



*For Immediate Release*

March 7, 2011  
Contact: Andrew Moesel  
212-725-2378(w); 347-852-3140(m)

**BTEA LAUNCHES SUBWAY AD CAMPAIGN, WEBSITE TO  
INFORM UNION CONSTRUCTION WORKERS HOW TO SAVE  
UNION CONSTRUCTION JOBS**

*“Build Union Jobs” campaign to run for four weeks, discuss how industry has  
changed and how union construction workers must adapt*

**New York, NY** – The Building Trades Employers Association, a group that represents 1,700 union contractors in New York City, today launched a campaign to educate the public and union construction workers about the changing nature of the construction industry and the need to protect union jobs. The campaign, called “Build Union Jobs,” will consist of subway advertisements, a website and op-eds in the press and will explain how the number of union construction jobs will keep shrinking unless union work becomes more economically competitive.

Union construction workers are facing over 30% unemployment. At the same time, market share of non-union construction continues to grow because it is between 20-30% less expensive than union work. While construction spending has skyrocketed in New York City over the past three decades, the number of hours of union construction work has remained stagnant. The campaign intends to deliver the message that, if union contractors and labor unions don’t work together to reduce cost, there will be even fewer union construction jobs in the future.

“The cost of construction in New York City has changed dramatically and for good. Union contractors must become more cost competitive with their non union competition,” said Lou Coletti, president of the BTEA. “It’s important that union construction workers know the real facts about the challenges facing the union construction industry.”

The campaign will ask union workers to keep an open mind during upcoming contract negotiations and become more active in membership meetings. The campaign is not intended to negotiate with the workers, but will ask them to consider the general ideas that all jobs to be productive jobs and work rules to be consistent with productivity.

“Union contractors want to continue building their projects with 100% building trades union construction workers,” Coletti said. “We are at a crossroads. Both contractors and workers need to work together to fight our common enemy, non-union construction work.”

The campaign is meant to coincide with the large number of expiring construction contracts, with 30 union contracts are set to expire by June 30. The initial subway ads will go for four weeks, and other ad campaigns may follow. The website, [www.buildunionjobs.com](http://www.buildunionjobs.com), will be up for the remainder of the campaign.