

GAME WORKERS' GUIDE TO ORGANIZING

DEFEAT the BIG BOSS!

UNIONIZING GAMES

AAA • AA • Indie Games • Mobile • TTRPG • Console • PC • Gambling

**FREE
HOT TIPS!**



How to have a discussion with your coworkers about unions

LEARN ABOUT YOUR WORKPLACE



WHATS NEXT?



1:1 Conversations



Learn the Process



Overcoming Fear

POWER!



THE BEST PLANS AND STRATEGIES TO WIN A UNION

GAMEWORKERS.ORG



WHO ARE WE?



The International Alliance of Theatrical Stage Employees!

For over 130 years, The International Alliance of Theatrical Stage Employees (IATSE) has created economic and social power for workers across the entertainment industry. We are over 168,000 workers in film, television, animation, motion capture, trade shows (like GDC!), broadcasting, theater, and live events!

It's Time for Entertainment Union Power in Games!



HOT TIP!

Check us out at www.gameworkers.org!



The Road Map to...

A UNION

The road to a union is a long one, with lots of stops on the way! How do you go from one person on your own to a movement of coworkers banding together?



TECHNIQUES

This zine will empower you at each step in forming your union and creating a more sustainable workplace for you and your co-workers! We'll guide you through each stop on the road and how we strategize to win your union. You and your coworkers can band together collectively to negotiate around the things that matter most!







STEP 1

Talking to your Coworkers

PRACTICE MODE



-  Find someone you trust at work
-  Ask them if they have issues
-  Do they think we have power in numbers?
-  Ask them to help form a union!



Check out the IATSE YouTube channel for a guide to a one-on-one conversation!
YouTube.com/IATSENY

 Scan the QR code for all our resources!

STEP 2

Meet with an IATSE Organizer

NEXT LEVEL!

When you're ready, contact an IATSE organizer to help you get started on your campaign! This can happen before you talk to a coworker or after you've assembled a group of folks who are willing to do the work to see your union through. We'll help train you on how to win at your studio. Big or small, in-person or remote, we've got a plan and the experience to help you build support and win your union!





STEP 3

Build Supermajority Support

COMBO MOVE



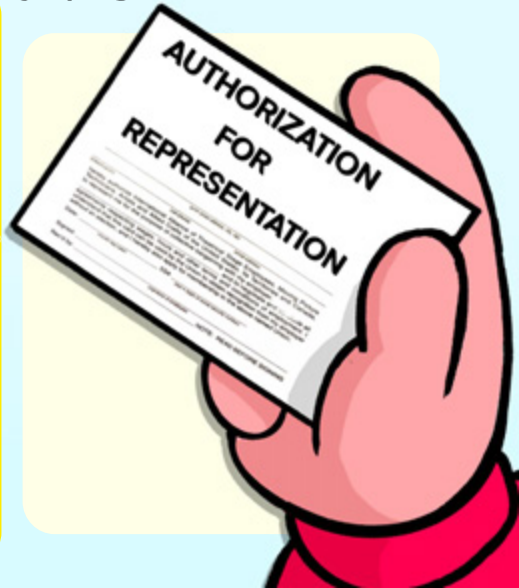
We'll meet regularly to check progress and strategize how to talk to your coworkers. Some folx you may know, but others you might not! You might be in person, hybrid, or fully remote. Who is a part management, and who is an eligible voter? How do we reach everyone to get them informed? We've got the tools and resources to reach everyone!

STEP 4

File for Your Union!

FINAL STAGES...

Now it's time to demand your union! Once a super-majority of co-workers have signed confidential authorization cards to join IATSE, we will give the employer two options: agree to voluntarily recognize your union or schedule an election through the National Labor Relations Board. Keep the momentum going! Talk to every co-worker and act like a union to demand your right to a collective voice!





STEP 5

Voluntary Recognition or NLRB Election?

BEAT THE BOSS LEVEL!

If your employer forces us into an election to certify your union, this gives them time to launch an anti-union campaign. Be prepared for the divisive tactics of misinformation and threats sold to the employer by 'union avoidance consultants'. Stay focused on creating a sustainable future at work for all your co-workers! Remember, you get to vote on whether or not you want to form a union, not the boss! We strategize with you during our organizing phase to secure our support through this difficult period to win at the ballot box.

LEVEL SKIP
 You can move straight to negotiating your first contract if your employer voluntarily recognizes your union!



Remember TIPS!

- THREATS** - Threats of job loss, demotion, studio closure & more
 - INTERROGATIONS** - Questioning you about union activity
 - PROMISES** - "We could give you that raise without a union"
 - SURVIILLANCE** - Spying on you to find out about union work
- Are all illegal under the NLRA!**



CONGRATULATIONS!



You've won your union!



NOW IT'S TIME
TO NEGOTIATE A
FAIR FIRST
CONTRACT!



ADDITIONAL RESOURCES

Grab a copy of the IATSE 2024 Game Worker Zine!






Check out our monthly YouTube videos!



Get more information in our organizing FAQ!



All this and MORE!
Scan the QR code or go to gameworkers.org/links

This zine was created with the help of union members at
The Animation Guild - IATSE Local 839
Character Designs Yaron Farkash  @yaron.farkash
Illustrations by Marissa Bernstel  @McRissa_Art
Layout and Design by Chrissy Fellmeth  @gr8ball
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