

Stephen Waddell ACTRA puts Canadian performers first, National Executive Director asserts jurisdiction as SAG's Rule One comes into force

^n May 1st, 2002, the **Screen Actors** Guild's (SAG) global enforcement of Rule One came into effect. SAG's Rule One is the extension of a provision in their national constitution requiring SAG members to work on SAG contracts wherever they go in the world to work.

Rule One has been in the news in Canada, as many in the media and the industry interpret SAG's enforcement of Rule One as an effort to curb so-called 'runaway production.'

ACTRA has been firm and consistent in our stance on Rule One - we have been asserting our jurisdiction over performers working in the English language in Canada, and continue to claim that dual SAG-ACTRA members have the right to work in Canada on ACTRA contracts.

Before SAG's Rule One came into force, one of our producer associations, the **Canadian Film and Television Production** Association (CFTPA) attacked our position and threatened to take us to court.

Things seem to have calmed down a bit since May 1st has come and gone. ACTRA will continue to monitor the situation, answer questions about specific projects and assert our jurisdiction in Canada.

ACTRA is proud of our long-standing

positive and mutually supportive relationship with SAG. ACTRA and SAG have enjoyed the benefits of solidarity in collective bargaining over the years. SAG has a right to implement their membership rules and enforce them. Likewise, ACTRA members, even if they live in the U.S. and happen to be members of SAG, have the right to work under ACTRA contracts when working in Canada.

We continue to believe that SAG's enforcement of Rule One will not have any appreciable effect on the level of production activity in Canada. Most of our members aren't affected by Rule One.

ACTRA's statement on Rule One. a Q&A for ACTRA members and any breaking news on this issue are on our website at **www.actra.ca**.

Commercial Agreement ratified

On May 7, ACTRA members ratified the new National Commercial Agreement Terms of Settlement by 95.69%. The new twoyear agreement with the Canadian ad

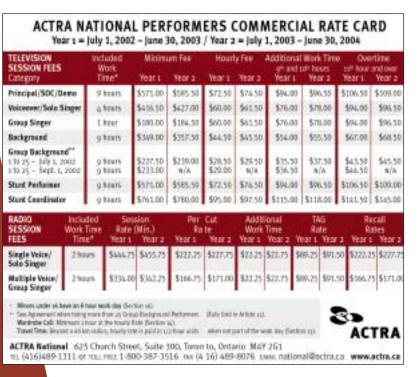
industry is now in effect, with new rates effective July 1, 2002.

In March, ACTRA reached new terms for the National Commercial Agreement with the Canadian ad industry represented by the Association of Canadian Advertisers (ACA) and the Institute of Communications and Advertising (ICA).

Highlights of the agreement include:

- a 5% increase for union performers in television and radio commercials over two years, effective July 1, 2002 (2.5% increase per year),
- substantially improved language to protect children in commercials, and
- incentives to produce commercials in Canada for global audiences and for the internet.

The new National Commercial Agreement will be in effect until June 30, 2004. The agreement covers all the terms and conditions of engagement of professional performers in all English-language radio and television commercials produced in Canada.



National Commercial Agreement

Performers Commercial Rate Card

July 1, 2002 - June 30, 2004