labor relations contentious are now leading Delta.

Kaufman goes on to say, "I think the Northwest people are the wildcard but they are going to split. The majority of the Delta people will still vote for no union, so I think it adds up to no union."

The Northwest people are going to split? We wondered where Bruce was getting his information from. Every poll taken of members by the IAM, whether taken by an independent polling company or by union stewards, has shown an overwhelming majority committed to preserving their union. At Delta, every classification, in every station, is showing greater and greater support for the IAM.

### Ring Of Truth

The Reuters article ends by quoting Delta spokesperson, Gina McLaughlin. "Delta employees have long enjoyed a better package of pay, benefits and work rules when compared to the unions making these accusations", she says. Those who have been paying attention to the debate between Delta and union members over the last year know this statement does not have the ring of truth to it.

In the coming months expect many more propaganda articles like this one. Delta will use all of their power and connections to the media and academia to help them with their "air war" against the IAM and AFA. In the weeks shortly before and after the start of the union representation election this "air war" will reach its peak. Those Delta employees who have been through such an election before understand what is coming. For those who have not, we want to forewarn you. Look at everything you read with a critical eye. Make sure it has the ring of truth.