



ACTRA

September 15, 2008

Re: Referendum Vote on the National Commercial Agreement

Dear ACTRA member and colleague,

We are writing to you about a serious matter. Please read this letter carefully and take the time to return the appended ballot. This is one of the most important member referendums ACTRA has held.

ACTRA's National Commercial Agreement (NCA) Negotiating Committee and ACTRA's National Executive have unanimously recommended that we seek a strike mandate from the membership. ACTRA's National Council unanimously authorized this request.

We are asking you and your fellow ACTRA members to support your bargaining team by voting YES in this referendum.

In August, you received a letter updating you on the past 17 months of bargaining between your commercial negotiating team and the advertising industry. At the end of July, 2008, despite making progress, we were deadlocked over a number of very serious issues. ACTRA and the advertising industry jointly asked that government conciliators step in to help us reach a resolution. Unfortunately, despite their help no deal has been reached, although we will be meeting again on September 25.

Your negotiating team now needs your support to send a strong message to the industry that performers will not accept cuts to their earnings. **Your support of this strike referendum will strengthen the ACTRA bargaining team's negotiating position so we can achieve a fair agreement.**

The advertising industry is extremely profitable but seeks to make even more at your expense. They are demanding changes to your contract that would put up to **25% of member payroll at risk**, changes that include **how you are paid for advertising on the web, and changes to performance categories – including Silent On Camera.**

To get a good deal, we need every ounce of bargaining power we can muster. Your support for this referendum will tell the advertising industry that you will not accept changes to the agreement without fair rate gains. It will tell them that after 17 months of negotiations, your patience has run out.

ACTRA has been fair. The ad industry has made it impossible to close a deal.

Your negotiating team has presented carefully researched proposals and thoroughly analyzed what the industry is offering you. We know what is reasonable. We have been flexible toward new ideas that the advertisers say may encourage more production, while remaining steadfast and principled as to what's acceptable. We have been more than patient.

We have made important progress on key issues, including dealing with non-union production and updating payment terms for new media so that this type of work, the future of advertising, will be done through ACTRA at fair rates.

Alliance of Canadian Cinema, Television and Radio Artists

ACTRA National Office

625 Church Street · Suite 300 · Toronto ON M4Y 2G1
Toll free 1-800-387-3516 · Tel (416) 489-1311
Fax (416) 489-8076 · E-mail national@actra.ca · www.actra.ca

Affiliated with the Canadian Labour Congress (CLC)
and the International Federation of Actors (FIA)

Branch Offices: Vancouver · Edmonton · Calgary · Regina · Winnipeg
Toronto · Ottawa · Montreal · Halifax · St. John's

Your support will give us one last push to get the deal done. A strike mandate will put pressure on the industry and give your negotiating team the added boost it needs to finish these negotiations.

A large return of ballots with an overwhelming YES vote will send our message loud and clear: significant changes to key areas of our payment structure, without proper compensation, are not acceptable to professional performers.

What happens next?

We will continue to work hard to negotiate an agreement. We will do our utmost to get you a fair deal.

If talks break down, our Negotiating Committee will make a recommendation to the full ACTRA National Council of elected members from coast to coast. They will make the final decision about bringing the ad industry face-to-face with the consequences of their demands.

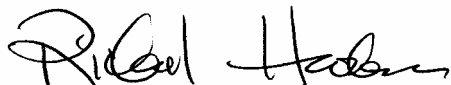
Our power lies in unity of purpose with our fellow performers nation-wide, speaking with one voice and saying YES. Our collective strength will enable us to achieve our proposals for a fair deal.

Support your fellow performers. Support your negotiating committee. Stand up for your own pay and working conditions. Vote **YES**.

If you have any questions or require further information, please visit our website at www.actra.ca, or call your local ACTRA office.

We ask you to vote on the enclosed ballot and return it in the enclosed envelope so that it may be received by the office of the scrutineer no later than the close of business on October 14, 2008.

In solidarity,



Richard Hardacre
National President
ACTRA
and Chair, NCA Negotiating Committee



Stephen Waddell
National Executive Director
ACTRA
and Chief Negotiator

ACTRA's NCA Negotiating Committee:

Heather Allin (Toronto), Joanna Bennett (Toronto), Marium Carvell (Toronto), Paul Constable (Toronto), Bruce Dinsmore (Montreal), Ian Finlay (Montreal), Rob Morton (Vancouver), Doug Murray (Toronto), Karl Pruner (Toronto), David Sparrow (Toronto), Howard Storey, (Vancouver)