

# Postal Newsletter

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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## ***Make your reservations now!*** **2023 Biennial PPA Conference**

Plans are set for the 2023 Biennial PPA Conference. This event is not only carefully planned for the training of editors as well as the union's leaders but also for addressing both the internal and external communication needs of local and state organizations.

The four-day program consists of ten information-packed workshops that will be of value to all who attend; from novice to experienced, to local or state organizations desiring to establish or enhance a communications program for its membership. Additionally, recognizing the importance of external communication and outreach; the conference will include sessions on public speaking, working with the mainstream media, influencing public support and social justice unionism.

**Held every two years, the PPA Conference should be a must-attend meeting for every union activist. Possessing the skills to communicate both internally and externally is an important and necessary asset. Regardless of the office held in our union, learning about communication as a means to better represent the membership should be a part of every union representative's educational development.**

With postal workers facing constant challenges, it is especially important to have an active, supportive and united membership. In this regard, we should consider the value of maintaining a presence with our members and in our communities by the regular use of effective communication mediums; such as newsletters, social media and by communicating through other public forums as well.

The PPA Conference is an opportunity to learn more about communication – a valuable activity that can influence not only the membership but also everyone the union needs to reach in order to promote and protect the interests of APWU members and their families.

**See pages 4-6 for hotel information, description of workshops, registration form and condensed conference schedule.**

## **The consequences of trying to please everyone**

**By Tony Carobine, President**

An old man, a boy and a donkey were going to town. The boy rode on the donkey and the old man walked. As they went along they passed some people who remarked it was a shame the old man was walking and the boy was riding. The man and the boy thought maybe the critics were right, so they changed positions. Later they passed some people that remarked, "what a shame, he makes the little boy walk." They decided they both would walk! Soon they passed some more people who thought they were stupid to walk when they had a decent donkey to ride. So, they both rode the donkey! Now they passed some people that shamed them saying how awful to put such a load on a poor donkey.

The boy and man said they were probably right so they decided to carry the donkey. As they crossed a bridge, they lost their grip on the animal and he fell into the river and drowned.

The moral of the story?...If you try to please everyone, you will eventually lose your ass.

In some ways, this fable is not unlike the situation occasionally faced by editors. We sometimes have to make tough decisions in the course of our duties that will be condemned or ridiculed by others, but appropriate if our own integrity and credibility and that of the publication are to be upheld. While we may not be able to please everyone, there are some things that can be done to demonstrate a commitment of maintaining a publication of the highest ethical quality and honesty.

Anyone who undertakes the job of editor shoulders an important responsibility. In their quest to communicate with the membership, editors (and their associates) perform a variety of tasks; including: writer, copy editor, photographer, typesetter, printer, labeler, and administrator, to name a few.

The physical production of a paper is only part of an editor's responsibility, however. He or she must not only develop a knowledge about the "mechanics" of publishing, but also be familiar with various laws that affect a union publication; such as libel, copyright, internal union election laws and federal election regulations. And, as caretaker of the "voice of the union," an editor must be fair and impartial to ensure the paper is serving all members.

One way an editor can maintain an atmosphere of fairness and credibility  
*Please see Consequences, page 2*



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**Statement of purpose:** Published by the American Postal Workers Union National Postal Press Association, the *PPA Newsletter* is an educational tool designed to assist PPA members with the performance of their duties as communicators and to help promote the goals and objectives of the APWU.

**This publication is 100% union printer produced; Union typeset, Union layout, Union printed.**



# The consequences of trying to please everyone

*Continued from page 1*

(plus avoid a lot of personal aggravation) is by instituting, with membership approval, various policies or constitutional language involving the union publication.

The most notable is an Editorial Policy governing the type of material that will or will not be accepted. The importance of an Editorial Policy and Editorial Policy Committee cannot be emphasized enough. Sooner or later material will be submitted for the paper that is questionable. Absent an Editorial Policy or Editorial Policy Committee, it makes the job of editor much more difficult. As a result this often leads to unnecessary turmoil and perhaps the editor's credibility being called into question. Conversely, with an Editorial Policy and Editorial Policy Committee previously approved by the membership, the editor not only has a procedure to rely upon, but direction as to how the situation should be handled.

An editor's job description in the organization's constitution, defining the editor's duties and responsibilities is another area that should be addressed. By doing so everyone in the organization will have an understanding of what the editor's position entails. This is yet another way to avoid future conflict that can work to harm the

editor, publication and the union.

These two areas regarding the administration of local or state publications repeatedly cause the most contention. When you think about it, we have enough problems from outside sources. We don't need conflict between each other. Taking the time to set procedures

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*"The moral of the story? ...If you try to please everyone, you will eventually lose your ass."*

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in place that can avoid such conflict is time well spent.

The moral of this story? It's not possible to always please everyone when making decisions regarding the administration of a union publication. However, ensuring there are procedures in place to address such matters will go a long way in maintaining your integrity as an editor and the credibility of the publication. Anything less and we are not serving the best interests of the owners of the union publication – the membership!

**Editor's Note: Editorial policies, libel, copyright and internal union elections, are the subjects being covered at just one of the ten workshops to be presented at the July PPA Conference. Plan to attend!**

## Awards, Election Committees formed

Members of the PPA Awards and Election Committees were recently appointed.

Serving on the Awards Committee are: Chairperson Jenny Gust, editor, *Ohio Postal Worker* and *Black Swamp Outrider*, Toledo, Ohio; Loren Adams, editor, *The Arkansas Postal Worker* and *Razorback Scheme*, Fayetteville, Arkansas; Cathy Hanson, editor, *Minnesota Postal Worker* and *The Northern Light*, Minneapolis, Minnesota; Donald Pack-

wood Jr., editor, *IPWU Dispatch* and *Indy Info*, Indianapolis, Indiana; Patricia Sartain, editor, *Newscaster*, Panorama City, California.

Serving as chairperson of the Election Committee is Elizabeth White, editor, *Flash Report*, Madison, Wisconsin. Other committee members include: Philip Breunig, editor, *Tour's End* and *Palm Print*, Gainesville, Florida and James Parker Jr., editor, *Rank and Filer*, Raleigh, North Carolina.

## A reminder about copyright – get permission

Mainstream media newspaper or magazine articles, photos, cartoons and comic strips are copyrighted and therefore require the consent of the owner of the copyright before an editor reprints it in his or her publication. (The same regulations apply to material on the Internet.) Usually, the pub-

lication owns the copyright if the article was prepared by a staff writer or reporter. Permission must also be obtained for use of any material from syndicated columns, individually copyrighted articles and articles which are published under the "byline" of the author.

# Are YOU going to enter?

By Jenny L. Gust,  
Secretary-Treasurer

Hey you – are you going to enter the 2023 PPA Awards Program? If not, why not? Originally called the Biennial Award of Merit Program, the Awards program was established at the August 1967 conference in Cleveland, Ohio.

The purpose of instituting an awards program was to recognize PPA editors for outstanding work in editing, publishing and writing. The first awards were presented at the 1969 conference in Minneapolis, Minnesota. Over the years, the awards program has been modified several times to reflect changes in technology and production methods.

The rules and entry form were recently mailed to all editor members and is also available on the PPA website [apwupostalpress.org](http://apwupostalpress.org). I would hope that you will take the time to look them over. I also hope you will give some consideration to entering your publication. Why? It's just like the lottery – you can't win if you don't play! If you think it is too much work to enter, I am here to tell you it isn't. Just take it one step at a time.

First, read over the instructions carefully. Go into your files and take out one copy of each issue that you are allowed to

enter going by the dates given in the rules. Take a good look at each issue. Look for an exceptional editorial, a feature story, headline, etc. If you need help with determining what type of article you have – check the *Guidelines for Judging*. Go through each of the allowed entries. There are nine Journalism categories. You might surprise yourself and find more than you thought. Or maybe you find only one article that you think is worthy. That one article could be a winner! Then, there is the Overall Excellence Award. Just look for your best issue. If you are a new editor there is the Hank Greenberg Award.

Remember you can enter any number of categories that you want. But you can only enter each one once – don't send two photos, two news stories, etc. You have to be selective and pick what you think is the best. That is what the awards are all about – the best!

There is no reason for you not to enter. It does not matter if your paper is two pages or 12 pages. It doesn't matter how it is printed. It doesn't matter how large or small your local is. A two page paper can have a great photo or headline just as easily as a 12 page paper.

One last hint, check the deadline date and be sure to mail your entries in a timely

manner! You don't get a pass if your entries are delayed in the mail. **Entries must be received by Monday, April 24.**

I look forward to serving as chairperson of the awards committee. I truly hope you will take the time to enter something from your paper. Come on – you know you would love to win an award!

## Communication: an important responsibility

Communication is said to take place when an idea is transmitted from one point and is understood at another point. It is essential that both the sender and the receiver understand just what is to be communicated. If the sender has not chosen an effective means of expressing his or her idea, nor proper evidence to support the idea, it is unlikely that the receiver will accept or understand the message.

Unions exist to serve the interests of their members. Union officers are elected by the members to administer the affairs of the union. This democratic process imposes upon all union officials the obligation to communicate with the membership on matters that may influence the pursuit of the members' interests as individuals and as members of the union.

The members are entitled to know their rights and obligations afforded by membership in the union. The activities of the union officers that are directed at the achievement of objectives for the union should be known to the members. All activities of the union should be well-publicized. No union member should be allowed the excuse of, "I didn't hear or see a word about it."

Lack of communication within an organization can seriously weaken unity of purpose and direction, and from this, lower the effectiveness of the whole organization.

Communication is the means by which we relate to each other. Effective communication promotes understanding, acceptance and action. Ineffective or inadequate communication fosters suspicion, misunderstanding and hostility. Members cannot adopt positive courses of action unless they are informed.

**Pictured is one of two display boards of APWU, labor, and politically-related pins and buttons that will be raffled off for a worthy cause at the July PPA Conference. PPA President Tony Carobine who is retiring at the conclusion of the PPA Conference after 46 years of union involvement is donating the boards for the raffle.**



# Plans set for Biennial PPA Conference

## Registration Form 2023 PPA Conference

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Publication: \_\_\_\_\_

Local or State organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Registration Fee: (PPA Members): \$225.00**

**After June 20: \$275.00**

**Non-PPA Members: \$275.00**

The registration fee includes workshops, welcome reception/dinner, refreshment breaks, and Awards Banquet. (Note: The registration fee is all-inclusive and must be paid in full prior to the close of registration.)

### Pre-conference Session Wednesday, July 19

Please select two of the three half-day workshops (A-C). Walk-ins are not permitted.

\_\_\_ (A) \_\_\_ (B) \_\_\_ (C)

### Conference Workshops Thursday, July 20 – Saturday, July 22

You must register for these workshops in advance by selecting four of the workshops and your alternative choices by using the letter next to the workshop description (D-J) **Note: The length of Workshop H (Writing & Editing for the Union Communicator) requires using two workshop choices. Therefore only make three workshop selections if attending this workshop.** Assignments will be made on a first-registered-first-served basis. Class size is limited. Walk-ins are not permitted.

\_\_\_ First Choice \_\_\_ Second Choice \_\_\_ Third Choice

\_\_\_ Fourth Choice \_\_\_ Alternative Choice 1

\_\_\_ Alternative Choice 2

Please make your check payable to **APWU National Postal Press Association** and mail it along with this registration form to:

**APWU National Postal Press Association**  
PO Box 888  
Iron Mountain MI 49801

The conference will take place on Thursday, July 20 through Saturday, July 22 at The Concourse Hotel & Governor's Club in Madison. A pre-conference session is scheduled for Wednesday, July 19.

The guestroom rate is \$169.00 per night. Current tax rate is 15.5%. Room reservations, can be made through the PPA's website, [apwupostalpress.org](http://apwupostalpress.org), or by calling **1-800-356-8293**.

The hotel will provide free ground transportation from the airport and a reduced parking rate of \$12 per night. **Note:** registered delegates will receive an informational letter with pertinent conference information, including ground transportation reservation details.

### Pre-conference Workshops

**Wednesday, July 19**

#### (A) Where do I Begin?

So you've been named editor of your union's publication. Now what? Come find out in this session that is primarily for individuals new to editing a union publication and for local or state organizations interested in establishing or reestablishing a publication for their members. Included will be 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 workshop leaders will share their experiences with participants.

#### (B) Building a 21st-Century Labor Movement through Social Justice Unionism

When daunting forces are arrayed against us, how can we build the power needed to shape a brighter future for workers? Along with many allies, postal workers are seeking and finding innovative new ways to build power and defend essential public services during challenging times. This workshop developed exclusively for APWU members asks what values, strategies, alliances, and tactics are enabling workers to beat the odds in campaigns to reshape their jobs, unions, and communities – while standing up for the public good. We'll look at both historic and recent case studies of contract and issue

# Conference in Madison, Wisconsin

campaign victories to extract key lessons that can be put to work in our own local communications and organizing.

## (C) Legal Issues: Who Pays for What I Say?

Who does a union publication belong to? Do libel and copyright laws affect your freedom of speech and freedom of the press? What are the benefits of establishing an editorial policy? How do union election laws apply to union publications and websites? *Legal Issues: Who Pays for What I Say?* will address these questions and others with a presentation on the issues of editorial policies, responsible journalism, libel, copyright and union elections.



## Conference Workshops

Thursday, July 20  
through  
Saturday, July 22

## (D) Communications for Member Involvement and Union Building

In today's multi-media environment, union editors have the opportunity to make their publications the centerpiece of a strategic communications system that builds a stronger union. This highly interactive workshop will walk through the steps of assessing your local's communications needs and capacity, analyzing what messages and media best motivate members, considering pros and cons of print, electronic, and face-to-face formats, developing a distribution/communications network that reaches all members, and integrating the newsletter into an overall communications plan.

## (E) Using Social Media as a Communications Tool

This session will teach you the do's and don'ts of social media for union communication. Discussed will be developing an overall strategy and why social media should be a part of your plan. Also covered, the best practices when using Facebook and Twitter, and how to integrate social media content with printed newsletters and other communication resources. No social media experience required, only a desire to learn about how to connect with your online members. **Bringing a cell phone capable of recording videos is a requirement for this workshop! Laptop computers are also encouraged.**

## (F) 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 (or invent) a publication that your members notice. Through a publication review 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.)**

## (G) Influencing Public Support: Developing a Strategy for Getting Your Message Out

Public support can help an organization achieve its objectives. *Influencing Public Support: Developing a Strategy for Getting Your Message Out* will help you build a positive public image for your local or state union by looking at: how to publicize your union's contributions to the community; ideas for regularly making the union visible to the public and why seeking media coverage only to publicize the union's problems could be disastrous. Also discussed will be the preparation of press releases, developing media contacts, interviews, and other tactics to use for establishing and maintaining a positive and progressive public image.

## (H) Writing and Editing for the Union Communicator; a.k.a. How to write more gooder

Give your readers news they can use, features about people they know and stories on issues they care about. This valuable hands-on workshop will examine why we include local news and features in our communications and how they build credibility, readership, and member engagement. Through a host of exercises you will learn how to write timely, relevant news stories, eye-catching headlines, and high-interest features that help members connect their experiences to union priorities. This workshop is a must for anyone that communicates with the membership through the written word. **(Note: The length of this workshop requires using two workshop choices. Therefore only make three workshop selections on the registration form if attending this workshop.)**

## (I) Upgrading Your Website Presence

An engaging website is an essential building block of an effective on-line presence. Internet searches for your organization from potential members, news reporters, elected officials and others will lead straight to your website which can leave strong and lasting first impressions. So what messages do our websites send? Why do so many sites fall into disrepair, showing outdated information or broken links? How can we maximize the effectiveness of the sites we maintain and use them as tools to build our organizations and communicate our mission? In this fast-paced interactive workshop we will examine best practices for developing and maintaining union websites, discuss the nuts and bolts of developing the best site for your needs, and consider ways to use other on-line and print media to drive traffic to your site.

## (J) Public Speaking: Becoming an Effective Spokesperson

Whether you are speaking at a union meeting, a rally, or in a media interview, the rules of effective public speaking are the same, you must have a focused message that relates your own lived experience to the topic, which will

*Continued on page 6*

# Plans set for biennial PPA Conference in Madison, Wisconsin

*Continued from page 5*

help you deliver your message in a believable way. In this fast-paced interactive workshop we will examine best practices for delivering an effective message and how to tailor the message to the type of media interview involved (television, radio, or print). Since most media interviews are now done on-line through a variety of platforms, participants

will practice interviews over Zoom, with the interview recorded so that participants can watch the interview and get feedback to improve their skills as a spokesperson.

## Additional Sessions

The conference will also include three general sessions with subject matter pertinent to APWU communicators/activists.

## Friday 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 will be invited to pull up a chair, grab a snack and watch a labor/social justice movie. Following will be a discussion about the film's subject matter.

## Conference Schedule

Following is a condensed timetable of conference meetings and activities. A complete schedule of events is available on the PPA website, [apwupostalpress.org](http://apwupostalpress.org).

### Wednesday, July 19

7:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 5:00 p.m.	Pre-conference workshops
1:00 p.m. - 5:00 p.m.	Registration
6:00 p.m. - 9:00 p.m.	Reception ( <i>Buffet Dinner from 6:30-8:00</i> )

### Thursday, July 20

7:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 11:00 a.m.	General Session
11:15 a.m. - 4:30 p.m.	Workshops

### Friday, July 21

8:15 a.m. - 5:15 p.m.	Workshops
7:00 p.m.	Friday Night at the Movies

### Saturday, July 22

8:30 a.m. - 12:15 p.m.	Workshops
1:30 p.m. - 4:45 p.m.	General Session
6:00 p.m. - 7:00 p.m.	Reception
7:00 p.m. - 8:00 p.m.	Awards Banquet
8:00 p.m. - 9:00 p.m.	Award presentations/installation of officers

# Resources – find them where you can

By Cathy Hanson, Editor-at-Large

When I have to put together an issue and the officers aren't writing, it's easy to get discouraged. For one thing, I think the members in our local want to hear what's going on in our local, maybe read an article from a neighboring state or our own state organization, but for the most part they want to know what's going on that affects them.

As easy as it is to say we're all postal workers – ALL of it affects us, most people live in the world thinking about their own lives, how they live, work and play, what affects them in the here and now. Something going on halfway across the country might pertain to them in the abstract, but usually doesn't affect them more than giving it a passing thought.

## Are you listening?

Most people speak at a fairly rapid clip about 125 words a minute. But the human brain works even faster than that, so many of us aren't good listeners, because we can get bored and our minds may wander. How to keep the brain and ears in sync?



From the very first words of the conversation or presentation, keep an open mind, rather than anticipating what the speaker will say. To avoid getting sidetracked with other thoughts, concentrate on the content by weighing the evidence as the speaker continues, or taking notes. It also helps to listen for ideas, and to ask for clarification. Be objective and seek out facts, rather than prejudging unwelcome information.

When people concentrate on what others say, they work together more efficiently, develop better relationships, and avoid costly or embarrassing mistakes.

Many of you know Peter Rachleff from former PPA Conferences. He is a retired labor history professor from Macalester College here in St. Paul, MN. Several years ago he and his partner turned an old Carnegie library into a labor history library – The East Side Freedom Library. I've taken several of their Zoom classes and have volunteered on the labor advisory committee for the last year. It gives me something to write about – filler, but applicable filler about current events happening right now here at home. From there, I've taken an actual class on workers in Minnesota, learned about the strikes, labor disputes and wins, have gone to Zoom book reviews dealing with labor and made new connections I would have never found otherwise. I admit, being retired has made most of this easily doable, but could be done by anyone.

I encourage all of you to find resources – and some of them are closer than you think. One of our editors-at-large publishes an online newsletter that picks out postal news all over the country. The "Save the Post Office" bunch puts out a newsletter every other month at least. Once you get an idea, it's easier to find more information. One of my favorite emails is from RadicalTeaTowel.com. They're based in England but make tea towels with radical feminists, historical figures, great sayings and art on them. At least once a month they send out an email dealing with some historical figure in time so I contacted them to ask if I could use some of their material. Not a problem, in fact, they encouraged me and asked for recognition with a link to their website. There are many people and organizations that are more than willing to give you material so please take advantage of them!

## Chatbots – what are they?

By Diane North, Editor-at-Large

**The APWU National Postal Press Association discussion pertaining to the use of chatbot for your newsletter articles.** This is the statement I entered into the artificial intelligence chatbot. The following is the information I received within less than a minute.

*"As an AI (artificial intelligence) language model, I do not have access to specific discussions or decisions made by the APWU National Postal Press Association regarding the use of chatbots for their newsletter articles. However, I can provide some general information on the topic of chatbots and their potential use in newsletters.*

*"Chatbots are computer programs designed to simulate conversation with human users, typically using text-based interfaces. They are becoming increasingly popular in various industries, including journalism, where they can be used to deliver news and information in a more interactive and engaging way.*

*"In the context of newsletters, chatbots can be used to provide personalized content and assistance to readers, answering questions and providing additional information based on the reader's interests*

*and preferences. This can help to increase engagement and build a stronger connection between the reader and the newsletter.*

*"However, it is important to note that chatbots should not be used as a substitute for human interaction or as a way to replace actual reporting and analysis. They should be used as a tool to enhance the reader experience and provide additional value to the content.*

*"Overall, the decision to use chatbots in a newsletter should be based on the specific goals and needs of the publication, as well as the preferences and behaviors of the target audience."*

There has been a lot of discussion about chatbots lately wherever I go. This is just the start of my exploration into what this form of communication can be used for. It seems the main idea that I find in this mode of communication is to replace people with verbal forms of communication. Watch out customer service representatives!

I advise you do your own research. And pay attention to what the AI says, "However, it is important to note that chatbots should not be used as a substitute for human interaction or as a way to replace actual reporting and analysis."

Return Service Requested

# The *Privatization of Everything* now in paperback

By Donald Cohen, Executive Director  
*In The Public Interest*

The paperback edition of the 2021 book, *The Privatization of Everything*, is now available online at *Bookshop* (and other outlets) and in some bookstores. Its reappearance allows me to reflect on why we wrote the book in the first place.

If you peruse the index, you might wonder what an elementary school in Washington, D.C. has to do with the Food and Drug Administration, how our National Parks relate to parking meters in Chicago, why the history of Philadelphia's water supply is connected to fare-free transit in Kansas City, or what Jonas Salk has to do with Sallie Mae.

What they have in common is the concept of the public: public schools, public spaces, public safety, public health, public investment for a common good.

The book is an argument intended to reclaim the idea of the public and reclaim our governments as tools of the public. It is a call to use public conversation and debate to define public goods, and to ensure those public goods remain under public – democratic – control.

Apparently, that word, public, upsets some people.

There's a reason the name of former Secretary of Education Betsy DeVos turns up when discussing seemingly disparate efforts to obstruct the delivery of both COVID-related healthcare services in Michigan and quality public education across the country. Turns out, they're not so disparate.

You'll also find the cash of the Koch Brothers and the fingerprints of the right-wing American Legislative Exchange Council (ALEC) on legislation all over the country on issues as diverse as school privatization and environmental regulations.

The forces aligned against the public interest embrace a doctrine derived from the myth that government has no business doing anything the private sector can do and anyway "does better" – cheaper, faster, more efficiently. They do not see the potential of government as an expression of democratic will, but rather as an obstruction to the marketplace. They believe privatization – of schools, water systems, prisons, and so on – is the solution to our problems.

What is privatization?

Here's how we define it in the book:

"Privatization is the transfer of control over public goods to private hands. Sometimes this happens during procurement – the outsourcing of public services to a private contractor. In other cases, it's due to austerity – reducing public funding of a vital public good and letting private options take over. Or it can happen through deregulation – when we eliminate or fail to enforce public control through important regulatory safeguards for consumers, workers, or the environment. In all these ways, privatization is a transfer of power over our own destiny, as individuals and as

a nation, to unelected, unaccountable, and inscrutable corporations and their executives."

As we argue in the book, privatization is primarily a political strategy – one designed to separate us from public goods, our government, and each other.

And privatization is pervasive. It reaches into all corners of our lives – from the very water we drink, to the food we eat. It's so ubiquitous, we don't even realize it.

After I made a presentation to an organization about the book, one staff member told me she began to think differently about privatization. "I was really struck by how the invisibility and prevalence of privatization ends up undermining support for public goods."

That's why I hope this book will become a useful tool – a desk reference, a call to arms, a playbook, an argument to organize around, and – in the stories of those who have confronted privatization whenever it threatens a public good – an inspiration.

With the paperback version, I hope that we can make the book more affordable and the ideas more accessible to a wider audience. We hope the book can help instigate or center discussions about how to counter efforts at privatization, and how to restore faith in the possibility of government as a force for good.

