

Exploring Labor Unions and Contract Negotiations

Student's Name

Institutional Affiliation

### Week 10 Assignment: Exploring Labor Unions and Contract Negotiations

The WGA utilized a combination of negotiation tactics and public pressure strategies, including organizing rallies and leveraging social media to garner public support. These strategies aimed to highlight the unfair practices faced by writers and create a unified front against the studios. The effectiveness of these strategies can be seen in the eventual agreement, which addressed several key concerns raised by the WGA.

Two significant demands of the WGA that were initially unmet included higher residuals for streaming content and protections against the use of artificial intelligence in writing. The demand for higher residuals was based on the growing revenue from streaming platforms, which the writers felt should be reflected in their compensation. Additionally, the WGA sought assurances that AI would not replace human writers, ensuring job security in an evolving industry.

The AMPTP had demands related to maintaining flexibility in hiring practices and keeping production costs low. One unmet demand was the ability to hire non-union writers for specific projects to reduce costs. Another demand was to limit the financial commitments towards health and pension benefits, which the studios argued were unsustainable given the current economic climate. These unmet demands contributed to the prolonged strike.

The final agreement included compromises such as a moderate increase in residuals for streaming content and a commitment to further discussions on the impact of AI. While the WGA did not secure all their demands, they achieved significant progress in addressing their primary concerns. The AMPTP agreed to maintain union hiring practices but secured some flexibility in other areas. However, certain demands related to long-term financial commitments remained unresolved, indicating areas for future negotiations.

