

Pre-conference session Wednesday, August 5

(A) Pre-conference Warmup: “Starting from Scratch”

A specially designed program for local or state organizations interested in establishing a communications vehicle for their members and for individuals new at editing a union publication. This groundbreaking workshop will include an overview of the reasons an organization needs to communicate and the ABC’s of how to get started. With an extensive record of involvement in labor communications, the instructors for this session will share their experiences with participants on topics such as: cost factors, types of publications, printing, distribution methods and design. Attendance at this pre-conference workshop will also prepare first-time attendees for participation in the rest of the conference.

(B) Crisis Communications and the Media

It can happen to anyone. Something bad is about to happen that will impact your membership. How you engage the mainstream media can affect the outcome of the crisis. This workshop will help participants learn how to prepare a crisis communication plan to deal effectively with the media and the public.

(C) Building the Local Union

The objective of this session is to explore ways to revitalize local unions and initiate a process of real change through rank-and-file participation in all aspects of union affairs. Using a unique step-by-step approach, hands-on exercises and interactive participation, *Building the Local Union* provides information needed to build a stronger and more vibrant local union through the use of various communication methods. Examined will be techniques for increasing membership interest and commitment to the union, recruiting union volunteers, attracting new members, developing new methods of orientation, and revitalizing local union meetings.

Conference Workshops Thursday, August 6 – Saturday, August 8

(D) Newsletter Production: Giving Your Paper a Makeover

The emphasis of this workshop will be to examine and evaluate overall design of your publication from nameplate to mailing block and everything in between. This unique design seminar will stimulate your creative skills and help you reinvent a publication that your members notice. Through a public critique, you’ll be able to see and discuss successful new designs for various types of publications. **(Note: Participants should bring a copy of their publication to this workshop.)**

(E) How to Write More Gooder

In today's microwave world, readers want information fast. Therefore, if the union's message is to be heard, newsletter writers must strive to communicate quickly and clearly. This workshop will focus on news writing, feature writing and headline writing. Participants will: Learn how to write news stories that demand to be read; explore ways to write feature stories that leave readers satisfied but ready for more; learn how to create vibrant headlines that pull readers into the story, and examine why it's critically important to include "real people" in every aspect of writing.

(F) It's My Paper, I'll Publish What I Want!

Who does a union publication belong to? Do libel and copyright laws affect your freedom of speech and freedom of the press as guaranteed under the Bill of Rights? What are the benefits of establishing an editorial policy? How do union election laws apply to union publications and web pages? *It's My Paper, I'll Publish What I Want!* will address these questions and others with a presentation on the issues of editorial policies, responsible journalism, libel, copyright and union elections.

(G) Learning from the Past to Conquer the Challenges of Today

This workshop will explore the relevance of labor history to today's labor movement. By examining how our predecessors built and maintained effective unions, we can learn what strategies and tactics might be currently useful. As the labor movement increasingly becomes comprised of a new generation of members, it's important to pass on the lessons that the founders of our unions learned so well themselves. This session will help communicators educate their readers about the purpose of unions, inspire them to increase their involvement and encourage them to face up to the issues of today.

(H) Good Photos, it's a Snap!

This interactive session will examine the benefits of including the membership and activities of the union in your publication through the art of photojournalism, including how to create irresistible photos using camera equipment from disposable to digital. Also discussed will be the ethics of editing photographs with the software program *Adobe PhotoShop*.

(I) For Union Members Only

You can increase your readership in three easy steps; attend *For Union Members Only* to find out how. Learn how your APWU member benefits can save your members over \$2,400 each year – making current members happier and helping organize new members. You will leave the session with tips on how to use member benefits in organizing, information on the new Union SAFE grant program and tools for including the benefits in your local's publication or on your Website.

Thursday Night at the Movies

Networking is an important part of every conference. For conference attendees who like to continue stimulating discussion into the evening hours this event is for you. At this session you and your family will be invited to pull up a chair, grab a snack and watch a labor-related movie. This will be followed by a discussion about the movie's subject matter.