



*Change for Working Families*

**A Free Choice for A Voice at Work**

## Language Tips on Employee Free Choice

<b>NO</b>	<b>YES</b>
"EFCA" or the "card-check bill"	"The Employee Free Choice Act" or "employee free choice"
"Anti-union" CEO, politician, company	"Anti-worker" CEO, politician, company
"Card-check"	"Majority sign-up"
We need to "make it easier for unions to organize workers" (or make it easier to "unionize workers" or "strengthen the labor movement")	We need to make sure that "workers can have a free choice to join together in a union without management interference or intimidation"
"Employers"	"Big corporations" or "corporate CEOs" or "corporations" or "companies"
"The secret-ballot system" we have today... (or the "private ballot system")	"The company-dominated system" we have today that "denies workers a free choice..."
"Our union" or "labor" is behind this bill (or "We are pushing to...")	"Workers" or "Working people" or "Working families" are urging ...
Complain in general about employers expressing "anti-union views" or hiring "anti-union consultants" or running "union-busting" campaigns	Emphasize specific facts (e.g. 25% of companies illegally fire workers who support forming a union) and give examples of supervisors' intimidation of workers they supervise
Talk about unions in a way that emphasizes process or conflict ("Unions are the way workers get power in the workplace to take on management and restore fairness.")	Focus on positive results. ("Joining together in a union is a way for companies and workers to work together for good jobs with fair wages, health care, and retirement security.")
Tone that sounds angry, demagogues CEOs, or over-generalizes about all businesses. ("This is just another example of the typical CEO mentality that always puts their own personal profit ahead of everything and everybody else.")	Rational tone that paints opposition as natural and predictable, stuck in the past while country has moved forward for change ("It's not surprising that some big corporations and lobby groups oppose workers' freedom, but instead of an economy that just works for them it's time for an economy that works for everyone.")

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