

Mile-long Human Billboard conceptualized and organized by Corporate Campaign, Inc. in conjunction with UWUA Local 1-2.



July 8, 1989



A mile-long human billboard (above) was the innovative way thousands of New York unionists showed solidarity with the 14,000 members of Utility Workers Local 1-2 and 600 Electrical Workers Local 3 members bargaining with Consolidated Edison Co.

The billboard was formed on June 13 from the utility's headquarters to those of Metropolitan Life Insurance Co. and New York Life Insurance Co., firms that share directors with Con Ed and

Human billboard

have extensive investments in Con Ed.

At one point along the way, attention was drawn to Eastern Air Lines and Pittston Coal, with representatives of the striking unions on hand (below).

"All of us have a lot of thanks to give to the thousands who lined the streets of Manhattan on 'Link Up & Be Proud' Day," said Local 1-2 Business

Manager Eugene Briody. "It impressed the hell out of the company. But the company brass didn't believe we meant it. Then on June 23, hundreds of you gave up your lunch hour to leaflet 48 branches of Chemical Bank and Seamen's Bank. After this happened, we began to see major movement at the bargaining table."

Both unions gained tentative agreements within five days after the leafletting and members are currently voting on the new contracts.

