



STAR BULLETIN

CEP LOCAL 87-M, SONG

March 4, 2013

Wrong

*Meeting in cafeteria
at 5pm tonight
to talk about what's next*

Union will look for any alternatives

The Toronto Star made a devastating - and exactly the wrong - decision today to contract out its page desk and online comment monitoring, all but close its library, and slash its ad staff.

In all, 44 union jobs were lost. Our past, our present and our future were all hit today.

We'll be having an emergency meeting of all **members in the cafeteria tonight at 5pm** to talk about this.

Your union can't understand why the company would give up control of its core product while pouring cash and resources into the money-losing projects.

Why fire the people designing and laying out the pages of the country's biggest paper while throwing good money after bad at money-losing in Star Content Studios? Why cut ad staff when the thing we need most is more ads? Why choke its journalists' research abilities in an era when value-added content is king? Why cede control of online monitoring to an outside entity when one rogue comment can land us in court? The company also said it plans to contract out the radio room in the coming months.

It's short-term thinking meant to placate analysts on Bay Street who understand balance sheets, but not our industry. Contracting out doesn't work, something the Star's own attempts at this show.

Your union is committed to fighting this. Our contract gives us a window to come up with alternatives to these mistaken moves, and with your help we'll make full use of it. And, we'll work to get the best deal possible for those who do end up leaving.

Your union believes in this paper and the people who put it out. We'll be fighting for both.

— *Stuart Laidlaw, unit chair, and your chief stewards*

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