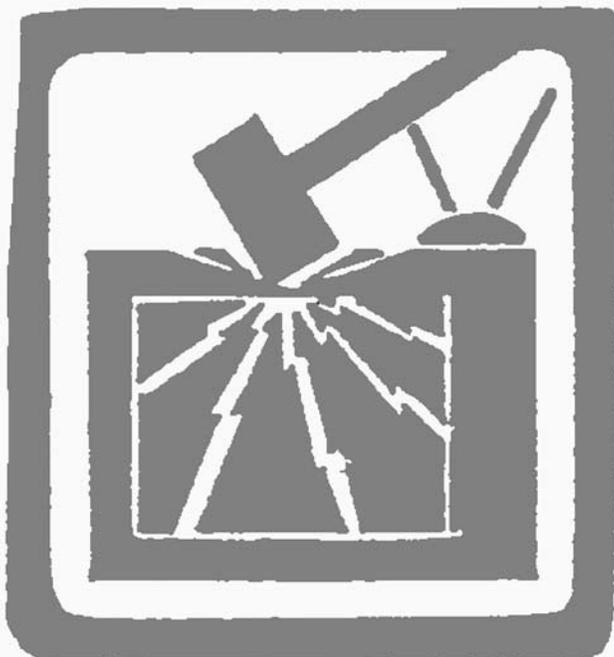




LaborTech 2010

***The New Technology,
The Global Crisis
And
A Labor Media
Strategy***



December 10, 11 & 12, 2010

University of San Francisco

2130 Fulton St., SF, CA 94118-1080

LaborTech

P.O. Box 720027, San Francisco, CA 94172 (415) 282-1908

info@labortech.net, www.labortech.net

New Dangers and New Potentials

LaborTech 2010

In 2008, when the last LaborTech took place in San Francisco, the economy was in free fall and panic was palpable in the US and throughout the world with a credit crisis. Today, using the pretext of the economic collapse, all workers are under assault from public services and education workers to every industry in the US. At the same time, the corporate controlled media seek to pit worker against worker. Blaming the immigrants, blaming Arab Americans and Muslims and blaming public workers for causing this fundamental economic decline.

A book has even been written by a shill for these union busters called "Plundered" by Steven Greenhut that blatantly manipulates facts to present a total fabrication of reality in which the public workers have looted the country and the people. The ideas that are presented are disseminated in a coordinated way through the corporate controlled press that whips working people against each other.

At the same time, we are facing a growing assault on basic wages with two tiers throughout the country, the elimination of defined pensions and the loss of healthcare when workers retire. Millions cannot afford to retire for fear they will lose everything.

Millions of workers could be losing their unemployment benefits and millions more have lost their jobs, homes and healthcare. Terror and fear is in the land and throughout the world. A rampant escalation of privatization is taking place throughout the US economy and internationally. It is also taking place at many community access stations where labor shows have been produced.

One of the first steps in the fight back is a serious education campaign to counter the corporate propaganda pushed 24 hours a day. At our last conference, we focused on how unions and labor organizations can use channels to stream their shows. This is now more and more feasible even with the use of cell phones with 4G.

There are more and more labor videos being produced about our struggles here and around the world, but these do not take the place of a live streaming channel and channels that can link together workers in the same companies, same industry and link them up regionally, nationally and internationally.

In order to take this forward, this LaborTech conference is organizing a international day of action for the COKE workers in Colombia, who have faced rapes, kidnappings and murders. On December 11, solidarity actions will take place on 4 continents and will be streamed on a website established by the LaborTech organizing committee. This is only a first step on how we can use this tool to educate, unite and build solidarity without borders.

We thank all the presenters for coming at their own cost to this conference. The pressing economic crisis is having an affect on all of us, and the labor of many went into organizing the effort. Out of previous LaborTechs have come TV shows and also Workers Independent News www.laborradio.org. We need to support and build these labor media initiatives and work together collaboratively.

We also need to defend democratic rights on the Internet and prevent the telecom monopolies and media giants to use their control of the Internet to prevent labor and other communities from getting their issues out. They seek a controlled media with a non-union work force that they hope to break with this new technology.

LaborTech has stood for the support and development of labor media and a strategy to for labor to use this new communication technology to tell our stories. This is even more relevant today, and we hope that what we all learn hear this weekend will be put to use for the advancement and defense of all working people.

LaborTech Organizing Committee

LaborTech Organizing Committee:

Wes Brain, Mike Daly, Todd Davies, Steve Dondley, Toya Isbel Fernandes, Maria Hall, Sabrina Jacobs, Cavallin Miguel, Dorothy Kidd, John Parulis, Kazmi Torii, Isabel Wagemans, Steve Zeltzer

LaborTech 2010 Schedule

FRIDAY, December 10

5:00 - 7:00 PM **Registration** - (McLaren Center rm. 252)

7:00 PM **Plenary**

International Media and Labor - (McLaren Center rm. 252)

Funda Basaran - Professor, Ankara University, LaborCom & Labor Fest In Turkey

Chie Matsumoto - Journalist/LaborNet Japan & LaborNet TV (<http://www.labornetjp.org/tv>)

Cardona Luis Adolfo - Colombian union organizer working in LA, Killer Coke Campaign
SINALTRAINAL member

Toya Isabella Fernandez - Labor media trainer, Latin & North America

SATURDAY, December 11

9:00 - 9:30 AM **Registration** - (McLaren 252)
(Morning refreshments - Coffee, tea with bagels, sweets)

9:30 AM **Opening & Welcoming** - (McLaren 252)
Committee Members
Dorothy Kidd - USF Department of Media Studies

9:35- 10:50 AM **Plenary**

Social Media, Blogging, Communication Tools And Labor - (McLaren 252)

Hundreds of millions of people in the US and throughout the world are using social media and the Internet to organize and communicate. We will look how new communication networks are being organized and how labor is using these tools to get their stories out and build solidarity.

Steve Dondley - Prometheus Labor Communications

Alice Sunshine - California Faculty Association, Communications Director

Pedro Joel Espinosa - Instituto de Educación Popular Del Sur De California

John Dalessandro - Writers Guild of America, West. Writer and Organizer on 2007-2008 strike

Charles Lenchner - Organizing 2.0

11:00 - 12:30 PM **Workshop I**

1) Using Media In The Battle Against Korea-US "Free Trade" Agreement, Student/Labor Organizing And The Internet - (Maier Hall in Fromm Hall)

The effort to defeat to educate labor and public against these "Free Trade" agreements including the newly negotiated anti-labor Korea-US Free Trade Agreement is crucial. This workshop will look at how media is being used to fight this agreement and also how student/labor organizing around workers rights and the Alt Gracia Campaign USAS has been taken forward.

Wes Brain - Brain Labor Report/Chair, Southern Oregon Jobs with Justice

Jim Lockhart - Campaign Against Korea FTA

Dave Mitchell - Stanford Labor Action Coalition, Alt Gracia Campaign USAS

Perina Reyes - SEIU 2007

2) Using Cell Phones For Communication and Organizing - (John Broad Room in Fromm Hall)

Cell phones are becoming the main tool for communication for the mass of working people. These phones are now computers that take video and can be tools for broadcasting. This workshop will look at how we can use them in our struggle.

Pedro Joel Espinosa - Cell Phone Organizing/Mobile Voices-Voces Moviles

Nick Yale - Member of Association of California State Supervisors (ACSS) CSEA-
California State Employee Association.

3) Building Interactive Websites - (Berman Room in Fromm Hall)

Having a website is a basic requirement to organize our information and make having a portal that is both user friendly and interactive to build our networks will be focused on at this panel.

Steve Dondley - Prometheus Labor Communications

Miguel A. Cavallin - Retired CWA9412/Web Master/Media Site Developer

12:40 - 2:15 PM **Lunch Plenary & Discussion** - (McLaren 252)

Defending The Internet, Democracy and Communication Tools

The issue of democracy, privacy and control of the Internet is vital for labor and all working people. This is especially critical because of the telecom monopolist Comcast seeking with the support of the FCC to have tiers in the use of the Internet, and the attack on the right to communicate information in light of the attack on WikiLeaks and the "War On Terror". How can labor use the Internet and defend democratic rights and control of it will be some of the issues discussed.

Todd Davies - Lecturer, Stanford University, director of Symbolic Systems Program

Dorothy Kidd - Professor, USF Media Department

Chris Witteman - Media Lawyer, Public Media

Bruce Wolfe - www.freemuni.org

2:30 - 4:00 PM **Workshops II**

1) Lessons And Practices Using Labor Video/Radio - (Maier Hall in Fromm Hall)

How is radio and video being used to expand labor media and information. This workshop will examine the work of WIN, community access TV shows and community radio in getting our stories out. It will also discuss how to use flip phones.

Frank Emspak - Workers Independent News, WIN

Stewart M. Ransom - ATU International

Sabrina Jacobs - KPFA news reporter

Ken Hamidi - Producer, Shout TV

2) Streaming your rallies, conferences and TV shows - (Henry Berman Room in Fromm Hall)

It is possible to stream our rallies, educational meetings and other events live and/or taped on the Internet. This will be a workshop on how to do this, and work to build many labor channels.

John Parulis - *Streaming video specialist*, LaborTech Webmaster, Brightpathvideo.com

Toya Isabella Fernandez - Linefeed

3) Culture, Media, Technology And Labor - (Xavier Chapel in Fromm Hall)

Art and labor are a must from rap to animation and even games on the internet we will look at how artists can use the internet to get the word out. It will also look at the ReelWorks international labor film festival as well as the Turkish labor film festival

Colette Washington - CNA/NNOC Online Communication

Funda Basaran - Professor, Ankara University, LaborCom & Labor Fest In Turkey

Jim Kelly - San Jose City College Labor Studies Coordinator/ReelWorks

Mike Daly - Ironworkers Local 377, LaborFest

4) Free Open Ware Software and Content Management Systems - (John Broad Room in Fromm Hall)

What is open software and why should labor use this in their content management systems. This workshop will also look at droople and other platforms.

Steve Dondley - Prometheus Labor Communications

7:00 - 9:30 PM **Music & Cultural Event** (\$10 for non-registration for LaborTech) - (McLaren 252)

Music by: **Colette Washington** - CNA/NNOC Online Communication

Jack Chernos - AFM 6

Key Note Speaker: **Kevin Bracken**, Special guest: **Stephen Lech**

Kevin Bracken is the Secretary of the Maritime Union of Australian (MUA) Victoria Branch and President of the Australia Victorian Trades Council Hall, which represents 400, 000 workers will be speaking (In a personal capacity). on "Corporate Media, The Trade Unions, War And 9/11". Bracken is one of the leading trade unionists in the world who has publicly challenged the US official explanation of 9/11, and the political use of "terrorism" by governments internationally to escalate the attacks on democratic rights and repression of the labor movement and working people around the world.

Stephen Lech, a member of the Executive Board, USW Local 7-669. Today in Metropolis, Illinois 230 USW 7- 669 Honeywell nuclear processing workers have been locked out of their jobs at this plant since June 28. Stephen Lech, a leader of their fight, will speak about the struggle for health and safety, their issues and how working people and the public can defend these workers who are fighting for justice. www.usw7-669.com

SUNDAY, December 12

9:00 - 9:30 AM **Registration** - (McLaren 252)

(Morning refreshments - Coffee, tea with bagels, sweets)

9:45 - 11:00 AM **Plenary & Discussion** - (McLaren 252)

Developing a Labor Media Strategy

Labor faces a political and economic onslaught challenging it's existence. This panel will look at how labor can challenge these attacks in part with labor media and technology to break the information blockade and ideological barrage against working people.

Steve Stallone - Presiden, International Labor Communication Association

Rebecca Rosen Lum - President, CWA Freelancers Media Workers

Peter B. Collins - AFTRA, Radio Journalist

Frank Emspak - Workers Independent News WIN

11:15 - 12:45 AM **Workshops III**

1) Making A Labor Video and Labor Media Training - (Cowell 106)

There are millions of videos on youtube and other channels and a growing number of labor videos and documentaries. This workshop will look at how to make a labor video and how they can be used and distributed to organize and build the labor movement.

Mary Ellen Churchill - Labor Videographer

Joan Sekler - Producer "Locked Out" On ILWU Local 30 Rio Tinto Lock-out

Stewart Ransom - ATU International, producer of ATU 726 TV show

2) Development of Labor Channels & Labor Media/ SINALTRAINAL Stream from Columbia

Coke Workers - (Cowell 107)

The use of labor channels and streaming to build international solidarity has tremendous potential and this panel will look at low power radio, the Latino media and how international communication is breaking barriers.

Toya Isabel Fernandes - Labor media trainer, Latin & North America

Maria Hall - Radio Journalist

Isabel Wagemans - International labor educator with www.fos-socsol.be & Representatives from Belgium

3) Protecting Libraries, Privacy and Information Technology - (McLaren 251)

The protection of libraries against the privatization of information and the use of information technology for and against labor will be looked at in this panel.

James Jacobs - Stanford Library/International Documents/Radical Reference
Doug Ohmans - LaborNet Webmaster, Former OCAW Librarian
ShinJoung Yeo - PhD student at University of Illinois at Urbana Champaign

1:00 - 2:45 PM **Lunch Plenary & Discussion** (McLaren 252)

KPFA "Labor and Representation at KPFA"

What is happening at KPFA? Recent layoffs of the Morning Show staff brought to public attention a number of longstanding issues involving paid and unpaid workers, unions, and management at KPFA and Pacifica Radio. This panel will include representatives from different worker perspectives, in an effort to find common ground and define ways to make KPFA more responsive to the needs of labor.

Partial list of Panelists:

Maria Gilardin - Radio producer, former programmer & founder of KPFA Women's Dep.
Aimee Allison - Former Host of KPFA Morning Show
Sabrina Jacobs - KPFA news reporter
Steve Zeltzer - Former programmer of KPFA Labor Collective

3:00 - 4:30 PM **Proposals For Action & Organizing** (McLaren 252)

International labor channel and Strategies for Building Labor Channels

(Organization for identification only)

Partial List of Speakers & Panelists

Cardona Luis Adolfo, Colombian Coke union organizer working in LA, Killer Coke Campaign.
ladocar@hotmail.com

Wes Brain, independent media activist, community organizer with Southern Oregon Jobs with Justice and board member with the Oregon Fair Trade Campaign. *
brain@mind.net

Funda Basaran, Professor-Communications Ankara University, Co-founder of Laborcom and LaborFest Turkey.
Funda.Basaran@media.ankara.edu.tr

Kevin Bracken, elected the Victorian Secretary of the Maritime Union of Australia in 2003 and is President of the Victorian Trades Hall Council which represents over 400,000 workers. He is Chairperson of the Spirit of Eureka Committee and Life Member of the Sandridge Life Saving Club and Port Colts Football Club.
Kevin.Bracken@mua.org.au

Miguel A. Cavallin, Media developer and web master for CWA local 9412 (www.cwa9412.org) as well as Laverdadyjusticia (www.laverdadyjusticia.net).
CWA9412 is the Hayward area local of Communication Workers of America and Laverdadyjusticia is an Argentina human right group, dedicated to transmit the experiences of former political prisoners of the military dictatorship of Argentina.
miguel.cavallin@cwa9412.org

Jack Chernos Jack Chernos has written a number of songs of historical significance, including: *Sold Down the River*, the anti-WTO song played in continuous-loop from the Steelworkers'

billboard truck during the Battle of Seattle; *The Union Grand*, theme song of the Million Worker March on Washington, DC; and *The Silence of Good People*, which was inducted into the National Civil Rights Museum.
jack@department-of-justice.org

Mary Ellen Churchill is a video producer and editor, whose work has focused primarily on using media as a tool to agitate for social change. She has taught media studies, film analysis, digital media and documentary production in high school and college. She documented the organizing efforts of the Alliance of Rank & File, part of Local 2 of UNITE-HERE, and created organizing tapes for many other organizations. Mary Ellen also worked at ABC News/KGO-TV, and KPIX on ENG crews (Electronic News Gathering) in the News Department and at the Disney Cable network as sound engineer.
mchurch66@hotmail.com

Peter B Collins Peter B. Collins is a veteran radio talk show host who now has a popular podcast at www.peterbcollins.com. An AFTRA member for over 35 years, he has served on AFTRA's National Board and the local Boards in San Francisco and Chicago.
<http://www.peterbcollins.com>
pbcfsf@pacbell.net

Mike Daly is a steel construction project manager. He has been a member of Ironworkers' union for 34 years and a member of San Francisco Labor Council. He has been active politically in many areas including community access television and LaborFest. *
mdaly138@sbcglobal.net

Partial List of Speakers & Panelists

John Dalessandro, Novelist, Screenwriter, Filmmaker, Member Writers Guild of America WGA West, Active on 2007-2008 WGA Strike.
rimbaud40@aol.com

Todd Davies is a lecturer and associate director for the Symbolic Systems Program at Stanford University. He does projects related to technology activism and online tools for group deliberation. He hosted LaborTech 2004 and has helped organize the conferences at USF since then. *
davies@stanford.edu

Steve Dondley kicked off his union career working for social justice in 1996 as a union organizer for UFCW Local 1459 in Springfield, MA. He currently serves as the Recording Secretary of the Pioneer Valley AFL-CIO in Springfield, MA. He recently launched a business, Prometheus Labor Communications, which caters to helping unions build interactive, professional-looking websites that even the smallest unions can afford. Steve is also the founding member of the Communicate or Die community, an online resource for individuals who are serious about discussing and developing solutions that allow unions to take advantage of Internet technology. *
<http://www.prometheuslabor.com>
<http://www.communicateordie.com>
sdondley@gmail.com

Frank Emspak is Executive Producer of WIN, Workers Independent News. WIN is a provider of headline news, focusing on the issues and concerns of working people. WIN is a multi platform provider of news utilizing broadcast, cell phone, pod cast and a web based distribution system. He is also the editor of Madison Labor Radio. For 8 years, Emspak served as an elected officer of IUE Local 201 union representing employees at the General Electric Company in Wilmington Massachusetts. Emspak is an Emeritus Professor at the School for Workers, Department of Labor Education, University of Wisconsin-Extension. He joined the School in 1991 and retired in January of 2008.
femspak@igc.org

Pedro Joel Espinosa, University of California, Santa Cruz Bachelor of Arts in Community Studies and a minor in Latin American and Latino Studies (LALS). Community organizer for Mobile Voices (VozMob), a digital storytelling platform project of the Instituto de Educación Popular Del Sur de California (IDEPSCA) and Multimedia organizer for Aprendamos, an educational program of IDEPSCA.
Pedro@idepsca.org

Toya Isabella Fernandez, Labor media/communications trainer, Labor media trainer, Latin & North America, Indymedia, Linefeed *
toya@linefeed.org

Maria Gilardin is the producer of a weekly public affairs program TUC Radio, heard since 1992 on 60 radio stations. <<http://www.tucradio.org>> She was one of the founders of the

women's department in the KPFA. Since 1992 Maria has written and produced radio on the environment, war and peace, global trade and great ideas in localization.

In 2000 out of the Bay Area and lives and produces radio in a straw bale house that she built, uses solar panels for electric, gets water from a spring, chops wood and grows some of her own food.
tuc@tucradio.org

Ken Hamidi, Producer, Shout TV, Labor computer/democracy activist and founder of faceintel.com. He successfully won in California court the right to send e-mails to workers on the job.
kenh11@faceintel.com

Maria Hall, Radio Host-Reporter-Producer/Sin Censura/AM 1010. She has helped build mass immigrant march in 2006. *
mariayedmundo@yahoo.com

James R. Jacobs is one of the cofounders of Free Government Information. At the time of FGI's founding in November 2004, James was the local, state and international documents librarian at the University of California at San Diego (UCSD). He has since moved from UCSD to the Bay Area and is currently the Government Information Librarian at Stanford University Library where he is very involved with both traditional collection development as well as digital projects like LOCKSS-USDOCS.
jrjacobs@stanford.edu

Sabrina Jacobs, KPFA news reporter. *
KPFAfatalistsurvivor@gmail.com

Jim E. Kelly is the Coordinator of Labor Studies at San Jose City College and is a member of the American Federation of Teachers Local 6157. He help found the May Day Labor Film Festival *ReelWork* in Santa Cruz and the South Bay. (go to www.reelwork.org)
jimmy.kelly@sbcglobal.net

Dorothy Kidd, professor of USF Department of Media Studies, has worked in a number of community-based media projects and campaigns including Media Alliance. She has also worked with women and immigrant workers to expand the use and training of media and communication technology for the community. *
kidd@usfca.edu

Stephen Lech a locked out USW 7-669 member at Honeywell Metropolis. Today in Metropolis, Illinois, 230 USW Local 7-669 Honeywell nuclear processing workers have been locked out of their jobs at this plant since June 28.
www.usw7-669.com

Charles Lenchner is co-found of Organizing 2.0 which supports the effective use of online tools in the labor movement, grassroots organizers and local political efforts.
clenchmer@organizing20.org

Jim Lockhart, independent videojournalist in Portland Oregon, producing videos on social justice and environmental issues for Public Access television and the internet.

Rebecca Rosen Lum, CWA 39521 Guild Freelancers Unit Chair-CA Media Workers Guild
rosenlum@gmail.com

Chie Matsumoto, Journalist, Labornet Japan and a host of live streaming program *LaborNet TV*.
http://www.labornetjp.org/tv, mchie0417@yahoo.co.jp

Dave Mitchell, Organizer, Stanford SEIU 2007, Stanford Labor Action Coalition, Alt Gracia Campaign USAS
soleftthesright@gmail.com

Doug Ohmans - When Tony Mazzocchi became OCAW Secretary-Treasurer in 1988, he hired J. Doug Ohmans to set up an OSH library and help research corporate campaigns. Doug stayed eight years. Meanwhile, in 1991 he was a founding member of LaborNet USA, and took over its web worker duties in 2003. He lives in Pueblo, Colorado.
jdoug@ix.netcom.com

John Parulis served aboard the Greenpeace vessel Rainbow Warrior from 1981-1985, covering in film for news and documentaries, many significant actions to save human and marine life. John joined Labortech in 1999 and began streaming its seminars shortly thereafter. He operates <http://brightpathvideo.com> *
info@brightpathvideo.com

Stewart Ransom lives in Staten Island, NY, where he drove a bus for 30 years as a member of Amalgamated Transit Union local 726. Retired last September 2010. He produced a cable access show that aired once a week for 12 years. He was also involved in their 2-year campaign to lower the Express bus fare from \$4.00 to \$3.00. He works with Larry Hanley, International President of the Amalgamated Transit Union on communication.
smransom51@earthlink.net

Perina Reyes - Member SEIU Local 2007, Stanford University.

Joan Sekler, produced and directed *Unprecedented: The 2000 Presidential Election*, which screened in 70 film festivals and aired on worldwide television from 2002 to 2004. She also produced *Beyond Convention*, a look at the protest during the 2008 Democratic National Convention in Denver, CO, and *Crashing the Party: The Democratic National Convention 2000*. Ms. Sekler is a former Board member of the International Documentary Association and has contributed to its magazine, "Documentary".
joan.sekler@gmail.com

Steve Stallone was Political Editor for the San Francisco Bay Guardian and later editor of the ILWU newspaper, The Dispatcher. Currently he runs communications for SEIU 1021, the largest union in San Francisco. He is also President of the International Labor Communications Association and Secretary of the California Media Workers Guild.

steve.stallone@gmail.com

Alice Sunshine is Communications Director for the California Faculty Association, CFA. Previously she was Western Organizer for the National Writers Union, a freelance and staff writer, and worked for various unions in both communications and field organizing.

Isabel Wagemans, International Labor Education Organizers with <http://www.fos-socsol.be>, Brussels Belgium. *
isabelwgm@yahoo.com

Colette Washington, National Nurses United, CNA/NNOC Online Communication/Musician Videographer, Web developer
cwashington@calnurses.org

Chris Wittman is a staff attorney for the California Public Utilities Commission (CPUC), although he appears here in an individual capacity. He specializes in telecommunications issues, from consumer protection to network architecture. Prior to joining the CPUC, he had his own law practice, again with an emphasis on communications and consumer protection issues. He recently published a law review article "Constitutionalizing Communications," about protections for democratic speech under the current German constitution.
chriswit@saber.net

Bruce Wolfe is one of the founders of Free Muni.net <http://public.freemuni.net/> which has been a key component in the effort to educate labor and the public about the importance of public broadband. He has worked with unions and the City Of San Francisco to use the right of way to develop broadband as a public resource for the use of the community with union maintenance.
info@brucewolfe.net

Nick Yale, SEIU 1000. Nick who is a state worker has helped produce union videos in union organizing & contract struggles for his chapter and local. A member of Asso. of CA Supervisors Affiliate of CSEA.
nyale@mindspring.com

ShinJoung Yeo is a PhD student in the Information in Society program at the Graduate School of Library and Information Science at the University of Illinois at Urbana Champaign. Shinjoung is a founding member of Radical Reference, a collective of volunteer library workers who use their professional skills to answer information needs from the general public, independent journalists, and activists. She was named 2005 Library Journal Mover & Shaker with her husband James R. Jacobs.

Steve Zeltzer is founder of Labor Video Project in 1983 and has been involved in producing labor media for community access, KQED, KPFA and many unions. He also helped found LaborTech in 1990 and LaborFest in 1994. He has also worked to develop international labor portals through Labornets in Japan, Germany, Turkey, Korea, Austria and the U.K. *
lvpsf@labornet.org

(* LaborTech Organizing Committee members)