

Postal Newsletter

Press

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Honoring those who came before us

By Tony Carobine, President

As an individual who has an interest in labor history, a tragic event that took place during the 1913 holiday season always comes to mind during this special time of year. What was this event? First, some background.

Michigan's Keweenaw Peninsula (near where I live) juts into Lake Superior at the northern most reaches of Upper Michigan and was once site of the world's richest copper lode. In July 1913, fifteen-thousand copper miners simultaneously struck all the mines in the Keweenaw Peninsula.

At the time of the strike, mining was extremely hazardous for the people working underground and only profitable for the powerful mining companies. One person died a week on average, and 11 were seriously injured. For that, they earned less than \$3 for a twelve-hour shift (\$74.79 in 2017 dollars). There was no such thing as workers' compensation or death benefits. In fact, when a miner was killed or could no longer work, his family was given 15 days to move or be evicted from the mining company owned housing.

The issues voiced by the miners at the outset of the strike were focused on their immediate needs: A shorter work day, a \$3 minimum wage, abolition of the feared one-man drill called the "widow-maker," a formal grievance procedure and recognition of their union.

The mining companies were far more than simply employers of miners. They owned or controlled nearly everything: Land, housing, water supply, schools, hospitals, English language newspapers, and the local government.

As an example of the mine owner's greed and low regard for the workers, instead of using mules to haul the loaded cars of ore out

of the mine, which cost money to buy, house and then feed, two workers would push the cars weighing between 1,200–3,000 pounds loaded with one-and-a-half to two-and-a-half tons of rock. After just a few years these

the city of Calumet. At around 4:30 in the afternoon the happy children had begun to receive their presents from Santa Claus. Some started to leave but the room was still rather full with hundreds of people, mainly

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workers would break down but that was okay since they could be easily replaced for less than the cost of maintaining a mule.

Anna Clemenc, known as "Big Annie" because of her six-foot frame and described as a "tall straight-backed woman beaming confidence," was one of the most visible and fiery leaders of the 1913 strike, many times facing down police, National Guard troops and angry mine managers. The wife and daughter of copper miners, she was arrested repeatedly, jailed and even convicted of various strike-related crimes, only to return to the front of the daily parades leading thousands of strikers and their supporters carrying a huge American flag.

As a way to bring holiday cheer to the children of striking miners, Big Annie and other women of the Calumet Women's Local of the Western Federation of Miners organized a Christmas Eve party on December 24, 1913 as they were concerned the children would be without Christmas presents or candy due to the strike. Annie was able to raise money from local merchants and others to buy gifts and candy and women of the local made clothing and mittens.

The location of the party was the second floor meeting room of the Italian Hall in

children. At approximately 4:40 p.m. a man (later believed to be a strikebreaker hired by the mining companies) entered the hall, loudly yelled out, "Fire!" and quickly left the building.

As a result, panic ensued with many children and adults rushing to the stairway to exit. The stairway became jammed when someone tripped and fell. Unable to breathe because of the mass of compressed bodies, 73 people, mostly children died from suffocation. The culprit who gave the false alarm was never found.

As you prepare to celebrate the holidays, please take a moment to remember those who not only died in that hall 104 years ago; but all who have perished for the cause of labor.

Upon reflection of this and other events in labor history, one cannot help but feel a great deal of sadness but also admiration and respect for the thousands of labor activists that came before us. They didn't stand idly by. They stood up and fought for a better life for themselves and for workers everywhere. There were tragedies, losses and disappointments along the way but they never gave up. May we honor their memory by working to build a stronger, more active union in the coming year!

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Be thankful

By Jenny Gust, Editor-at-Large

We are coming into that time of year when everyone is in a big rush. Hurry, hurry – make lists of things to do – bake, cook, shop, decorate. Hurry, hurry! All of this is in addition to our regular lives, yikes – where can I get some more time!

Time is a funny thing. When I worked I made sure to get things done with the time I had outside of the post office. Now I am retired and have way more time and I sometimes can't see that I am getting anything more done! What happened? When I talk to other retirees they say the same thing – how the heck did we get it all done when we were working?

Time seems to go so fast now. But I read once that when you are young, time seems to go slower because your experiences are all new and different for a long time. As you get older you no longer have as many new experiences and sometimes it seems like the same old thing all the time.

So how does this apply to you and your newsletter? Instead of the same old, same old – maybe it's time to spice it up. Make it your goal to change something one month

and then something else the next. Use more photos, cartoons or a joke or two to liven things up. Work on interesting headlines for each article. Use subheads, bullet points, or box items of interest. Put some holiday artwork in each issue. We are always celebrating something or honoring something. Don't let people think this issue is the same as the last issue! Hey – this is new, different – look at me – read me!

As for the title of this article – Be Thankful. Take the time to thank your members for belonging! They don't have to belong – it's their choice. So thank them – let them know you appreciate the fact they have chosen to pay their share and be part of our union family. Remind them that being part of our union is a good thing!

Finally, I want to thank all of you for doing what you do. Union work can be a thankless task at times. I truly enjoy reading your newsletters, meeting you at the conferences, and being part of the PPA and our union. Ok having said all that I have to go . . . I've got baking, cooking, shopping, decorating and oh yea, I've got a paper to get out!

The 'Mad Hatter' wasn't really mad

Did you ever wonder where the expression "mad as a hatter" originated? It's not just an expression taken from Lewis Carrol's *Alice in Wonderland*. It was a name applied to hat makers in the early 1900's, primarily those working in Danbury, Connecticut, the hat making capitol of the country at that time.

The reason was nitrate of mercury.

The process of making felt hats was to separate fur from the skin, where it was then graded, cleaned and mixed. After this process the fur was sucked onto a revolving cone by a vacuum inside it. Wet fur fibers were joined together to make felt. The felt shapes were then "carroted," held against a rotating brush soaked with nitrate of mercury, then sent to a wet room for shrinking.



It was in the shrinking process that men, stripped to the waist in mercury-tainted "Turkish Baths" were exposed to poisonous steam that penetrated their bodies. A few years of exposure to mercury caused "the hatter shakes" to begin, with a slight tremor of the limbs. Symptoms following this included ulceration

of the gums, rancid breath, excessive salivation, blackening and destruction of the teeth, headaches, pallor and skin rashes; all outward appearances of being "mad."

It wasn't until 1941 the hatters, represented by the United Hatters of America, could convince the U.S. Public Health Service (PHS) there was a problem. Subsequently PHS issued a report advising a substitute of mercury with a non-toxic "carrotting" agent instead.

Employee involvement – union involvement

By Cathy Hanson,
Editor-at-Large

Getting employees involved in anything extracurricular is hard, especially if they have to stay at work after their end tour time. I have volunteered to be committee chairperson for our Veteran's Recognition Event for the last 3 years and have been on the committee for several more. We almost didn't have an event this year – nobody from last year's committee showed up at the first meeting, or the second meeting. When I notified the senior manager and the postmaster there would be no event if I didn't have a committee, they rounded up a few people who didn't show up to the third meeting. I quit emailing everyone at that point because it was obvious to me that either it wasn't up high enough on anyone's list of important things to do, or the people who were chosen didn't have the time to do it.

Then our sister post office from across the river emailed everyone here and asked what was going on with the veteran's event. I replied to all there would be no event. I had no committee and I couldn't do it myself.

I had a committee within 2 hours. Short notice by this time so we didn't get the exhibitors we wanted or the drum and bagpipe guys, but we did get an artist from the Vietnam era to come with his paintings and one of our retired employees paints a new veteran's picture every year for us. We nailed down a couple of military speakers, tagged the postmaster and the plant manager for closing remarks, got our emcee in line, bought cake and cookies and we have an event put together.

It means a lot to these veterans who come to the event. It's not just employee recognition for our veterans it's the feeling of camaraderie between employees. We, the committee members, do this for our veterans because it's important to feel that cohesiveness between people, and although the event is put on by the plant manager and the postmaster, it's us on the committee who are doing this for our fellow veterans. Once you get someone on a committee like



this, it's important to keep them, but once they've done one most of them are hooked. They actually like to help once they see someone is depending on them.

Our union involvement is no different. Once you get someone to come in, be on

a committee, perform a function, and then thank them for their service, they're more likely to come back and do another one. Drawing those people in who will help is important – the best part about being in a union is being involved in SOMETHING.

Remember your audience

When preparing our publications, we shouldn't lose sight of the fact that our audience, our readership is comprised of "real people" – brother and sister union members and their families. In that regard, we should strive to include real people in the pages of our publications. Following are some considerations:

- Does the publication include labor or postal union history information?
- Are longtime members periodically interviewed for a newsletter article about how pay and conditions were in the post office many years ago as compared to today because of the union?
- Does the local recognize membership loyalty by honoring members in various ways for achieving union membership milestones; such as: listing their names and/or printing their photos in the paper for 5, 10, 15, 20, etc. years of union membership?
- Does the publication use every opportunity to include the membership in the paper; such as a "Members Speak

Out" column whereby randomly selected members are asked their opinion on various issues?

- Do stories in the paper about grievance settlements include direct quotes from members affected by the union's efforts?
- Are members recognized in the union publication for their volunteer efforts in the community?
- Does the publication use every opportunity to include photographs of members participating in various union activities?

The reasons for publishing a union newsletter extend beyond the need to inform the membership about the business of the union. As communicators we need to keep in mind that members are the lifeblood of the union and the union's strength depends on the loyalty of its members. Adopting a style of membership inclusion and education in our publications is a step towards building such a membership.

Informing the uninformed

By Edward J. Brennan,
Secretary-Treasurer

How many times have you come across a person who is unquestionably uninformed regarding a particular subject? Have you ever tried to straighten them out? All of us have probably heard at one time or another about an irresponsible decision (in our way of thinking) that someone has made simply because they are not knowledgeable. Regarding our experiences as union representatives, how many of us have come across a member who is in the dark when it comes to the contract or issues on the workroom floor? Contrary to what some people may believe, we can fix this “knowledge gap” by the dissemination of information through a readily available tool – COMMUNICATION.

In reality such problems are actually allowed to exist because we, as union

leaders, have mixed up priorities. Some of us even think that, because we have monthly union meetings all of our members should be informed about everything. But this is not the case. Many people belong to

whenever possible. We should have a well-informed membership. In our case as APWU representatives, the best source of information is the written word.

All locals should include in their

“All locals should include in their budgets funds for publishing a newsletter on a regular basis to keep members current about issues affecting them.”

organizations but for various reasons do not attend meetings. Many belong because they believe in the organization’s activities and programs. Many belong to gain protections and benefits. But all cannot or will not attend meetings. That is why, we as leaders must provide information to our members

budgets funds for publishing a newsletter on a regular basis to keep members current about issues affecting them. A well-informed membership is a strong membership and an asset to our union. Whenever it comes to our leadership and our membership, communication and knowledge can totally wipe out any use of the term “uninformed.”

As union leaders and members we should focus our priorities on fostering a strong and informed membership. Wherever possible we should have a local publication to accomplish this goal or start a paper if we don’t have one.

Sending ten or fifteen members to the same meeting does nothing to keep the rest of the membership informed. What we need to do is adjust this number and save some of the expense so delegates can bring back the information they learn at meetings and publish it for the good of the local and its members. This is much better than having a large group go somewhere and the knowledge gained not passed on to the rest of the membership. That is about as good as buying a prize winning manuscript and placing it on a shelf in the union hall.

The answer to the problem of informing the uninformed has always existed. The answer is communication of knowledge through the written word. All we have to do is set our priorities straight and communicate with our members. Bring out the best in our membership by giving them the knowledge they need to exist in our ever-changing postal life. Make our members the most informed in the world. Help them to be proud members of the American Postal Workers Union!

Capturing reader interest

To come up with techniques to stimulate readership, think about what catches your eye in publications you read at home. Also, stop off at a newsstand and take a look at the techniques that magazines and newspapers use to capture interest. Focus group feedback indicates that participants are most likely to read:

- Human-interest and day-in-the-life stories about other people
- Sidebars with quick facts
- Short articles with bullet points
- Question and answer columns
- Cartoons
- Letters to the editor.

Remember also that strong headlines are critical to engaging interest. A good headline captures the point of the story in a small space, and is catchy enough to make you want to read more. Use dynamic adjectives and verbs to attract attention, and drop conjunctions and articles when not needed for clarity. And once you have a strong headline, make sure that your lead paragraph continues the job of getting the reader to pursue the story further.

Within the body of your stories, be as concise as possible and use a range of writing styles to engage interest, including:

- News style articles that report facts and quote sources.
- Feature style articles that tell stories about people.
- Interviews written in a question and answer format.
- Repeating columns that always appear on the same page.

2018 dues notice sent

A dues notice letter and membership application for 2018 was mailed to PPA members on October 26. Occasionally, we find that dues notices are laid aside which then requires additional notices or phone calls as reminders. Your help in making sure your dues for the coming year are paid in a timely fashion would be appreciated.

Upon receipt of your dues, a 2018 PPA Membership/Press Identification Card will be prepared and sent to you provided your digital photo is already on file with the PPA. If your digital photo is not on file (or you would like to submit an updated photo), please email the photo to ppa@apwupostalpress.org.

Are you a good listener?

Why do we listen and not hear correctly? Why is such a basic and important skill so difficult for so many of us to acquire?

Any of us who have children or who have occasion to work with children know that poor listening habits develop very early. We spend 5 minutes explaining clearly (we think) the instructions for some simple task and when we are done the child will ask a question from which we know that he or she wasn't listening to us. Is the problem with the listener or with the speaker? Or both?

It's easy to get annoyed with people who don't listen and who get directions wrong. And isn't it frustrating when we explain something clearly to the doctor and he or she seems not to hear us at all. We go to the garage and the mechanic ignores our description of the problem with our car. And of course, it is more frustrating when our telephone messages are given to us with the wrong name or the wrong information. It makes you wonder sometimes how many so-called rumors got started because someone just didn't listen correctly.

The single biggest cause of poor listening is the failure to concentrate on the other person's point of view and ideas. There are many outside distractions to listening as well. If we are in pain or feeling ill, if we've just had a fight with our spouse, or such a simple distraction as loud background conversations or other noise, obviously we are going to have difficulty concentrating on what someone is saying.

Following are some common characteristics of poor listeners:

- Always interrupt.

- Jump to conclusions.
- Finish the speaker's sentences.
- Inattentive – have wandering eyes and or posture.

- Change the subject.
- Write everything down.
- Don't give any response.
- Impatient.
- Lose temper easily.
- Fidget nervously with pen, pencil or paperclip.

Conversely, here are some characteristics of good listeners:

- Look at speaker while he or she is talking.

- Question speaker to clarify what was said.

- Show concern by asking questions about speaker's feelings.

- Repeat some of the things said.
- Don't rush the speaker.

- Poised and emotionally controlled.
- React positively with a nod of the head, a smile, or a frown.

- Pay close attention.
- Don't interrupt speaker.

- Keep on subject until speaker has finished thoughts.

Most of us can find some characteristics in each of these lists, but for many of us, unfortunately, we see ourselves more in the first group than in the second.

We must remember that the burden of listening and understanding is on the listener – not the speaker.

Here are some suggestions for improved listening:

Write down important facts, particu-

larly during phone conversations. We think we will remember what was said but our minds are so crowded with information we may forget or remember incorrectly. Taking notes is sometimes difficult, especially if the speaker is not well organized and the speech is long. However, we can learn to organize the speaker's thoughts if we listen carefully and make a written outline.

Stamp out distractions! Try to remove or curtail any extraneous sounds from inside or outside the room.

The next time you are listening to someone try to keep an open mind and empathize with the speaker – even if a topic which normally causes the pulse to quicken and the ears to close is brought up.

Finally, let's ask ourselves these questions:

- Do I listen to understand rather than spending the time preparing my next remark?

- Before agreeing or disagreeing, do I check to make sure I do understand what others mean?

- Do I try to summarize points of agreement/disagreement?

- Do I try to ask questions that result in a more informative answer than "yes" or "no?"

- Do I try to encourage others to participate in the discussion?

- Do I guard against assuming I know what others mean or how others feel by asking them questions to assure understanding?

- When another's feelings are hurt, do I respond in such a way that I show sympathy?

Free riders club

If you know someone who is always badmouthing unions and blaming the woes of the world on organized labor, then you might want to give them this statement. Tell them to sign it and you'll see just how strong their convictions really are.

"I am opposed to all unions, therefore I am opposed to all benefits unions have won through the years, such as: paid vacations, paid holidays, sick leave, seniority rights, wage increases, insurance plans, overtime pay, job security.

I refuse to accept any benefits that were won by the unions and therefore authorize my employer to withhold the amount of all union-won benefits from my paycheck and donate it to charity."



Is this OK to publish?

“Nominations for local union office will take place at the January union meeting. I have served in my current position for the past three years and plan on running again. I would appreciate your support.”

This wording is an excerpt from an officer’s report article in a local union newsletter.

Is this statement appropriate for an officer’s report article, or is it a potential election

organization may be utilized for notices, factual statements of issues not involving candidates, and other expenses necessary for holding an election.”

This means that since a union publication is funded by the union, it cannot be used for the purpose of promoting the candidacy of any individual running for union office. Also, a union website that involves the use

the choice of all candidates for a particular office – or none. Once the publication decides to open the newspaper to candidates, it must offer space to all candidates for that particular office on an equal basis.

Paid political advertising is legal provided that all candidates for a particular office or offices are given an equal opportunity to purchase space for an ad. And, provided that all candidates are charged the same consistent with space used.

Also, a union may neither attack a candidate in a union-financed publication nor urge the nomination or election of a candidate in a union-financed letter to the members.

Newsletter articles should not be used for the purpose of advancing the candidacy of an individual or individuals nor should they be used to attack a candidate or candidates. Submissions for the newsletter should be closely monitored during the election period in order to avoid conflict with the intent of the law.

That raises the question, When does the election period begin? According to the Department of Labor: “Generally, a six month period prior to an election can be considered as time when the newsletter may be construed as a campaign tool. Placement of articles, changes in format, blunt campaigning and letters from members or candidates to the editor could be considered ‘campaigning’.”

Further information concerning union elections as they pertain to union publications is available in the Member Resources section of the PPA website or by contacting the PPA.

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law violation? In many locals, union officer elections will occur at the beginning of the coming year. The following information is being provided as a reminder to help avoid election law violations, such as the hypothetical violation at the start of this article.

Title IV of the Labor Management Reporting and Disclosure Act of 1959, as amended (LMRDA or the Act) establishes election procedures to be followed by all unions covered by this Act, regardless of whether their constitution and bylaws so provide. The Act does not spell out detailed procedures; rather, it sets minimum requirements. Beyond this, elections are to be conducted according to the constitution and bylaws of each union, as long as the union’s rules do not conflict with the provisions of the Act.

Under Section 1209 of the Postal Reorganization Act, unions of U.S. Postal Service employees are subject to the LMRDA.

Therefore, the LMRDA administered by the United States Department of Labor must be followed concerning internal union elections. In addition, sections of the Act contain provisions affecting the use of a labor union publication in internal union elections.

Section 401(g) of the LMRDA provides that: “No monies received by any labor organization by way of dues, assessment, or similar levy, and no monies of an employer shall be contributed or applied to promote the candidacy of any person in any election subject to the provisions of this title. Such monies of a labor

of union resources to operate cannot be used to promote (or attack) anyone’s candidacy. The same is true regarding the use of any union facilities and equipment. Such activity is an indirect expenditure of union funds which is prohibited under Section 401(g) of the LMRDA.

To avoid promoting the candidacy of any person, union publications should afford fair and equal treatment or publicity to candidates for union office and be fair and impartial in reporting the activities of candidates.

If it chooses, a union newspaper can make equal space available to each bona fide candidate running for any particular office, as long as the candidates are notified on an equal basis of the availability of the publication for this purpose. The law is specific in this regard. A union newspaper has



Editor's toolbox: Helpful ideas for APWU communicators

Libel vs. slander

These words are often confused. Both apply to damaging another person's character or reputation. In general, libel is written or published defamation, while slander is spoken. Note: Avoid confusing libel with liable, which means "likely" or "at risk of."

Quote mark etiquette

Quotation marks should be used honestly and sparingly, when there is a genuine quotation at hand, and it is necessary to be very rigorous about the words enclosed by the marks.

If part of it must be left out because of space limitations, it is good manners to insert three dots to indicate the omission, but it is unethical to do this if it means connecting two thoughts which the original author did not intend to have tied together. Above all, quotation marks should not be used for ideas that you'd like to disown.

How to write a successful lead sentence to your next news story

The trick to good lead writing is to focus immediately on the most newsworthy point of the story and to reserve other details until later in the story. Try to reduce the essence of the news to a single sentence or even a single word.

Use this simple device. Pretend you are calling a friend to report the news. You might start: "Do you know what happened?" "No, what happened?" Your answer to that question is your lead.

Language usage made easy

Here's a list of some frequently misused words. Use this cheat sheet as quick reference to the appropriate spelling or term.

- **Fewer or less.** This is a matter of numbers. If you are able to count the number of things or people use *fewer*. If you are unable to count a portion or quantity, use *less*.

Example: With *fewer* people attending the meeting we will need *less* time.

- **Affect or effect.** *Affect* is a verb mean-

ing "influence." *Effect* can be either a verb meaning "to bring about" or a noun meaning "the result." *Examples:* The cold weather *affects* our heating bill. The company will *effect* some new attendance policies. What *effect* will the new laws have on compliance?



- **It's or Its.** *It's* is a contraction of the words *it is*. *Its* is a possessive pronoun denoting ownership. *Examples:* *It's* extremely difficult to attribute the statement to *its* original source.

- **Me, myself or I.** Use *me* as the object of a verb or preposition. Use *myself* interchangeably with the word *personally*. Use *I* as the subject of a verb. *Example:* Call Fred Smith or *me* with your answer. *I* will handle the job *myself*. Fred Smith and *I* will pass along the results of the survey.

Ways to polish your writing skills

Even if you don't think of yourself as a professional writer, your writing reflects your professionalism. If your writing is sloppy and disorganized, you will be perceived as sloppy and disorganized. So, how can you hone your writing skills? *Use the following pointers:*

- **Use your own words.** Don't puff up your writing with pompous language. If you wouldn't say something in normal conversation, avoid it in your writing.

- **Let it sit.** If you have time, set your writing aside for several days. You will be

surprised what time will tell you. Good writing rings true; weak wording wilts over time.

- **Ask a friend** to read your work. Even when you proofread your own writing, you can miss something.

- **Develop a thick skin.** You have to learn to accept criticism without taking it personally. Every writer has to endure some red ink. The more you embrace criticism, the more you will learn.

- **Read, read, read.** Finally, you can improve your writing immensely by reading. By exposing yourself to the written word, you subconsciously develop a better ear for language.

Proofreading tips

Don't let your documents or e-mails go out riddled with errors. Grammatical mistakes can be particularly difficult to catch because spell-checkers often don't flag them. That's why proofreading is still the best antidote.

Here are two tips for checking your work:

- **View your document** at 125% or 150%. You can better see what you're reading and more easily spot errors.

- **Switch your font to Courier**, a mono-spaced font. That makes it easier to catch mistakes, because it forces you to pay closer attention to the text.

Organization's past helps point the way to its future

Most organizations have a rich history from which you can draw ideas to help define new goals and strength. The history will point to values on which an organization was built and how those same values can apply to the future.

Who can you rely upon to obtain such information? In every organization there are a few people who've been around for long enough to tell you how things used to be. If you draw out their stories, they'll open your eyes as to how the organization has progressed and came to embrace certain beliefs. Such stories reveal a past that can strengthen the organization today.

Return Service Requested

Why bother to interview people?

What's the best way to keep your paper or newsletter from looking like the diary of a small clique? Invite readers to join in, so the paper becomes an exciting forum where they meet all kinds of people.

Printing letters to the editor and being on the lookout for new people to write articles will help. But what about the many readers who just won't sit down to write an article or letter?

Get in the habit of interviewing everyone, from the member too shy to write to the stranger with interesting know-how to share. Interviews give readers a fresh perspective, plus they show your group's interested in what the average person has to say.

For example, if management gives the union a hard time or makes a decision detrimental to the membership, quote in the paper exactly what was said. Then readers will realize what you're up against and will get mad at the source of the problem, not the union.

Every time you print someone's words, you give readers a new personality to talk with – whether it's a good guy they identify with or a bad guy who makes them angry.

Who can you interview?

The average person is the best.

It's impossible to exaggerate the value of personal experiences. More than anything else, they make readers feel that your paper or newsletter is theirs, too.

Use personal interviews as a regular source of information. Interview a witness

to an event, or someone familiar with a job or whatever situation you're looking at.

Whether you're covering a picnic or a meeting, show readers what it's all about by



asking people why they're there, and what they think of it. Instead of just reporting resolutions and speeches at a convention, talk to a typical delegate attending for the first time, or collar several delegates.

After all, who doesn't get tired of hearing

officers praise their own organization? Readers will be more impressed when fellow members speak in favor of your union's work. And the mystery of not knowing who might appear in the paper next will lure people into reading each issue.

For example, suppose you win a big grievance and a member gets a bundle of back pay. Interview the member. If the member is excited about the victory, a quote will make the story exciting. This member's experience gives living proof that the union is worthwhile, that it helps someone readers can identify with.

Also, you can be sure that once members are featured in the paper, they and their friends will read the paper with more trust and interest.

At first you might feel funny interviewing people; they might feel uptight too. But rest assured that once the article is done, people love to see themselves taken seriously in print.

Reminder: Nabisco boycott

A reminder to check all packages of Nabisco products before purchasing to find out where the product is being made. The boycott of Mexican-made Nabisco products as a result of the company moving hundreds of union jobs to a plant in Mexico is still in effect.

There are two ways to find out if the

Nabisco product is made in Mexico. On the package:

- Check for the words "Made in Mexico," or
- Check the plant identification code. If the plant identification code located on the "best when purchased by" date line is MM or MS it was made in Mexico.