



NEWS & VIEWS



LEHIGH VALLEY LABOR COUNCIL, AFL-CIO
"UNIONS JOINING TOGETHER AS ONE"

September 2026

www.lehighvalleyclc.org

The 2026 Labor Ticket

for the Tuesday, November 3 Election. Polls open 7 a.m. to 8 p.m.
How you vote is a personal choice, but the Lehigh Valley Labor Council has endorsed the following candidates. Election information on page three.



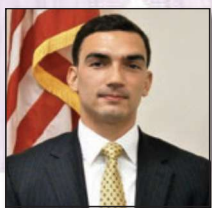
PA Lt. Governor
Austin Davis



PA Governor
Josh Shapiro



US House 7th
Bob Brooks



PA Senate 14th
Nick Miller



PA Senate 16th
Mark Pinsley



PA Senate 18th
Lisa Boscola



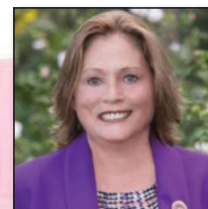
PA House 22nd
CeCe Gerlach



PA House 131st
Meriam H. Sabih



PA House 132nd
Mike Schlossberg



PA House 133rd
Jeanne McNeill



PA House 134th
Pete Schweyer



PA House 135th
Steve Samuelson



PA House 136th
Robert Freeman



PA House 137th
Jeff Warren



PA House 138th
Jared Bitting



PA House 183rd
Deirdre J. Kamber



PA House 187th
Rachel M. Cuevas

The hidden industry spending billions against workers

U.S. employers spent \$1.7 billion busting union organizing campaigns in 2025

by the Economic Policy Institute
May 20, 2026 Press Release

U.S. employers spend roughly \$1.7 billion a year on union avoidance consultants and law firms to keep their workers from organizing and bargaining for better pay and working conditions, according to a new Economic Policy Institute and LaborLab report.

Union avoidance consultants often work to prevent a union election from taking place—and if that fails, to ensure that workers vote against the union and then stall negotiations over a first collective bargaining agreement. Over the past several decades, large law firms—such as Littler Mendelson, Morgan Lewis, and Jackson Lewis—have developed substantial business specializing in union avoidance services, including for Amazon, Starbucks, and Trader Joe's. Further, many union avoidance law firms provide employers services beyond these persuader activities, such as representation at National Labor Relations Board (NLRB) proceedings.

Until now, the role of these law firms has largely gone unexamined because of loopholes in federal reporting laws. Through analyzing Law.com and NLRB case data, the report calculates the revenue law firms generate from employers who try to avoid unions and undermine collective bargaining with their workers. The report also updates previous EPI research on spending on union avoidance consultants. After accounting for overlap between these two totals, the report estimates that spending on attorneys (whether for representation, consulting, or both) and non-attorney consultants is roughly \$1.7 billion a year.

This spending on anti-union law firms and consultants has an undeniable impact on workers' ability to organize and bargain collectively. It is no coincidence that the overall decline in unionization follows decades of federal policy neglect that have weakened U.S. labor law. The loopholes in U.S. labor law, which union avoidance consultants and law firms exploit, routinely frustrate workers' organizing and collective bargaining, enabling wealthy corporations to prosper at workers' expense.

"Americans increasingly view unions favorably and recognize them as critical instruments for building a just economy. But many workers cannot join a union because our nation's labor laws allow employers to derail workers' unionization efforts with impunity," said Margaret Poydock, EPI senior policy analyst and co-author of the report.

"Unionizing is much harder than it should be," said Teke Wiggins, strategic coordinator at LaborLab and another co-author. "That's partly because there are no limits on the amount of time and money employers can invest in union avoidance, and because employers are only required to disclose a tiny fraction of anti-union campaign spending due to reporting loopholes. Our finding that employers spend about \$1.7 billion on union avoidance attorneys and consultants every year shows that employers take full advantage of these deficits in U.S. labor law." For more on this story, visit www.epi.org.



Lehigh Valley Labor Council AFL-CIO

www.lehighvalleyclc.org
Phone 610-366-1358

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The Lehigh Valley Labor Council *News & Views* is published monthly by the Lehigh Valley Labor Council, AFL-CIO. We are proud members of the Pennsylvania Labor Communications Association, AFL-CIO.

The opinions expressed herein are those of the writers only and do not necessarily express the policy of the Council or any of its affiliates. All articles submitted for publication must be signed and received by the second last Thursday of the month.

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Editor

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Webmaster

John Weiss	SEIU #668
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Employers spend millions on union avoidance consultants

Amounts that union avoidance consultants reported receiving from selected employers for work performed in 2025

Company	Total Spending
Amazon	\$26,640,897
UnityPoint Health	\$2,138,994
LabCorp	\$2,015,293
Premier Health	\$801,575
American Rock Products	\$584,915
Syigma Network	\$559,863
Corewell Health	\$526,669
3M	\$501,703
Comfort Systems USA Southwest	\$471,751
Dartmouth Health	\$452,022

Economic Policy Institute

Source: LaborLab's analysis of LM-10 forms filed by consultants with the U.S. Department of Labor's (DOL) Office of Labor-Management Standards (OLMS), in 2025, rounded to the nearest thousand dollars.

Annual Pete DePietro Labor Day Picnic Sunday, September 6, 12 noon—5 p.m. American Club, 300 Cherry Street, Coplay, PA

(Rain or shine: Weatherproof venue)
\$20 per person & must be registered by August 22
\$25 at the door with no registration
Free—children age ten and under

Hamburgers, hotdogs, clams, corn
Chips, pretzels, salad, desserts
Draft beer, birch beer, water, face painting

Please send checks to:
Lehigh Valley Labor Council
c/o Dennis Andrews
1705 Northampton St. Easton PA 18042

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We find ourselves on the eve of the Declaration's 250th anniversary hearing the idiotic notion that the United States can 'scrub off' diversity, equity, and inclusion as though these were just surface affectations and the even more grotesque delusion that doing so would make us 'great again.' Such efforts to secure agreement around denying the existence of slavery will fail now, as all such efforts have failed before, but not without extracting a price. . . .

"Consider the narrative of United States history that would remain without the dishonorable treaty making and deliberate genocide that dispossessed Indigenous communities of their lands, without the long struggle to free captive Africans from enslavement and oppression, without the repeated restriction of immigration to White, Christian, Europeans, and without a century and a half of reserving the franchise exclusively to males. Shorn of those documented failures, the United States emerges as a nation born whole and perfect from the minds of one generation of elite White men. Were such a history correct, the proper response of all its beneficiaries would be amazed and worshipful gratitude. There would be no need for active, informed citizens, widespread public education, or free and competent media."

Sharon Ann Holt, "What Happened, and What did not, at the President's House on Independence Mall," Pennsylvania History: A Journal of Mid-Atlantic Studies, Vol. 93-1, Winter 2026.



Mark your calendar Lehigh Valley Labor Council's 2026 events

September 6: Labor Council Labor Day Pete DePietro Picnic, American Club, Coplay
September 7: Labor Day
September 16: Labor Council monthly meeting
September 19: Labor Council Annual Golf Tournament, Shepherd Hills, Wescosville
October 19: Last day to Register to vote in the November election
October 21: Labor Council monthly meeting
November 3: Municipal Election. Polls open 7 a.m. to 8 p.m.



Annual golf tourney slated for September 19 Proceeds benefit labor community projects

by Gregg Potter, International Union of Operating Engineers #542
Executive Vice-President, Lehigh Valley Labor Council

The Twenty-third Annual Lehigh Valley Labor Council Golf Tournament will be held Saturday, September 19 at the Shepherd Hills Golf Club, 1160 S. Krocks Road, Wescosville. Registration begins at 7 a.m. and shotgun starts at 8 a.m.



All proceeds of this event will support community service efforts put forth by delegates and officers of the Lehigh Valley Labor Council. Examples of past efforts include, but are not limited to: TeenWorks, Roosevelt Elementary School and after school care and Holiday Program, Big Brothers/Big Sisters of the Lehigh Valley, Lehigh Valley Cops-N-Kids, Leukemia-Lymphoma Society, and American Cancer Society via Real Men Wear Pink.

Since its inception, TeenWorks has provided grants to

Lehigh Valley youth organizations to hundreds of local projects. Every TeenWorks board member has continued their education after graduating high school.

The golf outing is held rain or shine. In case of inclement weather, all registrants will receive a rain check for a future round of golf. The sponsor-golfer deadline is September 9 and is limited to the first 132 paid players.

Included in your sponsor-golfer registration are green fees and cart (single golfers may be paired up), hot dog at registration, beverage package, prize opportunities, and picnic buffet dinner. Visit lehighvalleyclc.org for more information.

Please send checks payable to: Lehigh Valley Labor Council, Attn. Dennis Andrews, 1705 Northampton St., Easton, PA 18042. For more information, please visit the labor council's website at www.lehighvalleyclc.org. Or you may e-mail at potterfb@msn.com, or call at 610-360-9491.



Percentage of US Supreme Court votes aligned with Donald Trump or his administration: 100 major cases 2017-2026.

Justice	Percentage aligned with Trump
Samuel Alito	89%
Clarence Thomas	88
Neil Gorsuch	84
Brett Kavanaugh	76
Amy Coney Barrett	70
John Roberts	67
Elena Kagan	23
Sonia Sotomayor	12
Kentanji Brown Jackson	2

(Credit: Wall Street Journal, July 11, 2026)

Building working-class power outside the two-party system

The Reading, Pennsylvania Socialist Party's 1927 electoral victory

by Ron Ennis, Editor
Lehigh Valley Labor Council

In November 1927, a political party with only fifty dues-paying members won Reading, Pennsylvania's mayoral race. It also captured seats on city council and the local school board.

The Socialist Party's victory marked a surprising comeback for a political organization that had damaged its reputation ten years earlier for opposing America's entry into the First World War. How did a few dozen activists pull off a dramatic win? Understanding Reading's Socialist Party (SP) success may illuminate why today's Democratic Socialists of America (DSA) and other progressive movements have won recent electoral contests.

Raymond J. Phillips, Kenneth E. Hendrickson and Ian Gavigan wrote compelling histories about the Reading SP. According to these historians, voters saw Reading's SP as a working-class party led by authentic, honest leaders. The party's platform directly addressed voters' economic concerns, while avoiding the divisive ideological debates that fractured the national Socialist Party of America (SPA). Phillips, Hendrickson and Gavigan showed how Reading's activists built political power for an ideology that stood outside the two-party system.



Fig. 1: A unionized workman of the Congress of Industrial Organizations (CIO) labor federation asks an elderly gentleman how he can erase the Soviet Union's sickle and hammer tattoo from his forearm, 1949. The fear of communism's spread during the post-war era triggered illustrated press attacks against unionized workers. Newspaper editorial images depicted them, not CEOs and bankers, as being disloyal. Editors used derogatory images to shape readers' perceptions of unions. (Credit: Easton Express, May 24, 1949)



Fig. 2: James Hudson Maurer. He led the Pennsylvania Federation of Labor during a tumultuous sixteen-year period. He also served six years in the Pennsylvania state House as its first member of the Socialist Party (Credit: Wikimedia Commons)

Beyond economic messaging, the Reading SP benefited from favorable media dynamics. The party's candidates maintained a disciplined campaign message that explained their platform and countered their opponent's criticisms. They understood the importance of local press coverage in shaping voters' opinions and the lesson of never allowing your opponent's smears to go unanswered. (Fig. #1)

On the eve of the twentieth century, a small, dedicated band of labor activists emerged in Reading amid growing worker unrest and dissatisfaction with the two major parties – Democrats and Republicans. They joined the SPA and organized a local branch in 1902. A majority of the members, including James Hudson Maurer and John Henry Stump, came from the laboring classes. Despite their small numbers, they maintained political visibility through intense effort. Their efforts bore fruit in 1910 when Reading voters elected Maurer as the first SP member to the Pennsylvania State House. The following year, voters elected SP candidates to city council.

Upon Maurer's arrival in Harrisburg, he immediately introduced a bill abolishing the state police, which Pennsylvania labor leaders condemned as a strikebreaking force working on behalf of steel magnates, railroad barons, and coal mine bosses. He later helped establish the state workmen's compensation program, which aided injured workers and families who lost members to workplace accidents. He gained further prestige in 1912 when Pennsylvania labor delegates elected him president of the state's Federation of Labor, a post he held for the next sixteen years. Historian Phillips argued that without Maurer, "the Reading Socialists would not have been as successful as they were." Those who knew him, described him as a "born leader." (Fig. #2)

When the United States entered the First World War in 1917, Maurer's outspoken opposition cost him constituent support. He lost his re-election the following year. His defeat reflected a broader trend in the immediate post-war period: the retreat of the SPA.

Seven years later, the party's comeback began when local economic grievances created an opening. Historian Hendrickson found that Reading's labor socialists had failed to win majorities on any issue "until 1925 when . . . property evaluations and tax assessments became the burning issue." Reading had grown during the first quarter of the twentieth century into a city of working-class homeowners increasingly sensitive to economic issues. The city's SP candidates recognized this sensitivity and argued that Democrats and Republicans had levied local taxes over the years that "discriminated in favor of big property owners." SP candidates never permitted voters to forget this issue.

Reading's growing debt also alarmed working-class residents. They blamed both major parties for the red ink, as Republicans and Democrats had alternated control of city government every four years since the 1880s. As the debt grew, politicians from both parties and the city's Chamber of Commerce favored issuing bonds to address the issue. Voters rejected this solution. In contrast, the SP urged a pay-as-you-go policy that appealed to the city's predominantly Pennsylvania German sensibilities. The SP's fierce campaign against bond financing resonated with voters.

Reading's SP campaigned on economic policies that addressed property assessments, municipal debt and local taxes. By focusing on concrete local issues rather than divisive ideological debates, they diverged sharply from the SPA's strategy. John Stump, Reading's 1927 SP mayoral candidate, left the SPA earlier for a brief period angered over the national party's planned alliance with the Communist Party. "The Party is advocating a doctrine which is noxious to us," Stump publicly stated at the time. As historian Phillips explained, "Reading experienced no more socialism under the Socialists than other American cities experienced under the Democrats and the Republicans."



Fig. 3: Reading Socialist Party political ad, 1927. The ad, "paid for by workers of Reading," blamed the two major parties for increasing taxes and debts. The ad also defended the party platform. "The old scare of 'Socialism' is being used to bluff you. Don't be fooled." The party relentlessly attacked their opponents, while refuting criticisms. (Credit: Reading Times, November 7, 1927)

Finally, the Reading SP activists vigorously responded to political attack ads in the local press. When the city's Democrats ran full-page broadsides attacking the SP's platform as "untested theories," the labor socialists immediately published a rebuttal. "Don't be fooled again by last minute untruths," they warned readers in their ads before pointing out their opponent's incorrect facts and figures. The party's labor socialists maintained a disciplined message, explaining their platform while refuting their opponent's claims. (Fig. #3)

The Reading SP also benefitted when the city's two daily newspapers endorsed a nonpartisanship policy during the election season. The *Reading Eagle*, and especially the *Reading Times*, gave the 1927 Municipal Election considerable attention. In an era when newspapers routinely criticized Socialists in both their editorials and news reporting, both newspapers refrained from attacking the Stump-Maurer ticket. The *Eagle* characterized Stump as having a "pleasant personality (that) won him many friends outside the ranks of his party." It described Maurer, a city council candidate, as "Reading's most widely-known citizen because of his many years of activity in national labor movements." The *Times* went so far as to encourage voters in a front-page November 1 editorial to choose

between Socialist Stump or Democrat William Sharman in the mayor's race. "Their positions are down in black and white. Their administrations will be an open book." Meanwhile, Republican candidate John Stauffer would conduct business "behind locked doors . . . on every important city problem."

While Reading's two dailies remained generally neutral during the campaign, the city had a weekly newspaper that appealed decidedly toward the working class. Known as the *Reading Labor Advocate*, local labor activists launched the weekly in the early the early twentieth century and navigated it through the tumultuous post-war era while other Socialist organs went bankrupt across the country. Historian Ian Gavigan found that the widely-circulated *Advocate* helped build Reading's SP into "one of the most successful SP organizations in US history."

Facing scant media headwinds, running on an economic platform that resonated with voters, and led by talented leaders and energized members, Stump, Maurer and their SP ticket scored a stunning victory on Election Day, November 8. The *Times* editor observed after the election that "one out of every two who went to the polls voted for Stump and his associates. But one out of every two was not, and is not now, a Socialist. (Voters) disregarded party lines because they had become convinced that a city government that gives more attention to party patronage than to public service is undesirable." A November 12 *Allentown Morning Call* editorial agreed. "Reading's voters seem to have taken the position that both Republicans and Democrats have failed to give the city a satisfactory administration and, in their desperation, they have turned to the only relief in sight – the candidates of the Socialist Party."

The SP's victory marked Reading as the third major city in the United States to elect a Socialist administration. "The people here know now that we are Socialists, but we don't spit fire," Mayor-elect Stump publicly declared later. "We hope that our election will hearten the friends of sound and sane government in other parts of the country."

(continued page seven)



Fig. 4: Newly-elected Reading Mayor John Stump blamed his predecessors for a tax system that burdened the city's working class. The "small homeowners . . . had their assessments increased and their taxes were made heavier. (Meanwhile), the well-to-do actually got a decrease in taxes." (Credit: Bethlehem Globe, November 12, 1927)

Talks with stewards

Right-wing extremists giving steward a hard time

by Terrence F. Connors

Labor Education and Research Center, Indiana University

Roy Watkins has been a steward for six years in a plant with two thousand union members. He has been around for a long time. He helped in the organizing of the plant, and back around 1940 he helped to block the extreme left wingers who were trying to take over the local.

In the years since then, Watkins has seen about every kind of problem that can come up in a local union. Most of the problems tend to get solved eventually, although they are replaced by new ones as quickly as they disappear.

However, there is one problem that has arisen recently that has him stopped. About thirty of the men in the plant, including a few in his department, are either members of or sympathetic with some extreme right-wing groups.

Watkins has known many members who voted for conservative candidates. He used to argue with them about their not knowing which side their bread was buttered on. As each election time drew near, there was some bantering back and forth, but few scars were left when the election was over.

But these people are different. They seem to be continuously angry about what is happening in the plant and in the world outside the plant. Their list of complaints is without end.

Their attacks can be broken down roughly into two areas: those relating to the union and those relating to politics outside the plant. Their attitudes toward the union are expressed something like this:

Unions should stay completely out of politics and be concerned only with shop problems.

Local unions should spend no funds on anything other than the administration of the local union.

Dues should be reduced. Under no circumstances should they be raised.

The local should go it alone, run its own affairs, and ignore the international union.

Many of the international union officers are radicals.

Of course, many of the above positions have been taken at one time or another by good union members also. It is the package taken together, plus its continuous repetition that is significant. You would listen a long time before you would hear one of them make a favorable comment about the union. This is because these men are strongly anti-union, even though you sometimes find one on the executive board or as a steward. You will notice also that unlike the typical union guy who is a griper, these men rarely, if ever, criticize the company.

We should make a brief comment on some of the ideas they push in the shop. Their recommendation that unions stay completely out of politics ignores the effect of legislation on workers. Their recommendation that dues be lowered ignores the fact that in most unions the dues are already too low to provide the services that members desire. . . .

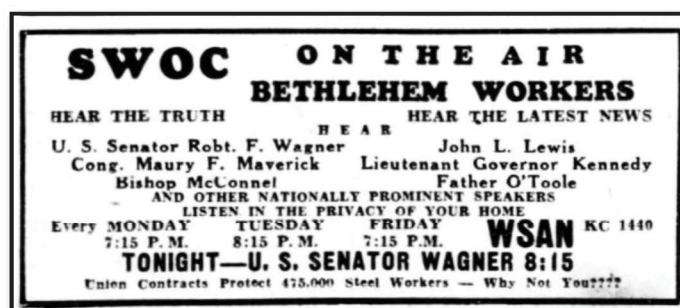
If you engage them in conversation about the world outside the shop, they will let you know that:

We should get rid of Social Security, an example of compulsion on the part of the federal government.

The federal income tax should be abolished.

The civil rights movement is led by Communists.

Many Communists are in our federal government.



US Sen. Robert Wagner addressed Bethlehem steelworkers in a local radio broadcast on July 20, 1937. Wagner is credited as the author of the National Labor Relations Act of 1935. Sponsored by the Steel Workers Organizing Committee (SWOC), the WSAN-1440 broadcast reached towns where the Bethlehem Steel Corp. operated plants. The SWOC designed the programs to educate their prospective members about legislation and news that affected workers' rights on the job. (Credit: Allentown Morning Call, July 20, 1937)

Treason is widespread in Washington.

They believe that America is about to collapse, due to treason from within, and that they are the only true patriots left. . . .

Although the beliefs of the far-right people may seem ridiculous, it is well to remember that America has gone through a long period of frustration. After World War II we expected to have peace, and a return to the normal condition of taking care of our country's problems and ignoring most of the world's problems. We haven't been permitted to do this. We have had a cold war for twenty years; we have had the weight of the world on our shoulders, as the only powerful free nation; we have had to become involved in crises all over the world; we have been fighting in Korea and Vietnam; we have had high taxes; and, to top it all off, there is no end in sight to any of the above.

It is not surprising that some people feel this strain to a high degree. These national frustrations are there for all of us. Possibly the far-right people find the strain very great when they add the burden of national frustrations to their anxieties about their personal lives.

While I do not believe that the far-right people will ever elect many people to local union office, they do have the ability to make life difficult for local union officers, and to influence the direction in which a local union moves.

Watkins best means of combatting their ideas is by effective counter arguments. If they put forward their ideas on dues, political activity and the local's going it alone, he will have to know what dues are used for, how legislation affects the local, and why it would be impossible for a local to go it alone.

Watkins will not convince the far-right people, but he will have an impact on the membership they are trying to convince.

Editor's note: Terrence F. Connors, Asst. Professor of Education at the Labor Education and Research Center, Indiana University, published *Talks with Stewards* in 1966. Connors explained in his introduction that the purpose of his book "is to increase the steward's understanding of the men he represents." Years of working in factories and teaching union members in university labor education programs had taught him that many problems faced by shop stewards "cannot be solved simply by learning more about the grievance procedure and collective bargaining." By understanding why members or bosses behave in certain circumstances could ease the shop steward's job.

Connors addressed forty issues that stewards might face and wrote about real people he encountered. However, he changed their names.



Building working-class power

(continued from page five)

Stump and his administration immediately addressed the issues they had campaigned on. They eased property assessments on working-class homeowners, though it antagonized business interests. They improved the city's sewage network, including the reconstruction of the disposal plant to stop raw sewage flowing into the Schuylkill River. They eliminated the "spoils system," establishing permanent municipal employees regardless of party affiliation. Newly-elected councilman Maurer predicted Reading voters "will see performances from the word go instead of promises," reported the *Morning Call*.

Despite their successes, the *Morning Call* warned that the Stump administration would "have a hard row to hoe." Solving the city's burdensome debt required tough decisions because "the sources of public revenue have been pretty well tapped already." Reading's two daily newspapers, which had refrained from attacking the SP candidates during the campaign, soon emerged as vocal critics of the newly-elected leaders. The public, however, ignored the critics and re-elected the Stump-Maurer ticket in November 1929 just before the Great Depression drastically changed the nation's economic and political landscape, as well as the political fortunes of Stump, Maurer, and countless other office seekers.

Stump, Maurer and their political allies offered Reading's residents an efficient government, not an experiment in socialism. They understood their community and produced a working-class platform that appealed to a majority of their constituents, and once in office, they generally fulfilled their campaign pledges. "All this sort of thing is not Socialism," Maurer wrote in his 1938 autobiography *It Can Be Done*. "So long as people think that politics is in its nature corrupt, they are not likely to understand what Socialism means. Only clean political action can usher in the new social order." Reading's SP remained competitive until Stump's final victory in 1943.

Third parties have generally failed electorally in American history, but Reading's working-class SP suggests a blueprint for building political power for an ideology that is outside the two-party system.



Lifetime Labor Record of Lehigh Valley's House members

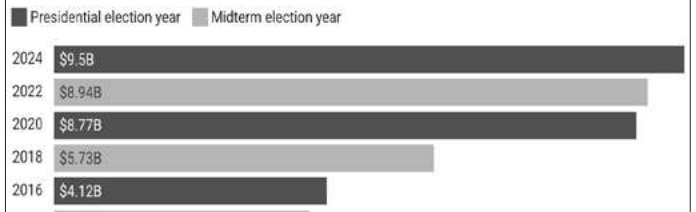
House member/Party	Years served	Legislative scorecard on labor issues as a percentage
Charlie Dent (R)	(2005-2018)	23%
Susan Wild (D)	(2018-2025)	97
Ryan Mackenzie (R) (2025-)		8

(Credit: AFL-CIO, www.aflcio.org)

According to correspondent Julia Ornedo in the July 2 online publication *The Daily Beast*, Ryan Mackenzie has "quietly overhauled his campaign website to scrub MAGA talking points, including a reference to 'forever wars.'" Meanwhile, he has voted four times to uphold Trump's Iran War, which has sent gas prices soaring. Trump endorsed him at a June rally in Macungie, but could not remember the 43-year-old's name.

The rising costs of congressional elections

House and Senate campaigns collectively spent \$9.5 billion in 2024, nearly six times as much as they spent in 1998.



(Credit: Opensecrets.org, January 20, 2026)

Precision targeting

Campaigns increasingly aim for voters by advertising on streaming services

by Ron Ennis, Editor
Lehigh Valley Labor Council



Over half of all political spending will happen between August and November. What may surprise you is that an increasing amount of those advertising dollars are spent on streaming platforms.

The 2026 US midterm elections are projected to reach over \$11 billion in total advertising spending, marking a leap of nearly \$3 billion from the \$8.9 billion spent during the 2022 midterm cycle. Some sources suggest this election cycle's spending may eclipse the 2024 presidential race. Roughly fifty percent of political ad spending will air in the final thirty days before Election Day. (See chart above)

Current political spending levels are ahead of previous midterm election years. While most spending continues on broadcast television, the biggest jump in dollars is seen on streaming services. These include such well-known platforms as YouTube, Discovery+, Disney, HBO Max, Peacock, Tubi, Pluto, etc. Statistics show YouTube as the biggest beneficiary of this political ad spending.

Why the migration to streaming?

Streaming captured nearly fifty percent of all television viewing at the end of 2025. Cable and broadcast television's share continues to decline. As audiences shift their viewing preferences to online programming, political advertisers have followed. The targeting capabilities of streaming aided this growth by allowing political advertisers to reach specific geographies and demographics unmatched by cable or broadcast channels.

How do advertisers do this?

Most streaming platforms allow advertisers to choose exactly who sees their ads, wrote Jamie Manning, CEO of Swann Street Media, in a January 3, 2025 *Wall Street Journal* commentary. "By combining publicly available voter files with purchasable information from credit-card companies, internet service providers, and other data brokers, it's possible to match voters with the unique 'device IDs' of their laptops, desktops, smartphones and tablets. From there, it's possible to build accurate profiles based on purchasing, browsing and location histories."

Manning believes political campaigns will increasingly pay for microtargeted political advertising "to reach the voters they need with the exact messages those voters find most compelling." At the same time, online campaigning will render location-based ads, found on cable and broadcast television, obsolete.



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THE NEXT MEETING WILL BE HELD ON
WEDNESDAY, SEPTEMBER 16, 2026

Executive Board @ 7:00 PM – Delegate meeting @ 7:30 PM

Teamsters #773 3614 Lehigh Street, Whitehall PA 18052

(One block east of the Whitehall Township Police Department)

The *News & Views* is produced by members of the Communication Workers Local #14827,
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