



ESSC

**Emergency Services
Steering Committee**

ESSC Labour Forum 2016

COMMUNICATIONS UPDATE

Patrick Casey: York Region

Karen Gordon: Gordon Strategy

Follow ESSC on twitter: @emergencySSC

- Social media
- Media
- Partnering with AMO
- White papers
- Some advocacy



What We Are Doing:

- Working closely with LUMCO/MARCO
- Working closely with AMO
- New coordination with Big 12
- UPDATING the website
- Coordinating responses/messaging
 - Arbitration
 - Collective bargaining
 - PTSD
 - Fire Medics

What We Need To Do:

- Get everyone involved
 - News stories – current and potential
 - Local politicians involvement
 - People on-the-ground closest to the issue
 - Liase with CAOs, HR/LR, legal and communications

Tensions in budget clash flare as London mayor calls on province to look at new ways to cut policing costs

By Norman DeBono, The London Free Press
Thursday, April 21, 2016 9:42:46 EDT AM

Binding arbitration a flawed system of a bygone era

DurhamRegion.com
Binding arbitration was first introduced in this province in 1972. Simply put it recognized the work of police officers as an essential service and because of that they were forbidden to strike. Nobody wanted to see officers on the picket lines while criminals ran amok.

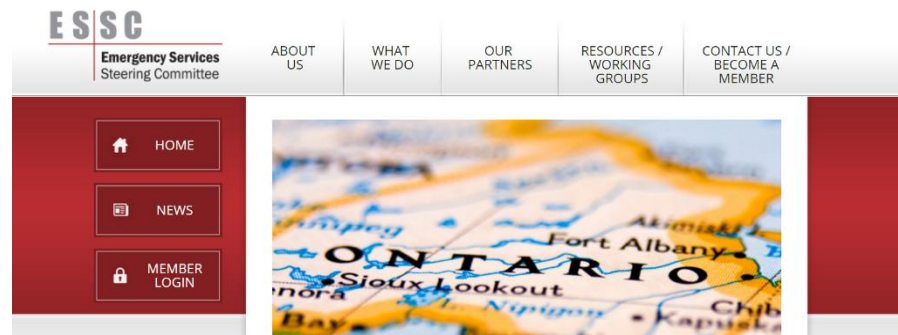
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The Website/Blogging

Website Update Summer 2016: www.es-sc.ca

- More interactive and responsive
- Blog-based site
- Internal site for members with valuable information
- External site for people seeking information



The Website/Blogging

How to get involved:

- Guest bloggers
- Topic ideas
- Links
- Shares
- Talk to your peers



Live and Interactive

WEBINAR

- Collective bargaining communications webinar – Fall 2016

SOCIAL MEDIA

- Send an email to karen@gordonstrategy.ca to get on the social media list



Ontario Provincial Firefighters Association



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Collective Bargaining Checklist

Things To Consider:



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Collective Bargaining Checklist Things to consider:

AUDIENCES

- ✓ Vast number of audiences, depending on the round of bargaining
- ✓ Could include: Mayor/Chair and Council, employees, public, media, interest groups, other municipalities, other levels of government, union leadership

POSITIONING

- ✓ What is overriding motive and messaging for this round of bargaining?

MESSAGING

- ✓ General messaging
- ✓ Bargaining unit specific messaging
- ✓ Proposal specific messaging

SPOKESPERSON

- ✓ Who is the staff spokesperson and who is the political spokesperson
- ✓ Are they media trained?

MONITORING

- ✓ What are the parties saying in the media, online, on the shop floor and in the coffee shops?
- ✓ Social media monitoring – Twitter and Facebook – is critical
- ✓ Monitoring should be executed/reviewed by someone with knowledge of collective bargaining

TACTICS

- ✓ How do you usually communicate? What are your standard tactics?
- ✓ What is best for each of the audiences?

TIMELINES

- ✓ Phase 1 – Pre-bargaining
- ✓ Phase 2 – Bargaining
- ✓ Phase 3 – No Board
- ✓ Phase 4 – Labour Disruption
- ✓ Phase 5 – Settlement and Ratification
- ✓ Phase 6 – Back to work

SIGN OFF

- ✓ Internal sign-off - senior municipal staff member or external counsel; must have knowledge of what is happening at the bargaining table



Questions and Comments?

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