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IATSE, AICP Reach New TV Commercial Production Agreement, Neutrality and Recognition Procedures for Freelance Commercial Production Workers

NEW YORK, NY — The International Alliance of Theatrical Stage Employees (IATSE) and the Association of Independent Commercial Producers (AICP) concluded negotiations last week on a new three-year contract covering TV commercial production across the US. The new agreement became effective October 1, 2022 and expires September 30, 2025, with terms going into effect on October 30, 2022.

Additionally, the two parties reached a Neutrality Agreement and Procedures which could lead to Voluntary Recognition for non-union freelance commercial production department workers. This agreement defines a unit of eligible workers, and states that if a majority of those eligible workers designate the IATSE as their exclusive bargaining representative by signing authorization cards, the AICP will recognize the union for purposes of engaging in contract negotiations.

“I am delighted that the AICP and IATSE have been able to come together and address issues, agreeing upon terms and conditions for a successor Commercial Production Agreement. It is also very important that we have agreed to a process that ensures a true majority of our trusted production teams are able to decide how they will engage with their employers ,” said Matt Miller, President and CEO of AICP.

IATSE International President Matthew D. Loeb stated, “I am pleased we were able to not only come to an agreement that provides industry stability and meaningful improvements for our members, but also provide freelance commercial production department workers a fair opportunity to decide for themselves on union representation.”

IATSE and the AICP will disseminate the specific provisions of these two agreements to their respective memberships in the following weeks.

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ABOUT AICP

AICP represents, exclusively, the interests of independent companies that specialize in the production and post production of commercials in various media—film, video, digital—for advertisers and agencies. The association, with national offices in New York and Los Angeles as well as regional chapters across the country, serves as a strong collective voice for this \$5 billion-plus industry. Founded in 1972, AICP assists its members by: disseminating information; representing production and post production companies within the advertising community in business circles, in labor negotiations and dealing with employment issues; and before governmental officials; developing industry standards and tools; providing professional development; and marketing American production and post production via events and awards shows.

About IATSE

The International Alliance of Theatrical Stage Employees or IATSE (full name: International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada), is a labor union representing over 160,000 technicians, artisans and craftspersons in the entertainment industry, including live events, motion picture and television production, broadcast, and trade shows in the United States and Canada.

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