



# Pay Equity

## **IT'S ONLY FAIR**



Vancouver-  
New Westminster  
Newspaper Guild  
Local 115

**T**he Newspaper Guild is committed to pay equity, or equal pay for work of equal value. At Pacific Press, our goal is to achieve a significant pay raise for low-wage job ghettos, where women workers are concentrated, without freezing or down-grading the wages of others.

Consider this:

- For every dollar a male Guild member earns, a female member earns 61 cents.

**"In our ever changing society more women are becoming the primary breadwinner. Employers should recognize this transition and acknowledge the work we do and the skills we have."**

**Julie Hansen,**  
*Business Office*

- Only 33 percent of female Guild members earn more than \$600 a week while 76 per cent of the male members earn more than \$600 a week.

Here are answers to questions people often ask about pay equity.

#### **ON THE COVER**

Greg Ryan, *Retail Advertising,*  
Andrea MacBride,  
*Business Office*  
and Murray Bush,  
*Province Editorial.*





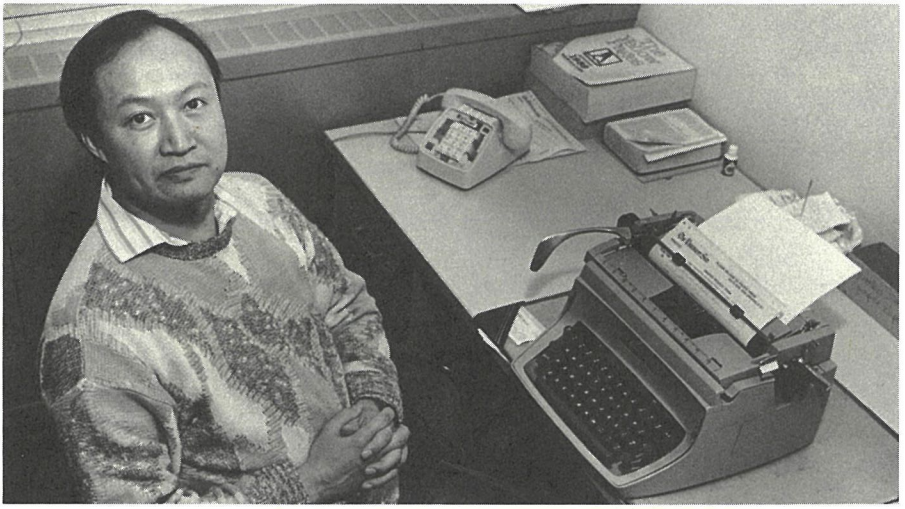
**Q.** What is pay equity?

**A.** Pay equity is a new term for an old Guild demand, the demand for fair wages.

Over the decades, the Newspaper Guild has succeeded in eliminating many wage inequities at Pacific Press. In 1967, classified sales representatives won a significant wage increase narrowing the wage gap with retail and general

sales representatives. This was not at the expense of other workers. Then in 1969, the Guild achieved a major milestone at Pacific Press when circulation district advisors and classified sales representatives achieved key-rate salaries, winning wage parity with reporters and other sales representatives.





**"It's time and it's fair."**

**Wyng Chow,**  
*Sun Editorial*

**Q.**

Why do we need pay equity?

**A.**

Many wage inequities continue in the news industry. Getting rid of this wage discrimination will benefit all our members.

At Pacific Press, management has promoted a pay system that ignores the job demands typical of women's work. Work skills that are undervalued include:

- the substantial training and skill clerical workers such as those in the business office bring to their work.
- the communications and human relations skills editorial, library, advertising and circulation workers need.
- occupational stress and related health problems produced by tightly supervised, computer-monitored jobs in circulation and advertising phone rooms.
- long hours of regimented, stationary routine found in clerical and telephone sales' jobs.

Q.

Does pay equity mean lower wages for men?

A.

Not at all. But many employers would like people to believe that the wage pie is fixed so that if the women's slice grows, the men's must shrink. We know the wage pie is not fixed. Over the years, the Guild has negotiated many improvements to our wages and working conditions, increasing our take-home pay and benefits like pensions, sick leave and medical plans. There is no reason why the wage pie should not continue to grow to meet the fair demands for pay equity.

The whole issue is a matter of negotiation. The Guild is not seeking the same wage for every job but fair compensation for all based on ability, not sex or any other arbitrary reason or distinction. The persistence of low-wage ghettos will only hold other wages down.



**"It's about time we receive equal pay for equal work."**

**Holly Infanti,**  
*Classified Advertising*

Ensuring that women's and other lower-paid workers' substandard wages grow is part of the effort to ensure that all workers are treated fairly. Isn't that what collective bargaining is all about?







**"The skills that are required to perform clerical work today would be more appropriately described as technical and should be paid for accordingly."**

**David Naylor,**  
*Business Office*

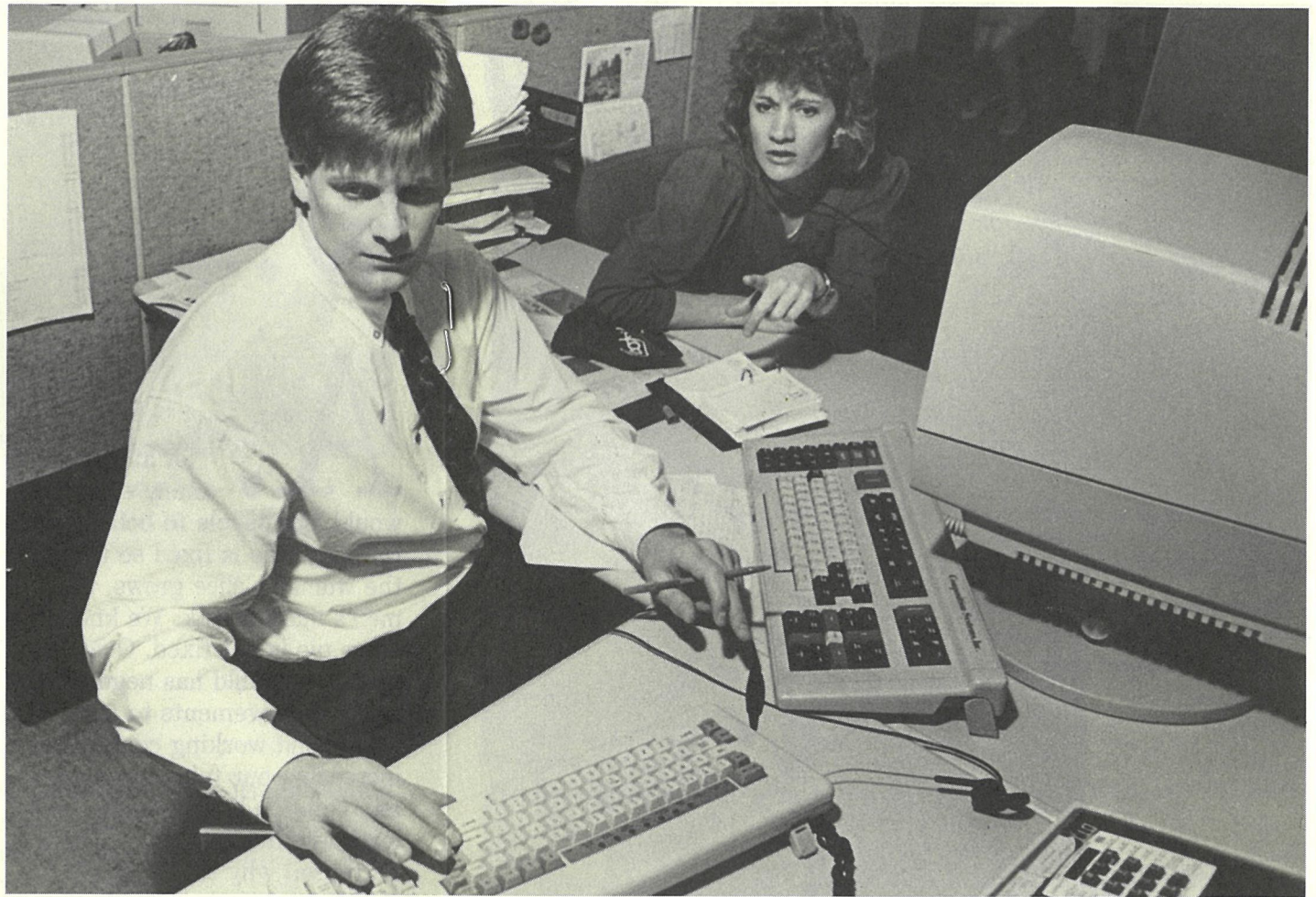
**Q.**

Why does wage discrimination exist at Pacific Press?

**A.**

The problem has its roots in outmoded social attitudes. Many newspaper jobs are segregated by sex, that is, one sex is predominant in the workforce. Because women's economic needs have often been viewed as different than men's, in all the female-job ghettos wages are significantly lower.

Is it fair for Pacific Press to ask its women employees to subsidize its profits by denying them fair wages?



**"Pay equity means more money for the lower paid workers, everyone should be in favour of that."**

**Kelly Larkin,**  
*Business Office*

**Q.**

How does Pacific Press practice wage discrimination?

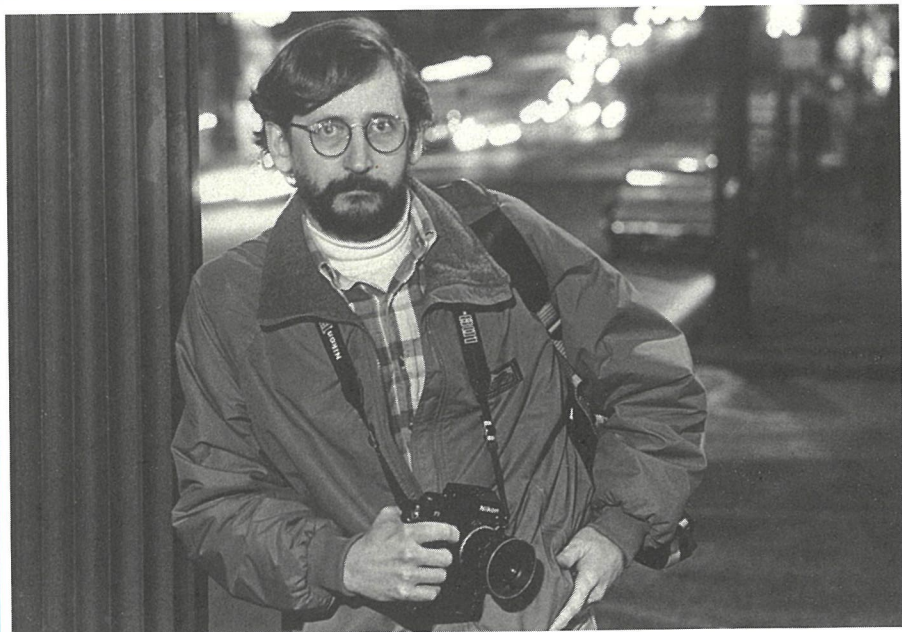
**A.**

Here are just two examples:

- Inside sales representatives and telephone adtakers (female-dominated job categories) take home thousands of dollars less per year than outside sales representatives.

- Supervisors in female-dominated departments earn less than non-supervisory workers in other areas.





**"The strength of our union depends on fairness and justice for all our members. I support pay equity."**

**Steve Bosch,**  
*Sun Photo*

**Q.** Aren't women's wages lower because they have less demanding jobs?

**A.** Study after study has shown that the demands of women's jobs are undervalued. Whenever men's and women's job demands have been evaluated using equal standards, women's work has been found to be paid below value.



Q.

Are women's wages really as important to them as men's?

A.

Yes and in many cases more so.

Today most Canadian families rely on two incomes to pay the bills. In every family where a woman is paid below the fair value for her work, the living

standard of the whole family suffers.

For the million Canadian families headed by single mothers, the woman's wage determines the quality of food, shelter, clothing and educational opportunity that family can afford.

Don't forget that our retirement pensions are directly related to our working wages. This is why millions of Canadian women retire into poverty.



**"Everyone deserves a fair wage."**

**Karen Gram,**  
*Sun Editorial*



**Q.** Aren't Pacific Press clerical workers and janitors already better paid than other people doing similar work?

**A.** Many of our clerical workers and janitors lag behind their counterparts at other unionized newspapers. While our journalists, district advisors and sales representatives are among the best paid at Guild newspapers

across North America, we have the widest wage gap between inside sales and key-rate jobs. We don't accept comparisons between Guild reporters, district advisors and sales representatives and their non-union counterparts. Why should we compare other Guild members to non-union workers?

**"To me pay equity means fighting to get paid the same salary for doing the same measure of work. It means a recognition of the value of my work."**

**Jennifer Treend,**  
*Classified Advertising*



**"Knowledge and  
experience are  
valuable —  
it's time we were  
paid for ours."**

**Alice Busby,**  
*Advertising  
Make Up*



**Q.**

What can  
you do?

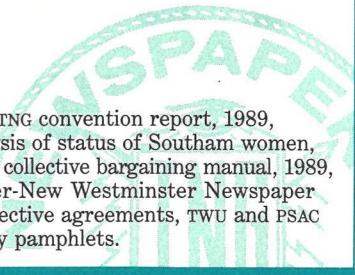
fair pay for everyone at Pacific  
Press.

**A.**

Talk with your  
co-workers and  
Guild representatives.  
Fair wages for all Guild members  
will only happen if we all work  
together. Let your Guild  
negotiators know that you want

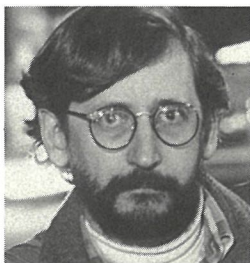
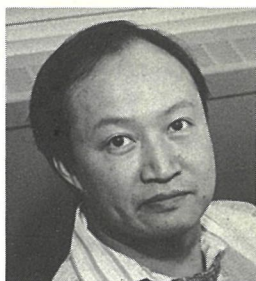
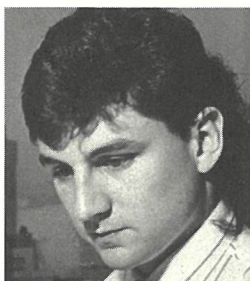
History has shown that employers  
and legislators cannot be relied  
upon to take the initiative. The  
work you do now will benefit your  
daughters and sons.

SOURCES: TNG convention report, 1989,  
TNG analysis of status of Southam women,  
1989, TNG collective bargaining manual, 1989,  
Vancouver-New Westminster Newspaper  
Guild collective agreements, TWU and PSAC  
pay equity pamphlets.





# Pay Equity



## IT'S ONLY FAIR

Contact your pay equity committee  
at the:

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