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McD's gets on board

NEW YORK — McDonald's says it's raising pay for workers at company-owned U.S. restaurants, making it the latest employer to sweeten worker incentives in an improving economy.

The fast-food chain owns about 10 percent of its more than 14,300 U.S. restaurants, representing about 90,000 workers. The rest are run by franchisees, and McDonald's said they "make their own decisions on pay and benefits."

The change comes as McDonald's has been dealing with negative publicity from ongoing demonstrations over pay and labor practices. McDonald's USA President Mikendres said few McDonald's workers were taking part in the protests, and that they aren't hurting the company's image.

Kwanza Brooks, a McDonald's worker in North Carolina called the move "too little to make a real difference. Raising wages only a little for only a small fraction isn't change, it's a pure stunt," she said in a conference call set up by labor organizers.

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