



ABC Alaska
 301 Arctic Slope #100
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2025 Merit Shop Proud Campaign

Alaska Built Right!

We are taking a stand.

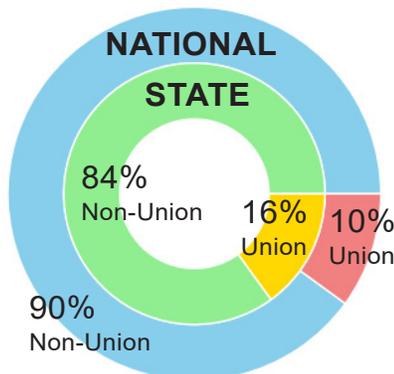
In response to recent developments, we are pursuing legal action to protect the rights and integrity of the merit shop workforce in Alaska. As outlined in our official statement, this action is not just about defending ourselves—it's about standing up for fairness, opportunity, and the right to compete on a level playing field.

But we're not stopping there.

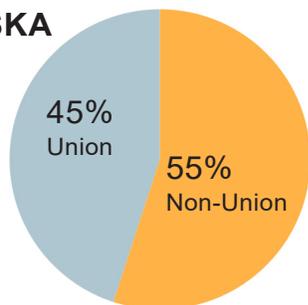
We're launching a positive media campaign to spotlight the incredible work our members have done across Alaska. From schools to municipal buildings, we've built the backbone of our communities—and now it's time to tell that story loud and clear.

Workforce Averages

Companies in Construction



Gross Construction Revenue ALASKA



Why Merit Shop ...

Construction contracts should be won through fair and open competition.	<ul style="list-style-type: none"> • Level playing field • Merit-based awards • Freedom from union mandates • Lower costs, more flexibility
Government-mandated project labor agreements discriminate against workers not affiliated with construction labor unions.	<ul style="list-style-type: none"> • Excludes qualified non-union firms from bidding on public projects • Forces non-union workers to follow union rules and pay union dues • Limits workforce flexibility and hiring autonomy • Increases project costs by reducing competition • Undermines merit-based contracting
Government-Mandated Project Labor Agreements INCREASE the Cost of Taxpayer-Funded Infrastructure Projects by 12 to 25%	<ul style="list-style-type: none"> • Reduced competition drives up project costs • Excludes cost-effective non-union contractors • Limits innovation and flexibility in project delivery • Taxpayers pay more for less choice
Alaska: Union vs. Non-Union Contractors	<ul style="list-style-type: none"> • Union contractors in Alaska operate under collective bargaining agreements which provide standardized wages, benefits, and grievance procedures. • Non-union contractors, such as those represented by (ABC), emphasize flexibility in hiring and cost control, often opposing project labor agreements (PLAs) • Legal disputes have arisen over policies perceived to favor union labor, highlighting ongoing tensions between union and non-union groups in public contracting.

Educating the public on PLAs and labor models isn't just outreach—it's a strategic investment in transparency, workforce strength, and long-term industry leadership. The value it brings to your company is lasting and immeasurable.

Would you like to join the movement? Contact ABC to be featured in the campaign and help shape the future of construction.



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2025 Merit Shop Proud Investment *Alaska Built Right !*

Alaska Built Right isn't a tagline.
It's a warning.

We're the builders who don't flinch in -40.
We don't wait for perfect weather, approval from the lower 48, or someone else to step up.
We show up. We pour concrete in the dark. We lay steel before breakfast.
We don't subcontract pride. We don't bid for cheap.
We build it once - because we build it right.

Out-of-state crews roll in with clipboards and crews who've never seen a mountain.
Let them.
We're not here to match their price. We're here to bury it under quality, backbone, and work that doesn't need fixing.

This is Alaska.
And when it's **built right**, it's built by us.

Broadcast Television Campaign

As part of this effort, Alaska's News Source will produce a series of three 20-second videos showcasing the projects that merit shop contractors have built. These videos will air statewide, reaching both urban and rural communities. The purpose of the message is clear: Merit Shop contractors are building Alaska. Each video will be tagged by participating member organizations to drive awareness and action. The videos will be shown in the following:

- *Morning News*
- *Daytime*
- *Evening News*
- *Late Fringe*
- *College and NFL Football Pregame*

Digital Media

Doubling down on Alaska's News Source's massive television and digital audiences, these videos will run ahead of news stories online as video pre-roll, as well as on our live stream audience that frequently tops one million impressions each month. Plan also includes News App "App opens"

Over 2.9 Million Impressions every 6 months
Contact ABC to customize your campaign investment

Partnering with ABC, Innovate Agency And Gray Media isn't just a sponsorship - it's a strategies investment in Alaska's future workforce and your company's Visibility. At a fraction of traditional marketing costs, you'll amplify your brand, support ABC Alaska's mission and proudly stand behind the values of Merit Shop.