

CHAPTER ONE

You may have heard of a video that is going around. “Telus Idol” is the name.

So what is “Telus Idol” and what does it have to do with anything?

I know how you are all glued to your computer screens when you receive a copy of Darren’s e-letter each week. If you were, you would know that he told us that in late January 2004, there was an event in Montreal, which was referred to as “Team Achieve 2004 Sales Kick-off Event”. The entire Telus sales team, more than 700 members participated in a 3-day symposium that included presentations and an opportunity to network and bond with their fellow salesman from across the country. The theme was “Team Achieve” and was attended by numerous senior executives from Telus.

There was also some entertainment at the event. The American Idol competition was turned into the “Telus Idol” competition. This is the story.



Who made the “Telus Idol” video and how did it get to where it is today? As I understand it the video was made for some of the participants that could not attend the “Telus Idol” competition. It was then put on an Internet file sharing service so that they could get a copy and as a result of that it was obtained by the TWU and the general public. The TWU recognized it for what it was and challenged Telus in a court of law for the wrong doing that was contained within it. The end result was a letter of agreement that imposes “Respectful Workplace Training” on all the employees of Telus including management and yes, senior management as well. All employees means Clearnet and the Eastern employees as well. The TWU will be part of this training, which gives us the opportunity to contact each and every employee in the company including Clearnet and the Eastern employees. This is a very important aspect of this decision.

Also part of this decision was that the TWU agreed not to release the contents of the video to the public or it's members. The TWU has lived up to its commitment and has not revealed any part of these events, which would damage the reputation of Telus.

As you know by now the “Telus Idol” video has made it’s way into the public realm. It is almost 25 minuits long and jumps around from scene to scene. It is not a high quality video but the people are recognizable and the sound is good. There is a blank area at the

end of the video of about 4 minutes and some interference at the beginning. It is not that entertaining but there is no doubt as to what is going on and that Telus is the sponsor of this event.

“Telus Idol” is an imitation of the popular TV show American Idol and is a competition where a panel of judges listens to a performance and then with the performer on stage each judge gives his opinion of the performance. In the Telus Idol video there are 3 performances. The first two are the most important and each one consists of a solo female performer singing songs that are imitations of popular songs but have the words changed to reflect a Telus theme.

It is important to have an understanding of the scene where this takes place. Some would say that this is just a few good old boys having a good time and they should just be left alone. Not so. There were a large number of senior Telus management people attending this event. The Telus logo was in the background throughout the performance. It is most likely that Telus shareholders paid for everything that happened at this three-day extravaganza including rooms and entertainment. This is not a private party. Telus and those responsible should and will be held accountable for what has happened here. The next photo shows the room where the event took place. It is obviously not your typical conference room that you would rent from the local recreation center. While union members have been struggling to get a respectful contract for 5 years, senior management have been living it up in Montreal.



Lets get started on what is in the Telus Idol video.

The video starts with the introduction of the 5 judges by a master of ceremonies (MC). The first judge is introduced, then the fourth judge is introduced. The second and third judges arrive late and it is obvious that they are in an altered state of consciousness. The fifth judge is then introduced.

The entertainment begins abruptly and is a female performer singing a Shania Twain tune with a Telus theme. We don't know the name of this performer. She sings:

Like nothing wants to go my way yaaa it just hasn't been our day nothing comin easily oh oh oh but up up up it only went up from thereup up up where the shareholders care. Up up It only went up from there. Oh we're going up, we're going up, we're going up, team Telus is going up. Ya ya ya team Telus. Ya ya ya team Telus.



The performer gets a big applause.

The first judge (we don't know his name) has his say:

“Well I am incredible impressed. She has taken a brave decision. She has chosen to take the cowgirl position which is one of my favourits. It's been incredible....(laughing)what.....what..... There was teeth, there was hair, there was a belly button, there was shoes and there was thrusting. I thought it was the best act I have seen all year. I am so enthusiastic. I love it. I love it. I love it.”



The second judge we know only as "Michael J". He says:

"I'm up. I'm up big time. You know that thing they call the CN Tower. It's right here in my pants. Up...Up...Up. Holly shit, if I buy stock, would that be insider trading? I mean speaking of inside. Do those pants come off? I'll give you my key but it doesn't have a room number on it."

The crowd was not as impressed with this judge as it was with the others. There was almost no applause. The second judge is on the right of the photo.



Judge three we know is Julie Wilson. She wrestles the mic away from Michael. She says:

“That’s enough now Michael J. Very sparkly belt.”



Judge four is Louie Morin and is one of the Vice Presidents for Telus Quebec. He calls her down from the stage and says:

“I think you are very good. But I think if you work on your breathingbreath inbreath out.....breath in breath out..... You would be better. You have a nice posture and I like iiiiiit.”



Judge five is Jeffery Puritt and he is encouraged to be nice by another judge. Jeff is a Vice President in Telus and reports to Robert McFarland. He says:

“Alright.....alright. So I understand that country music appeals to people that are related to each other before they were married. I get that. But, I can’t help but wonder. How long have you been doing this?”

Performer answers: *“About three and a half minuets.”*

Jeff goes on: *“Throughout that time, no one has suggested to you that augmentation might assist the outcome of your performance”.*

The crowd cheers and the performer smiles and claps her hands softly. She then gestures to her breasts.

She says: *“If I made your money then I could afford..... but.....”*(again gesturing to her breasts).

Jeff goes on: *“You know what. I was actually thinking of offering that. But then I thought that before doing so I would want to be sure you could perhaps perfect your performance by reversing the air flow.”*



The performer is called over by the MC.

The MC says: *“What is that last name? What is the last name of this judge? I am always having problems with.... what his name is. Is it Jeff ???? Prick?”*

Performer says: *“Prick prick.....prick.....Ya.....Very small prick.....ya”.*

The photo above is that moment.

In my next newsletter you will find out what Darren Entwistle had to do with all of this.

You will also read what the second performer had to sing about. Her name is Jill Schnarr. She is a Director in the CEO's office.

You will also read what the judges had to say about her performance.

The next two weeks are very important when it comes to how this dispute will be determined. The more effort that more of us put into our goal of a revised respectful agreement the better the outcome will be.

Also please don't forget to pay your union dues. One idea that members have for dues collection is that rather than count on each member to pay their dues it would be good if one or two people take on the task of collecting the dues. This has the added benefit of contact between the members to exchange news a views on what is happening in your area. It is a good idea.

In conclusion don't forget.....

