

## **ANTI-UNION LOBBYIST LIES ON 60 MINUTES**

The Truth about Rick Berman and the Center for Union Facts

On Sunday, April 8, CBS's *60 Minutes* aired an interview with notorious industry lobbyist and PR flak **Rick Berman, founder of the Center for Union Facts**—an outspoken opponent of workers and their unions. The Center is just the latest of several "front groups" (e.g. "The Center for Consumer Freedom") designed by Berman to rake in millions from corporations to attack public-interest organizations like Mothers Against Drunk Driving and the Centers for Disease Control. For more on Berman's front groups, click here: <http://www.americanrightsatwork.org/antiunionnetwork/cuf/frontgroups.cfm>

**Here are a few facts refuting Berman's lies to *60 Minutes*' Morley Safer....**

**"My mission is not to defend corporate America...  
Yes, I do get paid for educating people."**

*In reality, his strategy is to misinform and derail debate on any issue with erroneous information and attacks on credible messengers.*

- **FACT:** The Center for Union Facts' website asserts that it is not "part of a political effort," and just "about education." But Berman has contradicted those claims in interviews with *The New York Times*, *The Boston Globe*, and *The Wall Street Journal*, where he **admitted to launching the Center to halt the use of majority sign-up as a method of forming unions**, to generate support for the Secret Ballot Protection Act, which would outlaw the currently voluntary majority sign-up process, and to "wage a campaign against the Employee Free Choice Act," bipartisan legislation that would require employers to recognize unions formed by the majority sign-up process.

**"Tell me what's wrong with our statistics...  
Have I said anything wrong?"**

*In truth, Berman routinely misinterprets data, grossly exaggerates, and offers dubious statistics to further the agenda of his corporate clients.*

- He often claims there isn't much evidence that secondhand smoke causes cancer, and disputes the existence of a public health crisis linked to obesity.
- **FACT:** The National Labor Relations Board (NLRB) released information revealing that the Center for Union Facts figures are wrong. As the Senate launched hearings and introduced the Employee Free Choice Act in March 2007, the Center for Union Facts released misleading data minimizing the number of illegal firings during union election campaigns. Both Republican and Democratic Senate staff requested clarification on his claims from the NLRB. Staff at the Labor Board swiftly responded to report Berman's data cannot be substantiated.

For several examples of how Berman misrepresents the facts, click here: <http://www.americanrightsatwork.org/antiunionnetwork/cuf/facts.cfm>

## **"I am opposed to making the problem seem worse than it is."**

*More accurately, Berman has made millions muddying the public debate with over-the-top radio, television, and print ads that have offended policymakers and the public.*

- **FACT:** In August 2006, Montana's Attorney General Mike McGrath called the Center's \$1 million ad campaign attacking public employees **"inaccurate" and "demeaning."**
- **FACT:** A number of television stations refused to air commercials produced by the Center in 2006. One station manager explained his station's decision to reject the ad this way: "We believe that **the spot is designed to be inflammatory**, incendiary, and panders to the lowest common denominator about unions and union officials."

## **Points to make when Berman rears his head**

*Don't let Rick Berman derail the public debate! Use the following talking points to educate the media and allies about Berman's corporate-backed agenda to undermine workers and their unions.*

- **Rick Berman is pulling the wool over the public's eyes to deflect from the real problems in the American workplace.** Problems like the fact that too many hardworking Americans still can't adequately provide for their families. And when they attempt to join a union to bargain for fair treatment at work, they are attacked by employers and hired guns like Berman and left unprotected by U.S. labor law.
- **The Center's "facts" can't be trusted.** While Berman is spending precious time and tremendous resources misinforming policymakers and the public, there are real problems associated with the freedom of association in the American workplace. Under the current labor law system, when faced with organizing drives, 25 percent of employers **fire at least one pro-union worker**; 51 percent **threaten to close a worksite** if the union prevails; and 91 percent force employees to attend one-on-one anti-union meetings with their supervisors.
- **Rick Berman doesn't care about workers or protecting American democracy.** Rick Berman is the hired gun of a powerful network of anti-union employers, conservative business associations, industry lobbying groups, and right-wing policy centers and policymakers that seeks to shut down workers' free choice and absolve corporations from responsibility and accountability.

**To see the *60 Minutes* piece, "Meet Rick Berman, A.K.A. Dr. Evil":**

<http://www.cbsnews.com/stories/2007/04/05/60minutes/main2653020.shtml>

**To learn the truth about Rick Berman and the attack on workers' rights, visit [www.AntiUnionNetwork.org](http://www.AntiUnionNetwork.org).**

**To share feedback with *60 Minutes*' portrayal of Rick Berman,** mail, email, or phone producers at the following contact information.

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