

COLLECTIVE AGREEMENT

BETWEEN

NOW

and



unifor
Local87-M | Canada

JANUARY 1, 2016 TO DECEMBER 31, 2018

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Preamble

THIS agreement is made on the 1st day of September, 2016, between NOW Communications Inc., hereinafter known as NOW, and Unifor Local 87-M, Southern Ontario Newsmedia Guild, hereinafter known as the Union, for itself and on behalf of all bargaining unit employees described in Article 1.

Article 1 – Recognition and Coverage

- a) NOW recognizes the Union as the exclusive bargaining agent for all employees in the bargaining unit. The bargaining unit shall comprise all employees of NOW in the City of Toronto, save and except for:

Accounting Assistant; Art Director; Editor/Publisher; CEO/Executive Editor; Controller; Credit Manager; Director, Display Advertising Sales; Director, Production/IT; Executive Assistants (1); General Manager; Human Resources Manager; Office Manager; Publishing Systems Manager; Sales Operations Manager; Senior Entertainment Editor; Senior News Editor; VP, Creative Director; Engagement Manager; Digital Development Lead; Managing Director

It is understood and NOW hereby represents that NOW shall not move all or part of its existing operation outside the City of Toronto.

- b) If a new position is established, or there is a significant change in the duties and responsibilities of a position, the employer and the union will discuss and attempt to agree upon the proper classification and salary scale for the position. Failing agreement, the matter may be referred to arbitration for a final and binding determination. Similarly, if there is a dispute as to whether the employee who occupies a new position exercises managerial functions, or is employed in a confidential capacity in matters relating to labour relations, the employer and the union will discuss and attempt to reach an agreement as to whether the position is to be excluded from the bargaining unit. Failing agreement, the matter may be referred to the Ontario Labour Relations Board for determination. The parties agree to abide by the decision of the Ontario Labour Relations Board and to include or exclude the person accordingly.
- c) “Part-time employee” or “part-timer” is an employee who regularly works less than 24 hours. All other employees will be considered full-time for the purposes of this agreement.
- d) The Union recognizes that it is the exclusive right of the Employer to manage its business in every respect; to maintain order and efficiency and to establish and enforce rules and regulations governing the conduct of employees, including the right to hire, assign duties, schedule working hours, promote, appoint, classify, reclassify, layoff, recall, demote, transfer, discharge, suspend or discipline employees in a manner that is consistent with the terms and conditions of the Collective Agreement. All matters concerning the operations of the Employer not specifically dealt with in the Collective Agreement shall be

the Employer's exclusive responsibility. Management shall exercise its rights in a manner that is fair and reasonable.

e) **Interns**

The Employer shall not retain interns for the purpose of replacing full-time or part-time employees. No one shall work as an intern for more than four months in total in one calendar year. This time limit may be extended with mutual agreement between the Employer and the Union. The Union shall not unreasonably deny the request for a time extension. If a full-time or part-time employee is on layoff with recall rights, interns will complete their term but no new intern will be engaged to do related bargaining unit work while an employee is on recall. The union's unit chair will be informed by the Employer whenever an intern starts an internship and the expected date of completion. Similarly, the unit chair will be informed at the time the internship ends.

Article 2 – Dues Deduction and Union Representation

- a) NOW shall deduct the regular Union dues from each regular pay of each employee.
- b) The amount of regular Union dues to be deducted shall be furnished to NOW by the Union.
- c) The deducted dues shall be remitted to the Union no later than the 15th day of each month following the month in which the deductions are made with the statement showing the names of the employees from whom deductions have been made and the amount deducted. The amount of dues to be deducted may be amended by the Union upon giving NOW 14 calendar days written notice.
- d) NOW shall advise new employees that a collective agreement is in effect and of the provisions of the agreement with respect to the deduction of Union dues. A Union representative shall be allowed one hour during the new employee's first week of work to discuss the Union and collective agreement and to sign the new employee into Union membership should he or she so wish.
- e) There shall be no interference or attempt to interfere with the operations of the Union.
- f) NOW will provide bulletin board space at each of its locations in a mutually satisfactory place for Union notices.
- g) NOW shall supply the Union, within 14 days of the signing of this agreement, with a list containing the following information for each member of the bargaining unit:
 - (i) Name
 - (ii) Address
 - (iii) Date of Hiring
 - (iv) Classification and Department
 - (v) Status (full-time or part-time)
 - (vi) Salary, including formula for bonuses or commissions

- h) Changes to the information in (g), as well as notification as to resignations, retirements, deaths, leaves of absence, together with effective dates shall be provided to the Union as they occur. For each newly hired employee, NOW shall provide the information in (g) within one week of the employee's start date. In the case of employees who do not wish their addresses disclosed, NOW will accept at its office mail from the Union and direct it to the employees concerned.

Article 3 – Grievance Procedure and Arbitration

- (a) The parties agree that their interests are best served by the speedy resolution of grievances. To this end, the parties agree to initiate grievances promptly and to bring them to the attention of the other party as soon as possible in each instance, and to formalize or ratify the settlement of grievances promptly.
- (b) The Union unit chair, vice-chair or secretary shall deal with NOW's Publisher or CEO or their authorized representative in relation to any dispute arising from the application, interpretation or alleged violation of this Agreement.
- (c) Grievances shall be processed in accordance with the following steps:

1. Meeting

A grievance involving an individual employee or employees shall be brought, in the presence of a Union representative, if requested by the employee, to the attention of the person whose actions or decisions are being complained of, within **30** ~~10~~-working days of the act or decision being complained of.

2. Written Grievance

Should the grievance not be resolved at the Step 1 meeting, the Union shall submit the grievance, in writing, to the Publisher or CEO or their authorized agent within 5 working days of the Step 1 meeting. The written grievance shall state the name of the employee(s) involved, the specific nature of the Grievance, including the Article(s) of this agreement alleged to have been violated, and the specific nature of the remedy sought.

3. Referral

If the grievance has not been resolved within 20 working days of submission of the written grievance at Step 2, either party may refer the grievance to arbitration.

- (d) The referral to arbitration shall be in writing and delivered to the Publisher or CEO or their authorized representative.
- (e) Arbitrations shall be conducted before a single arbitrator unless the parties agree to appoint a board of arbitration, in which case the board shall be comprised of a chair and two nominees. The referral shall include a list of proposed single arbitrators, and the name of a nominee in the event that a board of arbitration is requested.

- (f) Within ten (10) working days of receiving the referral, the responding party shall either identify the agreed arbitrator or shall provide a list of proposed arbitrators or, where there is agreement to a board, the name of its nominee to the board. Where the parties do not agree to an arbitrator (or where the nominees do not agree to a chair within twenty (20) working days of the referral) either party may request that the Minister of Labour of Ontario make the appointment.
- (g) Efforts to resolve grievances shall be made on company time, and employees involved in these efforts shall not suffer any loss of wages or benefits for the time spent in the grievance procedure up to, but not including, arbitration. The Union agrees that it shall make its best efforts to ensure that efforts to resolve grievances made on company time shall be made at such times and are conducted in such a manner as to cause the least possible disruption to NOW's operations.
- (h) The time limits set out in this article may be extended but only by the express agreement of the parties.
- (i) Any grievance that is not referred to arbitration by the expiry of 60 days after the acts or occurrences giving rise to the grievance shall be deemed to be waived or abandoned and the arbitrator or board shall have not jurisdiction to determine the grievance.
- (j) Each party shall pay the fees and expenses of its own appointee to a board of arbitration and the parties shall each pay half the fees and expenses of the chair or of a single arbitrator.
- (k) The company may also file a grievance submitted to the Union chair and the Union Local/National Representative following the same process and timelines described above in Articles 3 (a) to 3 (j).

Article 4 – Hiring

- (a)1. All job vacancies or new positions within the bargaining unit will be posted nine calendar days on a bulletin board, and will also be included in drivers' route lists. The posting will include the date the posting closes and basic qualifications required for the job.
- 2. New positions within the bargaining unit will not be posted when the posting is a result of an unsuccessful probationary period.
- 3. In the event that there are two or more candidates that are equally qualified, seniority will be the governing factor.
- 4. Vacancies for permanent part-time positions in the Circulation Department will be posted only on the Circulation Department's drivers' route lists
- 5. NOW will hire the person it deems best qualified for the job.

- (b) All candidates who apply from within the bargaining unit will be interviewed for the posted position before any external candidates. New hires must successfully complete their probationary period prior to being considered for other positions within the company. Applicants should have at least 3 months in the current position before being considered.
- (c) An employee promoted to a new classification will be given a trial period of up to three months. During the trial period, the employee may elect to return to the classification from which he or she was promoted. At the end of the trial period, the employee will be confirmed in the new classification unless the employee has been unable to perform the requirements of the job. If not confirmed in the new classification, the employee will be returned to his or her old classification.

Article 5 – Hours of Work and Overtime

- (a) This article will apply to all full-time employees except those who are paid on a commission-only basis.
- (b) Employees, excluding salaried Editorial employees, authorized to be at work more than 44 hours (including one hour lunch breaks) in a week, will receive overtime in cash at the rate of time and one half. For provision re: salaried Editorial employees, see Article 5 (f).
- (c) A scheduled employee will be paid for a minimum of four hours each day he or she is required to work, unless the employee consents otherwise.
- (d) A scheduled employee will not be sent home without pay before the end of his or her scheduled hours unless the employee consents.
- (e) A salaried employee who is eligible for cash overtime under 5(b) above may elect to take the overtime in equivalent time owing rather than cash. Time owing shall be taken at a mutually agreed time, but a request to take time owing shall not be unreasonably denied.
- (f) Salaried Editorial employees, not eligible for overtime under 5b above, may claim for compensatory time-owing at the rate of time-and-one-half for authorized overtime worked in excess of 44 hours (inclusive of a daily one-hour lunch break) in a week.
- (g) Current practice with respect to paid lunch breaks will continue.
- (h) Hourly employees scheduled to work a majority of hours per shift between 6 p.m. and 6 a.m. will receive \$2 per hour more than their hourly rate for the hours worked between 6 p.m. and 6 a.m. (This clause does not apply to Circulation staff).
- (i) Additional shifts will be offered according to seniority and equally among employees qualified to perform the work on a rotation basis. Up-to-date records of hours shall be kept by departmental managers.

- (j) NOW agrees to provide a taxi chit to the subway to employees after 11:00 p.m. and after 1:00 a.m. home to a maximum of \$25.
- (k) NOW agrees to pay an “on-call” premium of \$40 per day plus overtime, if applicable, should an IT employee be contacted during his/her off hours to resolve a work-related issue that needs to be addressed prior to his/her next regularly scheduled shift.

Article 6 – Benefits

- (a) NOW shall maintain the existing Group Insurance policy, or a plan providing benefits at least equal in all aspects, in effect at the signing of this agreement during the life of this agreement. NOW will pay 70 per cent of the premium cost on the dental plan and 90 per cent of the premium cost for the Extended Health Care plan for full-time employees.
- (b) Regular part-time employees, after working 6 (six) months, will be eligible for participation:
 - i) In the dental plan, if the employee pays 41.5 per cent of the premiums; and/or
 - ii) In the extended health care plan, if the employee pays 40 per cent of the premiums; and
 - iii) In the life insurance plan at no cost to the employee; and
 - iv) In the AD and D plan at no cost to the employee.

The coverage/benefits under each of the above plans is equal to the full-time coverage except that the extended health care plan has a \$15,000.00 lifetime maximum claim and the life / AD & D plans each have maximum levels of \$25,000.00 in benefits.

New part-time employees, hired after September 1, 2016, working less than 16 hours per week are not eligible to participate in the Benefits plan. For clarity, employees participating in the benefits plan as of September 1, 2016 shall remain eligible for the benefits plan.

For employees working eight hours per week or less, the cost of the benefits shall be shared on a 55 per cent employee/45 per cent employer split.

- (c) The company and the Union agree to establish a Joint Pension Advisory Committee, to meet at least twice a year to discuss the status and operation of the pension plan.
- (d) The Company shall contribute 3 per cent of an employee’s wages to the pension plan. The plan shall not be discontinued or amended without the agreement of the Union.

Eligible Part-time Employees may join the Plan on the first day of any month or after the completion of two years of continuous employment with the Employer, provided the Employee has earned 35 per cent of the Year's Maximum Pensionable Earnings or has worked 700 hours in each of the two consecutive calendar years immediately before joining the Plan.

- (e) Vision Plan coverage is \$350.00 every twenty-four (24) months.
- (f) The Employer shall pay a combined maximum benefit for Level III and IV dental work of up to \$1,250 per year, per employee, for major restorative dental work such as onlays and crowns.

Article 7 – Sick Pay

- (a) Continuation of full pay will be provided to a full-time employee unable to work due to sickness, accident, disease or hospitalization for the first three consecutive weeks of absence. For absences greater than three consecutive weeks, the employee will be compensated at 80% of his/her regular full pay until that employee has reached the eligibility date for Long Term Disability benefits at 120 days. The above excludes elective cosmetic surgery and elective self-help therapy. The union will take all possible steps to ensure that the benefits relating to sick days are not subject to abuse.
- (b) NOW may request a note from the doctor of an employee who is off work for more than three consecutive days.

The request for the doctor's note will be based on reasonable criteria which are as follows:

- 1) The employee has an excessive record of absenteeism;
- 2) The employee exhibits a pattern of absences; or
- 3) The company has reasonable grounds to suspect that the illness was not legitimate.

Such note shall be requested while the employee is still off work, and any costs of obtaining the note shall be borne by NOW. If deemed necessary, at NOW's sole discretion, NOW reserves the right to request more detailed information from the doctor pertaining to the impact of the illness on the employee's ability to do his or her work. Where NOW considers the medical evidence unsatisfactory for the purpose of verification of an employee's absence from or fitness to work, NOW reserves the right to seek an independent medical opinion. The costs of obtaining such independent medical opinion will be the responsibility of the employer.

- (c) An employee absent due to sickness or disability shall inform their supervisor. NOW will not be required to pay for any missed day/shift when notification of absence has not been given without a reasonable explanation.

Article 8 – Maternity/Parental Leave

- (a) Maternity and Parental Leave eligibility shall be granted in accordance with the Employment Standards Act.
- (b) The employer requests two (2) weeks' notice before the beginning of the leave, and at least four (4) weeks' notice with respect to the employees return-to-work date.

- (c) Maternity or pregnancy leave covers the employee who gives birth to a child, and the employee is entitled to take up to seventeen (17) weeks of leave.
- (d) Parental leave is available to both parents of a child, and the employee is entitled to take up to thirty- seven (37) weeks of leave. Parental leave language also covers adoption situations.
- (e) The aggregate amount of leave that may be taken by the birth mother under pregnancy and parental leave shall not exceed fifty-two (52) weeks.
- (f) A full-time employee who is returning to work from pregnancy or parental leave may request to work part-time hours for a maximum of six (6) months. Such request will be at the discretion of *NOW*, but the request will not be arbitrarily denied. The employee may return to full-time hours on four weeks' notice.
- (g) Benefits under this article shall be available to same-sex couples.

Article 9 – Leaves of Absence

- (a) **UNPAID DAYS OFF.** Each full-time employee will be entitled to up to six unpaid days per calendar year. Days not taken by the end of any year cannot be accumulated and will be forfeited. An employee shall provide as much notice as reasonably possible with a minimum of one week's notice, of a request to take an unpaid day, and such requests will not be unreasonably denied. One, two or more unpaid days may not be taken consecutively or in conjunction with vacation leave or any other leave. See Article 16 (d) re part-time employees.
- (b) **GENERAL LEAVE.** Full-time employees may apply for an unpaid leave of absence of up to six months for any reason except the taking of permanent employment elsewhere. For employees with ten years or more of service, *NOW* will consider the request, and providing the leave doesn't cause undue interference with operations, the request will not be arbitrarily denied. For employees with less than ten years' service, a leave of absence will be granted at the sole discretion of *NOW*. See Article 16 (d) re part-time employees.
- (c) **JURY AND WITNESS DUTY.** Should an employee be required on his or her regular work day to report for jury duty or is subpoenaed or summonses to testify before any court of law, inquiry, inquest or other tribunal, the employee will receive his or her regular pay for that day, up to five days a week. Any reimbursement received from the court or tribunal will be deducted from the regular pay. This clause does not apply to proceedings between the parties to this agreement.

- (d) **UNION LEAVE.** Employees designated by the Union (up to one per department and the unit chairperson) to attend negotiating meetings with NOW shall be released for that purpose without loss of pay. However, in no case will an employee receive more than their regular pay for the week of the negotiating meeting. Upon request and reasonable notice, an employee (not more than one per department) shall be given leave without pay if elected to any office or position of Unifor, one of its locals, the Canadian Labour Congress, the Ontario Federation of Labour or other organizations to which the Union is affiliated. Leaves without pay shall also be granted to employees (not more than one per department) elected or appointed by the Union to attend Union, CLC or OFL conventions, meetings and training sessions.
- (e) **BEREAVEMENT LEAVE.** If required, full-time employees will receive up to five days off with pay in the event of the death of a spouse, parent, child, grandparent, grandchild, brother, sister, step-parent, step-child, step-grandparent, step-grandchild, step-brother, step-sister, parent-in-law, or any person who lives with the employee. Common-law and same-sex equivalents will be recognized for equal treatment under this clause. One day off with pay will be granted for attendance at the funeral of a friend or relative. See Article 16 (d) re part-time employees.
- (f) **FAMILY EMERGENCY LEAVE.** In the case of sudden illness or injury of a member of a full-time employee's immediate family, when no one at home other than the employee can provide for the needs of the ill or injured family member, the employee may take up to five paid days per calendar year to care for the dependent, and shall not be unreasonably refused requests for additional unpaid days off. See Article 16 (d) re part-time employees.
- (g) **COMPASSIONATE CARE LEAVE.** Compassionate Care Leave shall be granted in accordance with E.I. Legislation. Employees that qualify for benefits under E.I. will be paid a lump sum equal to the E.I. gross weekly rate times twenty-five percent (25%) of the number of weeks taken as leave. This amount is payable at the end of the E.I. period. In the event the employee wishes to access the compassionate care leave for an extended family member as defined in Article 9(e), such leave shall be in accordance with the E.I. legislations definition of care. The employee will be entitled to up to eight (8) weeks leave, of which two (2) weeks will be paid for by the company.
- (h) **RELIGIOUS LEAVE.** An employee is entitled to two (2) paid days for religious leave. The employee may use the following options to accommodate this leave:
- vacation time
 - lieu time
 - overtime
 - substitute a mutually agreed listed paid holiday.

Requests for additional unpaid days shall not be unreasonably denied.

Article 10 – Vacations

- (a) In the first year of their employment, full-time employees shall receive one day of paid vacation for each 16 days worked to a maximum of 10 days. These days may be taken once the employee has completed six months of service.
- (b) Full-time employees who have completed one year of employment will be entitled to the following amounts of paid vacation each anniversary year:

| | |
|---|-------------|
| 2 nd to 4th year of employment | Three weeks |
| 5 th to 10th year | Four weeks |
| 11th to 21st year | Five weeks |
| After 21st year | Six weeks |

Full-time employees paid on an hourly basis will receive pay during their vacations based on their average number of hours per week during the previous year.

Employees paid only commission will receive their full commission during their vacation. If, at the end of his or her anniversary year, a commission-only employee has been paid less than 4 per cent of his or her pay as vacation pay (6 per cent in the third year of employment, 8 per cent in the fifth year, 10 per cent in the eleventh year, 12 per cent in the sixteenth year), NOW will make up the difference.

- (c) Employees who leave the employ of NOW before the end of their anniversary year and have taken more than their pro-rated vacation for that year will owe NOW the amount in excess of the pro-rated amount and that excess may be deducted from the employee's final paycheque. Employees who leave NOW without having taken their pro-rated vacation for that year will be entitled to pay in lieu for the difference.
- (d) When a paid holiday occurs during an employee's vacation period, the employee shall be entitled to a mutually agreed upon extra day off.
- (e) Employees who have not used all their vacation days by the end of their anniversary year will not be allowed to carry days over to the next year, unless there is a mutual agreement between the employee and NOW. If NOW requests an employee to forego a vacation and the employee agrees, that employee has the option of carrying over the vacation to the next year or having it paid out in cash.
- (f) Vacations in each department will be arranged according to seniority. However, no employee will be allowed to schedule more than two weeks of vacation in prime vacation time until all other employees in the department have had a chance to schedule their vacations.

Prime vacation time will be defined as the period between the second Sunday in June to the second Sunday in September, the March school break and the period between December 21 and January 3.

Employees will provide their preferred vacation dates by March 1 of each year. Employees who do not provide vacation dates by March 1 may lose the privilege of selection to which their seniority entitles them.

Employee requests for vacation time will be made in writing with at least 30 calendar days' notice prior to the requested start date of the vacation and NOW's response to the vacation request made in accordance with the above will be given in writing within 14 calendar days.

Approval of requested vacation time is at the discretion of the manager/company, but such requests will not be arbitrarily denied.

Article 11 – Paid Holidays

- (a) All employees will be entitled to the following holidays with full pay:

New Year's Day, Family Day, Good Friday, Victoria Day, Canada Day, Civic Holiday, Labour Day, Thanksgiving Day, Christmas Day, Boxing Day

- (b) Employees required to work on any of the days mentioned in (a) will be paid time-and-a-half for four hours as a minimum, in addition to their regular pay. An employee may elect to take the equivalent of this premium in time owing.
- (c) When a paid holiday occurs during an employee's vacation period, the employee shall be entitled to a mutually agreed upon extra day off.
- (d) For an employee whose regular day off falls on a recognized holiday, s/he shall receive an additional paid day off on another date mutually agreeable between the Company and the employee.

Article 12 – Job Security

- (a) New full-time employees shall be on probation for three months (6 months in the case of a sales rep). NOW may extend the probationary period up to six months by mutual agreement of the Union and employee. New part-time employees shall be on probation for four months. Employees dismissed prior to completion of their probationary period shall not have the right to have their dismissal grieved under the grievance or arbitration procedures of this agreement unless such dismissal was effected in a manner which was arbitrary, discriminatory, or in bad faith.
- (b) There shall be no discipline, suspension or dismissal except for just and sufficient cause.
- (c) The Union and NOW agree that it is their policy that no employee will be dismissed, harassed, disciplined or discriminated against because of age, sex, sexual orientation,

race, creed, colour, disability, citizenship, ancestry, place of origin, religion, marital or family status or Union membership or activity.

- (d) In the event of layoffs, employees and the Union will be given notice required by the Employment Standards Act, with a minimum of four weeks' notice, or pay in lieu thereof. At the request of either party, NOW and the Union shall meet during the notice period to discuss possible alternatives to the layoff, and NOW shall consider and respond to any alternatives proposed by the Union.
- (e) Employees shall be laid off in reverse order of seniority, within their classification as set out in Schedule A – Rates of Pay and as determined by the applicable seniority list, provided those remaining are qualified to perform the work required.
- (f) An employee affected by layoff may bump the most junior employee in an equivalent or lower classification provided the position is held by a more junior employee and provided he or she has the experience, ability and training to perform the job in a reasonable period of time (for eg. one week). The employer will exercise its discretion in a manner that is fair and reasonable. Any employee wishing to bump must do so within 5 days of receiving their notice of layoff.

The person so displaced may exercise a similar right to bump in accordance with this article. However, this 2nd level of bumping will be the last.

Full-time employees may bump part-time employees subject to the restrictions and provisions set out in this article. Part-time employees will not bump full time employees.

An employee who bumps will assume the new rate of the position in the equivalent or lower classification.

- (g) During the notice period, NOW shall also request voluntary resignations from employees in the classifications involved, and shall pay severance pay to volunteers in accordance with this agreement. The number of employees to be laid off shall be reduced accordingly.
- (h) Laid-off employees shall be placed on a recall list for 24 months in order of seniority and NOW shall fill vacancies according to that list. Refusal of a job offer, or failure to respond within 14 days of mailing, will result in the employee being dropped from the recall list; however, a laid-off employee may refuse to accept temporary work without his or her recall rights being affected, and a laid-off full-time employee may refuse to accept part-time work without his or her recall rights being affected.
- (i) Employees on the recall list shall be offered reinstatement to employment on the basis of seniority, in reverse order of their layoff, provided they have the experience, ability and training to perform the available work, to the employer's satisfaction. Notification of recall shall be by registered letter addressed to his or her last known address on the Employer's records, and by personal email address if available, with a copy sent to the Union.

- (j) Laid-off employees shall receive severance pay of one week's regular pay for each five months of service or major fraction thereof to a maximum of 52 weeks, unless there is a mutual agreement between the company and the union to increase the ceiling. If an employee is recalled after the payment of severance pay and before the expiry of the number of weeks so paid for, the balance of severance pay will be refunded to NOW.

Regular pay shall be defined as the employee's current hourly rate times their average weekly working hours, going back up to 5 years. For advertising commission employees, regular pay shall be defined as their average weekly income for the previous 24 months. Employees who request a reduction in hours will be paid severance according to the number of hours in their current work week.

- (k) Employees on the recall list will receive Group Insurance Benefits under the same terms and conditions as they did prior to the layoff for a maximum of three months excluding LTD.
- (l) The provisions of this agreement dealing with layoff and recall do not apply in cases where an employee and NOW mutually agree that an employee will be laid off.
- (m) Whenever staffing is reduced below normal because of vacations, holidays, sick leave or leaves of absence, NOW shall fill in with additional employees to prevent an unreasonable increase in work load, providing the reduction in staffing levels can be reasonably anticipated.
- (n) No employee will be transferred to a position outside the bargaining unit without his or her consent.
- (o) Seniority will be determined by an employee's length of continuous service with the NOW bargaining unit, confirmed by the agreed-on seniority list. Seniority will be frozen during a layoff or during a leave of absence of more than three months (except pregnancy and parental leave) and will be restored to the frozen level on the employee's return to work.
- (p) NOW will post and provide to the Union in the first two months of each calendar year an up-to-date seniority list.
- (q) There will be no layoffs, or loss of income, resulting from the contracting out, or transfer to employees outside the bargaining unit, of work done by members of the bargaining unit, unless by mutual consent of the parties. Furthermore, the company shall not publish freelance editorial content as a substitute for bargaining unit work unless under extraordinary circumstances. Extraordinary circumstances shall include considerations of enterprise, exclusive access, first-person voice, specialized knowledge, frequency of contributions, proximity, timeliness and significant competitive advantage for the newspaper.
- (r) Technological Change: NOW shall provide the Union with two months' notice prior to the introduction of major new technology. Where such introduction shall result in the creation

of a new job classification or will significantly alter the job content of an existing job classification, NOW will consult with the Union about the timing and impact of the implementation of the new technology. Where retraining is necessary as a result of such a change NOW shall offer retraining at the expense and on the time of NOW.

- (s) The Employer will make every effort to utilize bargaining unit employees before using non-bargaining unit employees.

Article 13 – Personal Records

- (a) On reasonable notice, and at a mutually agreeable time, employees shall have the right to review personnel files related to them which are kept by NOW, and to be provided with copies of any such material.
- (b) Employees shall have the right to respond in writing to any material in NOW's files. Written responses will be entered into the file.
- (c) Derogatory material will be brought to the attention of the employee before being entered into NOW's records.
- (d) Any derogatory material regarding an employee shall not be used against her/him at any time after 18 months following the placement of such material in the personnel file, provided no additional derogatory material is placed in the personnel file within the 18-month period. NOW will remove from the personnel file, copies of any derogatory material, after two years, upon request from the employee, unless additional derogatory material is placed in the file within the 18-month period.

Article 14 – Health and Safety

- (a) NOW will provide a clean, safe, healthy and properly heated and lighted work environment for all employees and maintain the workplace in conformity with federal, provincial and local health and safety laws and regulations. While driving on behalf of the company, drivers are required to comply with traffic legislation, be conscious of road safety and demonstrate safe driving habits.
- (b) NOW and the Union shall establish a joint committee of at least four members empowered to investigate all aspects of health and safety in the workplace and to recommend corrective measures where necessary. A maximum of three (one per floor, one per department) members of the committee will be chosen by the Union from the bargaining unit. NOW will respond to written recommendations from the committee, in writing, within 21 days. A meeting of the committee may be initiated on request from either NOW or the Union.

- (c) NOW and the Union agree that they have a mutual objective with respect to the maintenance of a safe and healthy work environment and that they will endeavour to cooperate with each other with a view to maintaining an excellent safety record at NOW. The Health and Safety Committee shall meet quarterly, and more often at the request of either party. Minutes of the Safety Committee shall be maintained and distributed to each Committee member. The obligation of a health and safety representative shall include bringing to the attention of the Employer any appropriate matters relating to health and safety. A record of all complaints with respect to health and safety made by committee members shall be maintained and shall be subject to review to ensure the complaints are resolved to the Health and Safety Committee's satisfaction.

Article 15 – Employee Integrity

- (a) An employee's byline or credit line shall not be used over the employee's protest.
- (b) NOW will make a reasonable effort to contact the writer before publishing any editorial copy in which substantive changes have been made.
- (c) If a question arises as to the accuracy of printed material, no correction or retraction of that material shall be printed without prior consultation with the employee concerned.
- (d) An employee whose work or person is mentioned in a letter to the editor or online comment shall ~~will~~ be shown the letter before publication. Where the employee has an objection to the letter or comment, he or she may bring the matter to their immediate supervisor. Where false material concerning an employee is to be published in the letters section or in an online comment, NOW shall also publish a brief reply, if supplied by the employee, or delete it from the online comments.
- (e) NOW will provide legal counsel and meet all expenses, including fines or damages, for the defense of any employee facing civil lawsuit or criminal charges as a result of work published by NOW or as a result of an act of any employee in the performance of a job function, provided that the employee has acted responsibly and within the scope of employment, as well as within the scope of the law and provided that NOW, on the advice of counsel, has the right to make the final decision on how to defend such legal actions.
- (f) No employee shall be required by the employer to give out custody of or disclose any knowledge, information, notes, records, documents, films, photographs or tapes or the source thereof to any party other than the employer. The employer agrees that the foregoing shall not be released to any other party without discussing the matter with the employee or as required by law.
- (g) With the exception of the Editorial Coordinator, an editorial employee shall not be required to create editorial content for advertising or advertorial purposes if doing so would create a direct conflict with regard to their regular areas of coverage.

- (h) Writers shall be permitted to withhold bylines from directed content — editorial content that provides a favourable environment for an advertiser's message, but on which the advertiser does not sign off — if, in their opinion, it would undermine their integrity, authority, or brand.

Article 16 – Temporary and Part-time Employees

- (a) Temporary employees may be hired to cover an absence due to maternity or parental leave, sickness, disability or special projects for up to twelve months. They may also be hired to cover for vacations for up to six months in any calendar year. Qualified part-time employees applying for a full-time temporary position will be offered the job in order of seniority. Part-time employees who accept full-time temporary employment will receive full credit for their service. Time limits referred to above may be extended by mutual agreement between the parties. As per Article 19(g), this clause applies to leaves taken by part-time Circulation Dept employees which are greater than 3 months in length.
- (b) Temporary employees shall not be used to reduce, displace or eliminate permanent employment.
- (c) Temporary employees will be covered by all provision of this agreement (except layoff, recall and probationary period provisions) unless specifically provided otherwise, but will not be eligible for benefits under Article 6, 9 (a) and 9 (b). For 9 (e), Bereavement Leave for part-time temporary employees will apply only to shifts normally worked in the five calendar days following the death. Under 9 (g), temporary employees regularly working only one shift per week will be entitled to a maximum total of three paid sick or family days per calendar year. Temporary employees regularly working more than one shift per week will be entitled to a maximum total of six paid sick or family days per calendar year. Unused sick days or family days for temporary employees may not be carried over from one year to another. Compassionate Care Leave under 9 (g) for temporary employees excludes the lump sum payment extended to permanent employees.
- (d) Part-time employees shall be covered by all provisions of this agreement except where specifically provided otherwise.

Part-time employees will not be covered by Articles 9 (a) and 9 (b).

In case of Article 9 (e), the leave will apply for part-timers only to shifts normally worked in the five calendar days following the death.

In the case of Articles 7 (a) and 9 (f), part-time employees regularly working only one shift per week will be entitled to a maximum total of three paid sick or family days per calendar year. Part-time employees regularly working more than one shift per week will be entitled to a maximum total of six paid sick or family days per calendar year. Unused sick days or family days for part-timers may not be carried over from one year to another.

- (e) A part-time employee may work as a full-time employee temporarily to cover a vacation or absence under the agreement without affecting his or her part-time status.
- (f) Vacation pay for part-time employees will be arranged between NOW and the individual employee, based on the following formula:
 - In the first year of employment: 4 per cent of earnings.
 - In the 2nd to 4th years: 6 per cent.
 - In the 5th to 10th years: 8 per cent.
 - In the 11th to 21st years: 10 per cent.
 - After 21 years: 12 per cent.
- (g) Part-time employees will receive pay for the holidays enumerated in Article 11(a) in accordance with the formula in the Employment Standards Act. Part-timers required to work on the holidays enumerated in Article 11 (a) will then be covered by the provisions of Article 11 (b).

Article 17 – Miscellaneous

- (a) There will be no strikes or lockouts as long as this agreement continues to operate.
- (b) No employee shall be compelled to cross any union picket lines or to handle struck work or work destined for struck shops.
- (c) Employees shall be free to engage in any activities outside of working hours, provided such activities are not in the service of an enterprise in direct competition with NOW, and do not, without permission, exploit the employee's connection with NOW.
- (d) Writers will inform NOW when they sell written material elsewhere. Writers may not sell written material to anyone in direct competition with NOW if it results in a direct conflict of interest, including Toronto daily newspapers, unless the employee receives permission from NOW. Employees other than writers may sell written material anywhere.
- (e) NOW employees are entitled to place Classified line ads at no cost if, at NOW's discretion, space is available and if the ad is not a cash-making venture. Also, NOW employees are entitled to place Display and Display Classified ads at the 52x frequency rate on the rate card effective at time the ad is place. NOW requires that Display and Display Classified ads be pre-paid cash up front.

Article 18 – Joint Committee

- (a) The parties shall form a joint committee with equal numbers of members from NOW and the Union, which shall meet at least once every two months, if necessary, to discuss issues relating to the workplace which affect the parties or any employee bound by this agreement. The committee will consider suggestions submitted by any staff member.

Article 19 – Drivers and Hoppers

- (a) NOW will continue the current practice of paying parking tickets incurred by Drivers in the performance of their duties (between the loading of their vehicle and the completion of their last drop).

NOW will also continue the current practice of paying parking tickets incurred by staff while performing general circulation department duties requiring a vehicle.

- (b) A route shall not exceed both:
 - i) 125 or more stops, and
 - ii) 12,000 papers at 128 pages or weight equivalent.

The “total” weight of the paper, including occupants shall not exceed the maximum load requirement of the vehicle.

- (c) In the event NOW reassigns or restructures a route, it shall be done in a fair and equitable manner.
- (d) In addition to the pay set out below in Schedule A, for delivery of insert(s) not produced by NOW, drivers and hoppers will receive \$12 if they deliver 1 insert, \$14 if they deliver 2 inserts or more.
- (e) Drivers and hoppers will receive overtime at the rate of time and one half for each hour worked in excess of nine hours provided the following conditions are met:
 - 1. Their route has taken more than nine hours to complete.
 - 2. The reason for item #1 is delay caused by the printing company or mechanical failure.

Time and one-half shall be calculated on an hourly rate of 1/8th the per route rate of pay set out in Schedule “A”.

- (f) NOW will supply, upon request but not more than two times per year, work gloves and cutting rings to drivers and hoppers.
- (g) A driver or hopper filling in for a maternity leave, leave of absence or extended illness lasting for a period in excess of three months, shall be considered a temporary employee for the duration of the leave and shall be entitled to all premium pay afforded regular employees.

Article 20 – Commissioned Salespeople

- (a) No accounts on contract will be removed from any employee without just cause.
- (b) No commission sales rep shall be docked commission due to delinquent or unpaid accounts.
- (c) Where a make-good is necessary because of an error at the printing plant, the salesperson will suffer no loss of commission. The salesperson will lose no commission where the error causing the need for a make-good occurs while he or she is on vacation (unless the salesperson has not left adequate instructions), and where the make-good ad *replaces* a paid contracted ad.
- (d) Where a commission-only employee would be paid less than
 - i) \$650 for a classified telemarketer
 - ii) \$675 for a display marketing representative, in a given week through commissions, NOW will make up the difference to \$650 or \$675 as the case may be, should the employee so request. Such requests shall be granted any time during the first six months of employment for display marketing representatives and any time during the first nine months of employment for classified telemarketers, and thereafter on up to five occasions per employee per calendar year.
- (e) Payment of commission on contra ads will be in accordance with the policy tabled by NOW on August 30, 1993, with a maintenance fee of 7%.
- (f) All Display department Marketing Executives and Representatives will be guaranteed reimbursement for:
 - (1) monthly parking at NOW's offices up to \$220/month,
 - (2) parking on business calls, and
 - (3) business-related cell phone expenses.

In addition, all Display department Marketing Executives and Representatives will be reimbursed for any other entertainment and business expenses authorized by the Director, Display Advertising Sales.

Article 21 – Wages and Classifications

- (a) Pay rates will be as set forth in Schedule A, attached to this agreement and forming part of it.

Effective January 1, 2018, each employee in the bargaining unit will receive an increase in their rate of 1 per cent.

- (b) The rates in Schedule "A" are minimums only and NOW may pay an individual above the minimum with the agreement of the Union and the affected employee. Notwithstanding the above, union agreement is not required for establishing rates above the minimum for new hires.
- (c) There shall be no reduction in anyone's pay except by agreement between the parties to this agreement. Commission rates for all categories of advertising except Adult Classifieds will not fall below 10 per cent.

Article 22 – Work-Related Expenses

- (a) The company shall reimburse authorized expenses incurred by the employee in the service of the company.

Article 23 - Duration and Renewal

- (a) This agreement will take effect on ratification by the parties and remain in effect until December 31, 2018. Either party may initiate negotiations for a new agreement within ninety (90) days of the termination of this agreement. During negotiations, all terms and conditions of this agreement will remain in effect until the conciliation procedures required by law have been completed.
- (b) In the event that neither party initiates negotiations for a new agreement within ninety (90) days of the termination of this agreement, the agreement shall remain in effect from year to year thereafter unless written notice of intention to terminate or amend this Agreement is given by either party to the other within ninety (90) days before December 31 in any year thereafter.

See attached letters re: training and educational events, EI rebates, internet/online publishing, new ventures, and the commission rate on new initiatives.

DATED THIS _____ DAY OF _____ 2016 AT TORONTO

FOR NOW

FOR THE UNION:

| | | | |
|---------------------------------------|---------|---------|---------|
| News Writer and Editorial Facilitator | 902.86 | 902.86 | 911.89 |
| Senior Editorial Designer | 28.63 | 28.63 | 28.92 |
| Listings Administrator | 27.72 | 27.72 | 28.00 |
| Entertainment/Music Contributor | 27.72 | 27.72 | 28.00 |
| CopyEditor/Proofreader Start | 23.60 | 23.60 | 23.84 |
| After two years | 27.72 | 27.72 | 28.00 |
| Staff News Writer | 900.00 | 900.00 | 909.00 |
| Food Writer | 961.53 | 961.53 | 971.53 |
| Staff Photographer | 961.53 | 961.53 | 971.53 |
| Graphic/Web Designer | 1137.52 | 1137.52 | 1148.89 |

| | | | |
|-------------------------------|-------------|-------------|-------------|
| INTERACTIVE DEPARTMENT | 2016 | 2017 | 2018 |
| Interactive Producer | 904.35 | 904.35 | 913.39 |

| | | | |
|----------------------------|-------------|-------------|-------------|
| IT DEPARTMENT | 2016 | 2017 | 2018 |
| Pre Press Tech Specialist | 28.65 | 28.65 | 28.91 |
| Digital Systems Generalist | 24.03 | 24.03 | 24.27 |

| | | | |
|---------------------------------|-------------|-------------|-------------|
| PRODUCTION DEPARTMENT | 2016 | 2017 | 2018 |
| Production Services Supervisor | 33.50 | 33.50 | 33.83 |
| Assistant Production Supervisor | 30.96 | 30.96 | 31.27 |
| Designer | 28.63 | 28.63 | 28.91 |
| Senior Designer | 30.60 | 30.60 | 30.90 |

“Base plan” for sales representatives hired after the date of ratification (Sept. 1, 2016):

| Sales between | And... | Base | % COMM | \$ COMM | POTENTIAL PAY |
|---------------|-----------|----------|--------|------------------|-------------------|
| \$0 | \$399,999 | \$40,000 | 0% | \$0 | \$40,000 |
| \$400,000 | \$499,999 | | 6% | \$0- \$6,000 | \$40,000-\$46,000 |
| \$500,000 | \$599,999 | | 7% | \$6,000-\$13,000 | \$46,000-\$53,000 |
| \$600,000 + | | | 8% | \$13,000 + | \$53,000 + |

Letters of Agreement

March 30, 2012

Stacy Reardon, Chairperson
NOW Unit, Southern Ontario Newsmedia Guild

Dear Stacy,

This will confirm that our current training policy as outlined in our current policy and procedure Manual (written below) will not be altered without agreement with the union for the term of this collective agreement.

Yours truly,
David Logan
General Manager

Training and Educational Events

Purpose: To ensure that absences from work for the purpose of training and education are handled consistently across the company.

Policy: Employees will be paid their full salaries for attending company approved training/educational events.

Procedures

Employees will be paid their full salaries for attending company approved training/educational events that take place during their normal working hours.

The course or training must be approved in advance by Human Resources and the General Manager.

Employees must receive written approval from their supervisors prior to beginning a course for which they expect to be reimbursed, or if the course takes place during working hours, or if the employee expects to be paid for their time while attending the course or event.

A copy of the written documentation of approval will be retained in the employees personnel file.

New Employees must complete a six-month probationary period before starting courses for which they expect reimbursement.

Employees must receive a passing grade in a course in order to have their expenses reimbursed.

Letter of Agreement Re: E.I. Rebate

In the event NOW qualifies for the Employment Insurance Rebate, the following shall apply:

In consideration for the provision of the improvement to the employee benefit package, the Union, on behalf of the Employees, releases NOW from any obligation it might have hereafter to pay to employee any employment insurance rebate available due to the existence of the NOW sick leave plan. The Union, on behalf of the Employees acknowledges that the Employees will benefit from the reduction of the Employers Employment Insurance premiums in an amount at least equal to 5/12 of such reduction. The rebate received by NOW shall be used to defray part of the costs associated with the provision of the improved benefit plan negotiated during the life of this collective agreement.

Letter of Agreement regarding the relationship between the two parties

The parties agree that the company needs to diversify the publishing of its media content to include a significant emphasis on innovation, the internet and the launch of new initiatives and products.

The parties also agree that achieving success will require a significant commitment of financial and human resources. The parties also agree that, because the diversification of media publishing will require on-going changes, reasonable adjustments in processes, deadlines and priorities will occur. The Union and the Employer agree that any such initiatives will occur in accordance with the terms of the collective agreement.

The company and the union agree to meet from time-to-time to discuss changes in the industry trends, the company's objectives, strategy and the impact they may have on the business. The Union/Management Joint Committee Article 18 (a) will be responsible for discussing new initiatives, including staffing levels, workload issues, reporting structures and ensuring that all staff are aware of the evolving initiatives and all methods necessary to realize the success of these initiatives.

Letter of Agreement re: New Ventures

A New Venture is a new product or service that the employer has not offered during the previous three years which is substantially different than existing products.

Any disagreements regarding the authenticity of a new venture not meeting the above definition shall be referred to arbitration. The employer may implement their plans pending a formal decision through the arbitration process.

The employer cannot hire staff into a new venture without first informing the union's NOW Unit Chair. New employees hired under the New Venture clause will be classified as temporary Employees for the first 2 years with the same rights as other temporary employees.

An existing employee will not suffer a loss of income as a result of a transfer to a New Venture, unless by agreement of the union and the affected employee, and an employee cannot be transferred to a New Venture against their will. Similarly, permanent NOW employees will not suffer a loss of income as a result of the New Venture.

An employee who transfers to a position at a New Venture shall be entitled to return to their previous classification or, if the employee agrees, to a comparable classification, without loss of service or seniority.

Any new employee hired to replace a vacancy caused by an employee transfer to a new venture will be deemed temporary to a maximum of two years.

Where a New Venture substantially re-constitutes or replaces an existing product, displaced employees shall be offered employment at the New Venture before any external candidates.

The start of the New Venture shall be deemed to be the date of hire of the first New Venture employee. Two years following that date, the New Venture language shall no longer apply and all employees will be covered by all provisions of the collective agreement. At that time, if the duties and responsibilities of a New Venture job are significantly different from an existing classification, the classification and salary scale will be negotiated as per the collective agreement.

The dates of hire into the New Venture shall be recognized as the seniority dates for the new permanent employees, except where an employee has been transferred and their date and seniority shall be that date held prior to the transfer into the new venture.

Nothing in this letter shall in any way add to, detract from or modify the Coverage article of the collective agreement.

Letter of Agreement Re: Commission Rates for New Initiatives Beyond Normal Business Activity

Notwithstanding Article 21 (c), the current level of 10% commission paid on “normal business activity” as of Jan. 1, 2012 can be altered for new initiatives beyond the scope of normal business activity.

For purposes of this letter, the definition of normal business activity shall include, but not be exclusive to, NOW print advertising, nowtoronto.com advertising, commercial printing up to \$80,000 cost-to-client, inserts sold into NOW, and advertising/sponsorships, including advertising/sponsorships on NOW apps up to \$50,000 cost-to-client. For clarity, normal business contracts cannot be combined to reach the threshold of a new initiative, with a resulting decrease in commission.

A sales representative will be compensated at a commission level or flat fee on such new initiatives that allows NOW to be competitive in the marketplace but such compensation shall not be less than 3% commission, or a flat fee equivalent.

This constitutes a minimum commission rate. For clarity, sales representatives who sell a new initiative product or service with a pricing structure that includes a higher commission rate, up to 10%, shall receive such commission in full.

Nothing in this letter shall in any way add to, detract from or modify the coverage article of the collective agreement.

This letter shall be reviewed in two years from the date of ratification. The letter shall expire if agreement is not reached on its renewal or amendment.

Letters of Agreement – Re bargaining Unit Work Done By Publishing Systems Manager

The Employer agrees that bargaining unit work being performed by the current Publishing Systems Manager shall return to the bargaining unit when the said manager leaves the position. For clarity, this means that work similar to, or the same as, work now being performed by bargaining unit members is defined as bargaining unit work. However, work that involves the investigation and development of new systems and processes, and the general oversight of publishing systems and IT, is defined as excluded work.

Letter of Agreement outside the contract re grandfathering of vacations

Notwithstanding the above (Article 10), employees currently receiving a greater amount of vacation than allowed under the new entitlement, or those scheduled to receive an increase in vacation entitlement within one year of contract ratification, will be grandfathered at the entitlement level that existed in the previous contract. For clarity, no employee will incur a reduction in their vacation entitlement from what they are receiving at the date of ratification or from what they were entitled to receive one year from the date of ratification.

Letter of Agreement Re: Generic Drugs

Employees shall be compensated at the price of a generic drug unless a generic drug is not available or it causes an adverse reaction, or it's ineffective. If the generic drug causes an adverse reaction, or it's ineffective, employees will be required to complete a request for exception form, provided by the benefits provider, and to be signed by their Physician. Under such circumstances, the name brand drugs will be fully covered.

If the employee chooses the name brand drug and doesn't meet the criteria for the exceptions above, they will be prescribed the name brand drug and pay the difference in cost between the generic drug and the name brand drug.

Letter of Understanding re: seniority definition

The Employer and the Union agreed to a change in the definition of seniority, as it pertains to layoff, during bargaining for the renewal of the 2012-2015 contract from time with the employer to time in the bargaining unit.

The parties agree that this change is intended to be applied on a "go-forward" basis.

In other words, the seniority start dates for members employed at the time of ratification on September 1, 2016 remain the same. But seniority shall be accrued after that date under the new wording, ie time in the bargaining unit. Consequently, a manager or any other excluded person who is transferred or otherwise moved into the bargaining unit after September 1, 2016 shall not be credited for time with the employer outside the bargaining unit unless the language specifically allows for such credit.

For further clarity, no one who was a member of the bargaining unit on September 1, 2016 shall lose seniority as a result of this change in definition.

Transition of 10% Commission Sales Staff to Base Model

Letter Re: Commissioned salespeople converting to new compensation plan.

Marketing Executives, who have maintained a minimum annual revenue of \$330,000, shall have the option to convert from their 10% regular commission plan to the new base pay plan agreed upon in the 2016 -2018 collective agreement by notifying the employer in writing by November 30 of each year. The conversion shall be effective on January 1 of the following year. The opportunity to convert ends with the expiry of the 2016 -2018 collective agreement. For clarity, this is a one-time conversion. Once an employee has converted, they cannot go back to the original plan.

DATED THIS _____ DAY OF _____ 2016 AT TORONTO.

FOR NOW

FOR THE UNION:

Local History

Where It All Began

Pay of \$30 a week for six days of work, arbitrary firings, salary cuts, and ridiculous schedules. That's what brought the Guild to the newsrooms of Toronto in the Dirty Thirties. And since then, Local 87-M has been working hard to get a better deal, first for newspaper and now for all media employees.

It seems odd now, but in the 1930s, working Canadians looked south of the border when they wanted strong, dynamic and progressive union representation. For news industry employees, the obvious choice was the American Newspaper Guild, founded in 1933 by a man who was then one of the most renowned columnists in North America, Heywood Broun.

While skilled craft workers such as printers and press operators had long been organized at most major papers, the union idea was new to reporters, editors, advertising sales staff, and circulation and clerical workers.

But a small group of Toronto newsroom workers — many of them women, who were only a small minority of editorial staffers in those days — brought the American Newspaper Guild to Canada in September 1936 with the daunting task of organizing the newsrooms of the four Toronto dailies then publishing.

The new local was called the Toronto Newspaper Guild, Local 87 of the ANG, and its first decade was largely a story of failure. With legal protections weak, publishers were able to get away with subtle and not-so-subtle pressure tactics in order to prevent unions from taking root.

Even at the Toronto Daily Star, known as a friend of labour (and founded by striking printers in the 1890s), an attempt in the early '40s to negotiate a contract collapsed after the company demoted known union supporters and engaged in the kind of blatant intimidation that is outlawed today.

The ANG revoked the charter of the Toronto local in 1943.

The First Contract

But the need and desire for a union didn't die. In 1948, the Toronto Newspaper Guild was resurrected and was able to demonstrate majority support in the Star newsroom.

That meant the Guild could be certified by the Ontario Labour Relations Board under newly enacted labour laws, with the result that the company was obliged to bargain with the union.

The new union's first president was Beland Honderich, later to become publisher and part owner of the Star. Honderich set the tone for this new union when he wrote in the first issue of the local union's newsletter: "We are now trade unionists...members of that great body of men

and women who have been striving for years to improve the living standards of Canadian workers...A union, if it is to be successful, must be representative...it must be democratic..."

Those goals continue to motivate this union.

After several months of bargaining, the Guild's first contract in Toronto and indeed the first ANG contract in Canada was signed in April, 1949, containing the milestone pay rate of \$80 a week for reporters/photographers with five years of experience.

The Star proclaimed itself on its news pages as the "first newspaper in Canada to establish the five-day, 40-hour week for editorial employees...it now becomes the first and only Toronto daily newspaper to pay its editorial workers time-and-a-half in cash for overtime."

The Guild was on its way. By 1953, the newsroom of the Toronto Telegram (a paper which eventually folded in 1971) was under Guild contract, and the Globe and Mail followed two years later. At the same time, other departments at the Star followed the newsroom into the union, so that the Guild soon represented advertising sales staff, circulation employees, delivery drivers and accounting clerks totaling almost 1,300 members.

Other early Guild papers in Ontario were the Toronto edition of the Daily Racing Form and the Brantford Expositor, whose mid-1950s unionization marked the local's first foray outside Toronto.

Employees made major gains in wages, benefits and working conditions in those early years, and were generally able to do it without having to resort to strike action.

The first strike in the young local's history took place at the Racing Form in July of 1951. It lasted all of 30 minutes. All 13 members went on strike when the employer refused to implement wage increases that had need negotiated. They returned to work with guarantees that all members would get their increases and they did.

The First Strike

When the Guild's first major strike came, it was at a small paper, and it was a messy one.

Employees at the Thomson-owned Oshawa Times walked out in 1966 in a two-week strike that became one of the biggest Canadian labour battles of the era. While the strike involved only 35 employees, the courts granted a controversial injunction limiting picketing.

That prompted a rebellion in the strong union town, and picket lines swelled to more than 1,000 with the support of other unions.

When the local sheriff showed up to try to enforce the injunction, he was pelted with snowballs and beat a hasty retreat.

Newspaper publishers were outraged, but the strike was settled soon after. A second strike in Oshawa was also long and difficult in 1995 and created the local union's first strike paper operating in competition with the Times. At the end of the strike neither paper survived.

In 1955 the young local union had to confront the loss of one of its early activists and a former president A.O. (Alf) Tate, a Star photographer who was killed in a work accident. Tate and reporter Doug Cronk were assigned to report on a hurricane off the coast of Florida when their plane went missing. Their bodies were never found.

The union honoured Tate by creating a journalism scholarship in his name.

Originally, the scholarship was awarded to a needy grade 11 student who demonstrated ability and was selected by the Toronto School Board. Today the local maintains the A.O. Tate scholarship for a journalism student at Ryerson University in Toronto.

Fred Jones followed Tate as local union president. Jones left the local to work for the international union as a Canadian representative where he continued to work with Local 87.

He later returned to the local as Executive Secretary. His contribution to the union has also been recognized with an internal award. Every year, a local activist is granted an educational subsidy in Jones' honour.

Co-operation between the Guild and other newspaper unions was one of the keys to the gains at the Toronto dailies in the 1950s, but the solidarity was strained in the wake of a disastrous strike by the printers (members of the International Typographical Union) in 1964. The printers at all three dailies took a stand against technological change, but Guild members continued working, and the papers continued publishing with the help of strike breakers. The unionized printers never went back to work.

Growth in the 60s, 70s

The late '60s and the 1970s were a more stable period for the union as the Guild settled into perhaps a too-cosy relationship with the newspaper companies. Organizing of new groups was given little priority. The union, recognizing it was more than just a Toronto organization, changed its name in the late '70s to Southern Ontario Newspaper Guild (SONG), but made no serious effort to expand.

The parent union, recognizing it had members outside the United States, changed its name from American Newspaper Guild to The Newspaper Guild. The early 1970s also saw the first major stirrings of Canadian nationalism within the union, as the Toronto Guild pressed with only minimal success for more Canadian autonomy within the international structure.

The local also had stable leadership through these years. Jack Dobson of the Globe and Mail served 8 terms as local president from 1959 through 1966 when he resigned to become a local union staff representative. Later, John Lowe of the Star led the union for 9 terms from 1976

through 1984. While a woman was not president until 1989 when Gail Lem was first elected, women played a key role in the union and its executive from the earliest days.

Star reporter Judith Robinson was part of the 1939 organizing committee and women like Lillian Thain and Nadia Bozinoff also of the Star, Isabel Greenwood and Jean Pakenham of the Telegram and Margaret Daly of the Star all made fundamental contributions to the union's successes.

The 1980s saw a shakeup at SONG, as new officers were elected with a mandate to organize more workplaces and take a more aggressive approach to negotiations.

At the bargaining table, this new approach saw the Guild's first strike ever at the Toronto Star, in 1983. The 1,500 SONG members were off the job for only four days, including a weekend, but the strike marked a turning point, and companies got the message that they couldn't take the union for granted.

Meanwhile at the Globe and Mail, Guild employees took their first-ever strike vote in 1982, also marking a new era in relations with the company. Those negotiations ended without a strike, and the Globe unit of SONG still has a strike-free record.

Organizing took off in the early '80s, with the Hamilton Spectator newsroom joining SONG and with the landmark organizing drive at Maclean's magazine, where editorial staff went on strike for two weeks in 1983 and gained their first contract. Maclean's part-time employees joined the union in 2005 and these two groups represent the only unionized operations in the Rogers Publishing empire. The Globe and Mail's outside circulation department and advertising staff also went union.

With those successes, news industry workers saw the benefits of unionization. By the mid-'80s, editorial employees at the Metroland chain of non-daily papers joined SONG and bargained a contract that is seen as the pace-setter in the community newspaper sector. Soon employees of other non-dailies sought out SONG, and the union was expanding rapidly.

In the late 1980's, two of the largest non-union newsrooms in the province — the London Free Press and Kitchener-Waterloo Record — joined SONG, followed by organizing at a number of small Thomson-owned papers. After long and bitter — but successful — first-contract strikes at Thomson papers in Guelph and Cambridge, SONG was able to organize employees at Thomson outlets in Belleville, Chatham, Niagara Falls and Midland. Contracts at all these papers made major improvements in wages.

The 1980's also saw a move for the Guild offices to its current home at 1253 Queen St. E., just east of Leslie St. In 1984, SONG purchased the two-storey former Target air conditioning and heating contractor building for \$170,000. With the rapid expansion of membership and units, the former quarters on the ground floor and basement of a townhouse at 219 Jarvis St. had become cramped.

Despite layoffs and hiring freezes at many papers during the 1990s, SONG's membership continued to grow through organizing.

Going Canadian

Throughout the period of expansion in the 1990's, the leadership of SONG became increasingly frustrated with the lack of attention and service that the Newspaper Guild's Washington head office was providing to Canadians. After a long and unsuccessful campaign for more Canadian autonomy within the Guild international, SONG members voted in 1994 to sever ties with The Newspaper Guild. Shortly afterwards, SONG affiliated with the Communications, Energy and Paperworkers Union of Canada (CEP), an all-Canadian union and Canada's largest media union.

The Guild and the Star again did battle in 1992 during a one-month strike over the company's plans to contract-out its delivery department. The strike failed to stop the company's plans, but got a better deal for the laid-off employees.

In 1996, SONG's long-time president, Gail Lem of the Globe and Mail unit, was elected as the CEP's national vice-president of media, the top officer for the CEP's 15,000-strong media section, representing employees in print and broadcast across Canada. She was followed in that post by Peter Murdoch, a former Hamilton Spectator reporter and SONG representative.

Despite restrictive labour laws passed by the Conservative government elected in Ontario in 1995, SONG has continued to organize, bringing in employees of ethnic community newspapers at Sing Tao Daily, Share, the Korea Times and the World Journal. In early 2002 a further 350 employees of the London Free Press chose union representation with SONG.

Their Quebecor cousins in the Toronto Sun newsroom joined up in early 2003, followed closely by the Local's first broadcasting bargaining units at CHUM's New PL/WI/NX later known as the A Channel and Corus. Soon after pre-press employees at the Toronto Sun and editorial employees at the Ottawa Sun chose SONG.

In addition, employees at the Stratford Beacon Herald and the Simcoe Reformer and the free daily Metro have joined SONG. By 2004, the Local represented media workers in newspapers, magazines, book publishing, television and specialty broadcasting, radio and Internet. In recognition of this diversity, we changed the name of our Local to the Southern Ontario Newsmedia Guild.

Expanding Beyond Southern Ontario

In 2008, SONG expanded in a big way to the Ottawa area where we'd already organized the Ottawa Sun.

Beginning in January 2008, we added seven media units from the former Local 102-O, including the House of Commons broadcast/technical group, the Ottawa Citizen mailroom, the

Winchester Press, the Glengarry News, the Pembroke Observer and the audio-video units, TelAv (now Freeman Audio-Visual) and Electronic Language Communications (ELC).

The organizing continued with the addition of the Sarnia Observer editorial department in late 2008. In 2010, both the Metroland Ottawa and the Chinese-language Ming Pao units were added. Ming Pao workers didn't get their first contract, however, until 2012, following a strike and government-ordered first contract arbitration.

Despite the organizing efforts of locals like 87-M, the national union during the first decade of the 21st century suffered major membership declines due to the effect of globalization and the 2009 financial crisis. Many jobs in the heavily-unionized manufacturing sector were outsourced to low-wage countries in Asia. This led to merger discussions between CEP and the Canadian Auto Workers, which were consummated with the creation of a new union, Unifor, on Aug. 31, 2013. Unifor instantly became the largest private-sector union with more than 320,000 members in Canada and a formidable force for worker rights and social justice.

With the merger, CEP Local 87-M dropped its Southern Ontario Newsmedia Guild label and became simply Unifor Local 87-M. It now represents 2,500 workers in all aspects of the media in Ontario and 37 different workplaces. The Local and its members confront daily issues of media concentration, editorial integrity, contracting out, job security, pensions, the declining circulation of paid daily newspapers, and economic pressures in the graphical sector.

In June 2014, 87-M grew again when some 100 members of Ottawa-based Local 588-G – print graphical employees at Canadian Bank Note, B.A. International and the federal government's Treasury Board – voted to join the Local, increasing its unionized workplaces in eastern Ontario alone to 13.

And in 2015 we added our first online unit in Sun Media's Canoe website.

The Local has had, and continues to have, success in supporting its members on their critical issues because of the willingness of members to volunteer their time and use their energy and creativity. Some take time from their careers to work full-time as local president or on local staff. In addition, the Local has been well served by the dedication of its staff hired from outside the membership. Men and women who have spent countless hours in the negotiation and administration of collective agreements and ensuring the infrastructure of the local functioned on a day-to-day basis.

Unifor Local 87-M continues to move forward as it reaches out to workers in journalism, advertising, IT, broadcasting, delivery, graphics, printing, web design, administration, finance, marketing, promotion, audio-visual, library, research, education and accounting.