

IBEW Conference Summary: BMT 2025 Overview

The 2025 BMT Conference proved to be impactful. Our team returned with fresh insights, new relationships, and renewed energy to prepare for negotiations as well as organize possible new members.

- Tuesday – Station Reviews & Streaming Trends

We kicked off the week with station reviews. We explored how various stations are expanding their streaming capabilities and automation tools. TEGNA has rolled out a new web-based automation platform called Cuez. At KREM in Spokane, producers have taken over content creation after directors were laid off. At KING, the push for live streaming is accelerating. Digital producers are playing a key role in content creation, and we believe this work belongs within the union. So, we have launched an active campaign to bring these workers into our IBEW family.

- Wednesday – National Updates & Local Solidarity

The General Session featured updates from the National Labor Relations Board (NLRB). While some developments were disheartening—particularly regarding governmental gridlock—it was encouraging to see the continued strength of unions across the country. Later, we met with the shop steward from Portland. With both of our contracts expiring soon, this in-person discussion allowed us to exchange ideas, strengthen collaboration, and begin laying the groundwork for unified bargaining strategies.

- Thursday – Leadership Perspectives & Strategic Tools

Thursday brought some of the conference's most insightful moments. We began with a candid conversation with a local Scripps station manager, gaining perspective from high-level leadership that's often hard to access. Next, we attended a session on the use of artificial intelligence in contract negotiations. We learned how to effectively craft prompts and saw how AI tools contributed to CBS's efforts to secure what could become one of the most successful national contracts in recent years. We ended the day with a workshop on organizing non-union employees—an especially timely topic as we continue outreach to digital producers at KING. We discussed practical ways to communicate the union's benefits and bring more workers into the fold.

Conclusion The BMT 2025 Conference empowered us with knowledge, tools, and connections to strengthen our local and grow our membership. We return focused, motivated, and ready to build a stronger union.

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