



For Immediate Release

SAG-AFTRA and Joint Policy Committee Commence Ad Industry Negotiations

NEW YORK (Feb. 20, 2025) – Representatives of the Joint Policy Committee and SAG-AFTRA have commenced negotiations on successor agreements to the 2022 commercials contracts.

The parties look forward to productive bargaining under a jointly agreed upon media blackout, already in effect, and will have no further comment.

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[About SAG-AFTRA](#)

SAG-AFTRA represents approximately 160,000 actors, announcers, broadcast journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists, influencers and other entertainment and media professionals. SAG-AFTRA members are the people who entertain and inform America and the world. A proud affiliate of the AFL-CIO, SAG-AFTRA has national offices in Los Angeles and New York and local offices nationwide representing members working together to secure the strongest protections for entertainment and media artists in the 21st century and beyond. Visit sagaftra.org online or find us on social ([Instagram](#), [Facebook](#), and [X](#)).

[About the Joint Policy Committee, LLC](#)

The Joint Policy Committee (the "JPC") represents advertisers and advertising agencies who have authorized the JPC to collectively bargain on their behalf with SAG-AFTRA on the collective bargaining agreements that govern the use of performers in commercials (collectively, the "CBAs"). In addition to negotiating the CBAs every 3 years, the JPC educates the industry on all issues relating to the CBAs through nationwide town halls, individual seminars for advertisers and agencies, and presentations to industry committees. The JPC serves as the industry's unified voice in dialogue with the union regarding CBA interpretations, questions, claims, and grievances. Visit jointpolicycommittee.org online.