

# ACTRA Commercial Agreement BULLETIN

## We need your help to keep making great commercials

Dear ACTRA members, friends, and allies,

Following the renewal of the National Commercial Agreement (NCA) last week, commercials continue to be union-made with our partners in the Association of Canadian Advertisers (ACA) and the many signatory engagers that respect and value the ACTRA performers who make great commercials.

We are continuing to speak with advertisers and agencies to underline that *You're in Good Company* with ACTRA. Our performances make ads that get results.

We are also continuing an aggressive legal strategy—up to, and possibly including, declaring some engagers that undermine the NCA to be unfair.

But we need your help.

**Are your contact details up-to-date?** We want to let you know breaking news as it happens. So please make sure your current cellphone number and E-mail address are on file with ACTRA. You can update your information by logging in to the [ACTRA Member Zone](#).



**Spread the news that You're in Good Company with ACTRA.** Watch and promote commercials made with ACTRA talent and follow us on social media. Learn more [here](#).



**Be our eyes and ears.** If you know of non-union commercial shoots or breakdowns, let us know by sending an E-mail to your [ACTRA Branch](#). We have already filed 14 grievances and will file more.



Together, we are going to attract more partners and make more commercials through the NCA.

Your support has stopped our union from being busted—and we are going to keep enforcing the agreement. Because, thanks to you, it is in effect.

In solidarity,

Marie Kelly and Eleanor Noble

**Missed a previous NCA Bulletin update? Catch up here:**

**[actra.ca/stability/members/](https://actra.ca/stability/members/)**