

Postal News Press Newsletter

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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The wonders of the world

By Tony Carobine, President

The Great Pyramid of Giza, Hanging Gardens of Babylon, Temple of Artemis at Ephesus, Statue of Zeus at Olympia, Mausoleum at Halicarnassus, Colossus of Rhodes, Lighthouse of Alexandria; these are the Seven Wonders of the Ancient World. The list of these seven wonders was originally compiled around the second century BC, with one still in existence today, Great Pyramid of Giza.

Moving ahead a few thousand years, the Seven Wonders of the Modern World (built in the 20th century) as selected by the American Society of Civil Engineers include: Empire State Building – New York City; Itaipu Dam – Paraguay/Brazil; CN Tower – Toronto, Canada; Panama Canal – Panama; Channel Tunnel – France/UK; Delta Works/Zuiderzee Works – Netherlands; and Golden Gate Bridge – San Francisco.

“While thinking about all of these Wonders of the World it occurred to me there is another wonder. It is by no means a spectacular structure built by humankind or even a natural wonder but nonetheless a wonder that no matter how hard one tries, it is impossible to figure out.”

The ability of humans to design and build magnificent structures, such as the Great Pyramid constructed thousands of years

before the invention of machinery capable of moving stone block weighing thousands of pounds is truly mind-boggling.

In addition to the Seven Wonders of the Ancient and Modern World there are the Seven Natural Wonders of the World and the



Great-Pyramid of Giza

Seven Underwater Wonders of the World.

While thinking about all of these Wonders of the World it occurred to me there is another wonder. It is by no means a spectacular structure built by humankind or even a natural wonder but nonetheless a wonder that no matter how hard one tries, it is impossible to figure out. That perplexing wonder is our coworkers who are not supportive of the union; either through membership or in other ways.

It is truly a wonder...if these individuals didn't have the protections provided under a contract negotiated on their behalf by the union and as a result lost their jobs tomorrow, where would they find employment providing the same pay and benefits?

An honest look at the plight of millions of working class Americans who are not represented by a union provides the answer. Low wages, no job protections, discontinued pension plans, family wage earners working multiple jobs to make ends meet, etc.

Meanwhile, as postal workers we have

thus far been removed from the dilemma that many of our fellow Americans are experiencing. Thanks to our union and those who came before us, we enjoy no layoff protection, good wages, health insurance, pension plan, paid sick leave and vacation, plus many other benefits that are oftentimes taken for granted.

Although it is a wonder there are individuals who don't support the organization that sustains their livelihood, we need to ask ourselves why? Why are there apathetic members? Why are there non-members? Why? Why? Why?

Just as the designers and builders of the Wonders of the World both Ancient and Modern overcame what many

would think were insurmountable odds and did not quit until they achieved their goals, we as union representatives must never stop working to build a stronger union.

Communication, above all else remains the key in this regard. Whether it's young members, longtime members, or nonmembers, the need to communicate through union publications, social media, websites, bulletin boards, mailings, one-on-one contact and any other form of communication that is available is a never-ending necessity. Communication should not be sacrificed to save a buck.

By discontinuing or reducing our efforts to communicate, we reduce the union's strength along with our chances and opportunities to defeat ongoing challenges. Reducing the union's visibility will also work to disconnect members from their union and may eventually leave them wondering if they should retain their membership. Meanwhile, nonmembers need to

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Carrot or the stick?

By Cathy Hanson, Editor-at-Large

I recently got up at our general membership meeting and spoke to the newly installed officers about how important it is for them to write for our union publication.

If we are to be the communicators for our locals, sometimes we need to remind them there is more to being a representative than just the physical work of enforcing our contract. We have employees in offices that rarely see a steward unless one works there, and with 28 stations, most of our floor representatives work at the main post office.

The information stewards and officers

have come first hand from our presidents and business agents and they have a unique perspective to pass on to the members. The members read our publications, they are sent nationwide to other locals and the national APWU as well. Our members deserve to know what's going on in our locals and our publications are the tool we use to get that information out there.

So, feel free to remind your officers and stewards how important their point of view is and how much you appreciate their articles when you get them. The carrot works better than the stick!

Internal union elections

Is it a violation of election law to publish a local executive board's endorsement of candidates for national APWU office in the local's publication?

For an answer to this question and for other election-related information as applicable to union publications, see pages 5-7.

Note to all:

For those of you who have not yet renewed your membership (what are you waiting for?) and for those who have, I have this update. Please use the correct/current address that is on the membership application. Some people have mailed it to the former secretary/treasurer in St. Charles, Missouri. Ed Brennan has been a good sport about sending them to me thank goodness. It might help to remind your secretary/treasurer to check the address in their computer and/or QuickBooks. Thank you!

Jenny L. Gust
Secretary-Treasurer

The wonders of the world

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be constantly reminded about the value of union membership and the fact their job is dependent upon a strong union.

If we are serious about overcoming apathy, if we are serious about building loyalty and commitment to the union, if we are seri-

ous about persuading nonmembers to join, then we must make a serious commitment to communication.

The Great Pyramid of Giza has stood the test of time. Will we as a union stand the test of time? The answer to that question is up to each and every one of us.

Why do you have a paper?

By Jenny Gust, Secretary-Treasurer

At some point your local may have decided to save some money and think that getting rid of the paper is the answer. I hope not but it does happen. So you, as the editor, need to have reasons why it is a good idea to keep the publication. So I ask you – what would your reasons be?

The main reason for printing a local

union newsletter is to maintain an informed membership! Our members need to know what the APWU, as a national organization is doing for them. And of course they need to know what their local is doing for them.

Informed members of any organization can participate more fully on behalf of that organization. The local newsletter will keep members aware of what the union fights for and wants from management. It can inform them of the political status of items in Congress. Our papers can be a sounding board for our members. We can also use the paper to let everyone know of upcoming events, meetings, parties, rallies. We also can print informative items such as retirement congratulations, baby and wedding announcements, get well news, etc. People love to hear about their co-workers and themselves and what is going on in their lives.

The paper can become a very important part of your local. Some of your members

may never file a grievance but they deserve to be kept informed about what is going on even if it doesn't always affect them personally.

Another thing to keep in mind just in

“Some of your members may never file a grievance but they deserve to be kept informed about what is going on even if it doesn't always affect them personally.”

Writing isn't always easy

By Lance Coles, Editor-at-Large

Writing an article for the paper does not always come easy. Writers block happens a lot.

As an editor of the paper, you should write something every issue.

When you start your article, just write. Don't worry about run on sentences or punctuation – just keep writing whatever is on your mind.

Then set it aside, for as long as you can. Come back to it and clean it up. You will probably add or take away from it. If possible, set it aside one more time and come back and finish it.

Before you print it, proofread it. Start with the last word of the article and read it backwards, this will help with spelling. Don't trust auto correct on spelling.

Read it aloud to yourself or to someone else. This will help you hear the syntax and flow of the article. It will also help you make sure it is saying what you want it to.

If it's a news article, does it have the 5 W's – Who, What, When, Where and Why? (and how).

If it is an editorial, is it concise and flow? Does it ask for action? Does it explain everything?

Remember you are not writing for a Pulitzer, you are writing for your members, and trying to inform them or get them to act.

Some people do work better under pressure of a deadline. Keep the deadline, but start with your thoughts early, and then as the deadline approaches, put it all together.

Writing may not be easy, but it is fulfilling.

Make plans to attend

2023 PPA Conference in Madison, Wisconsin

Madison, Wisconsin will be the site of the 2023 Biennial Conference of the APWU National Postal Press Association on Thursday, July 20 through Saturday, July 22, 2023 with a preconference session on Wednesday, July 19. The conference will be held at The Madison Concourse

Hotel & Governor's Club. A guestroom rate of \$169.00 per day will be in effect throughout the conference. Current tax rate is 15.5%.



The labor shortage is actually a good jobs shortage

By Jeremy Mohler,
Communications Director
In the Public Interest

In what's become known as the "Great Resignation," the pandemic has caused millions of people to leave their jobs.

This has hit the public sector particularly hard, which affects all of us. Longer wait lines at fast food restaurants are one thing, but interruptions in getting unemployment benefits and delays in autopsies causing bodies to be stored in hallways are a big deal.

In the fall of 2021, more than half of all workers state and local workers (52 percent) said they were thinking of leaving their jobs.

That's why recent news out of Michigan is a positive turn. A school district just outside of Detroit has decided to bring custodial services back in-house after four years of using contracted workers with the publicly traded, multinational corporation ABM.

Why? "We want the pride to come back ... that we need to take care of our facilities," said the district's superintendent.

He continued: "We are trying to be able to attract people to our district and for some, for some custodians in other districts their entire paycheck is going towards health insurance. So, it is a struggle to survive. We are trying to be able to provide a package that is an incentive to want people to choose [our district.]"

That's for custodial services! Not software development or some other high-salary job we regularly hear corporate executives and elected leaders referring to incentives and competition about.

There's no state in the country where an education support professional earns enough, on average, to support themselves and one child while living in the state's most affordable metropolitan area.

The new, public custodial jobs will pay \$16 an hour with fully covered health insurance and other benefits. ABM – which profited \$126 million in 2021—has been paying custodians \$14.50 an hour and requiring them to pay substantially for health coverage.

This might not sound like a big deal – it's one school district in one state. But it's another sign that attitudes about public services and public institutions are shifting.

Last month, a Pennsylvania county took

back control of its jail from a private prison company. "No longer will we have a multinational corporation with a profit motive to keep our jail as full as possible managing our jail," said a county councilman.

A few weeks ago, Nebraska lawmakers voted to end the state's decade-long experiment with the privatization of child welfare case management services.

As we concluded in a 2019 brief on bringing privatized services back in-house—known as "insourcing" – such a move often both improves service quality and saves costs.

It's encouraging to see more and more local and state governments wake up to this truth. And we all should be pushing our own communities to join the club.

Union tips for U.S. trips

Across the nation, there are great monuments to the labor union legacy, and some may even be closer than you realize. Add these sites to your travel itinerary to put a union twist on your vacation plans.

Check out this list of union sites around the country!

Amtrak Workers Memorial – Washington, D.C.: Memorial that honors those Amtrak employees who lost their lives in performance of their duties. **Fun fact:** The Amtrak Workers Memorial is located in the district's Union Station.

Memphis Strike of 1968 Monument – Memphis, Tennessee: This gallery expands the story of the 1968 Memphis sanitation strike. Features exhibits and videos highlighting the Rev. James Lawson and T.O. Jones, who courageously waged the battle on behalf of striking sanitation workers. **Fun fact:** The iconic "I Am a Man" signs held by strikers and the garbage truck from the original exhibition can be found here.

Haymarket Martyrs Memorial – Chicago: On May 4, 1866, what began as a peaceful rally to protest unfair working conditions erupted into violence after a man threw a bomb at police, resulting in injuries and deaths between both protesting workers and police officers. Eight union activists were wrongfully accused, convicted and hanged. This monument is a reminder of the lives lost during the fight for workers' rights. **Fun fact:** Visitors often leave union buttons, flowers and other tokens at the base of the monument.

Pullman National Monument Site – Chicago: Chicago may be most well-known for its blustery weather, but it's also home to a rich labor history as well. The Pullman National Monument honors Chicago's labor history with a series of monuments, muse-

ums and other important landmarks – one of which was the scene of a violent strike in the 1890s. **Fun fact:** The Pullman District was the first model, planned industrial community in the United States.

Mother Jones Monument – Union Miners Cemetery, Mount Olive, Illinois: This 22-foot granite monument pays tribute to the achievements of Mother Jones, the woman who is credited with co-founding the Industrial Workers of the World labor union and coordinating several major strikes. **Fun fact:** The Mother Jones monument is also her official burial site.

Ludlow Monument – Ludlow, Colorado: Colorado is a major mining state, producing everything from gold to coal during its mining history. The Mine Workers (UMWA) erected the monument to honor the victims of the Ludlow Massacre, an event in which more than 1,000 striking coal miners were attacked by the Colorado National Guard and guards from the Colorado Fuel & Iron Co. **Fun fact:** Another mining monument, the Victor American Hastings Mine Disaster Monument, is less than two miles away from the Ludlow Monument.

Rosie the Riveter WWII National Historical Park – Richmond, California: It's no secret that Rosie is one of the most recognizable faces of the labor movement. This memorial goes beyond the iconic image to honor all the "Rosies" – working women of World War II and beyond. **Fun fact:** The Rosie the Riveter Trust (the nonprofit trust behind the Rosie the Riveter WWII Park) operates a free summer camp for at-risk youth called Rosie's Girls. The camp is modeled after women like Rosie to help young women gain courage and confidence in their abilities.

Source: AFL-CIO Union Plus

Internal union elections and the LMRDA

Editor's Note: The following information is being provided as a guide to ensure fair and equal treatment of all candidates during this national APWU election year and to help APWU affiliates avoid election law violations.

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 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, any social media (websites, Facebook, YouTube, twitter, etc.) that involves the use of union resources to operate also 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

story must be written strictly as a news item and must not be allowed to drift over the line into an area of propaganda for (or against) those candidates who are endorsed – or who failed to gain the endorsement.

Moreover, the printing of such endorsements in a news story should be distributed to the publication's normal mailing list. To increase the circulation in an effort to reach a larger audience only for the purpose of publicizing such endorsements could be construed as employing union funds and/or equipment to advance the candidacy of a candidate or candidates.

A "Letters to the Editor" column should not be used for the purpose of advancing the candidacy of an individual or individuals nor should it be used to attack a candidate or candidates. Letters to the Editor should either be eliminated or closely monitored during the election period in order to avoid conflict with the intent of the law.

These laws are not intended to restrict anyone's rights, but rather to protect the rights of the membership and to ensure equal treatment for all candidates.

Union election review

Following are some questions that may arise during the APWU national election period. This is by no means a complete list, as it is not possible to cover every situation that could occur. Please contact the PPA for assistance with questions not covered here.

What does "promote the candidacy of any person" mean?

To promote the candidacy of any person means to show a preference for a particular candidate or groups of candidates. This is prohibited regardless of whether the preference is shown by actively supporting one candidate or by attacking another candidate.

I receive an informational article during the election period from a candidate (either incumbent or non-incumbent) which I believe would be of interest to my membership. This person is not a regular contributor or has never submitted an article before. Can I publish the article if no mention is made of the fact that the writer is a candidate?

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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 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.

If a local endorses candidates for national or state APWU office at a regular or specially called meeting of the general membership, the union may print this information as a **straight news story**. This news story can be reported only if the decision has been made by the membership at a regular membership meeting and **not if the endorsement was made only by the executive board**. The

Internal union elections and the LMRDA

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No. Even though the article makes no mention of the fact that the writer is a candidate the writer is not a regular contributor and therefore would in effect be receiving exposure (during the election period) to the detriment of other candidates.

Would it be appropriate to accept campaign statements from candidates running for specific national offices for publication in a local or state paper as long as each candidate for that specific office is given an equal opportunity to submit a campaign statement?

Yes. This would not be an election law violation as long as all candidates are treated equally. For example, each candidate must be permitted the same amount of words or space and time to submit the statement. The affected candidates should be sent a notice about this opportunity on the same day, preferably by certified mail, return receipt. That way, if there is any question later about equal notification, there will be proof that each candidate was afforded the same opportunity. The statements should also be equally presented so as not to draw more attention to one statement over another. This means, for example, that typographical enhancements such as bold face type, bulleted or numbered lists, type set in all caps, underlined type, or extra punctuation should not be permitted.

If the executive board endorses candidates for national APWU office, can I print this information in the paper?

No. The only type of endorsements that can be reported in your publication are endorse-

ments made by the general membership at a regular membership meeting. You cannot in any fashion report endorsements made only by the executive board.

When endorsements are made at a general membership meeting and published, they must be presented as a straight news story.

place an ad and all candidates are charged the same rate. Also, such advertisements should be equally presented. That means the advertisement from one candidate should not receive more prominence as in better page placement than an ad from another candidate.



The news story must not drift over the line into propaganda (for or against) those candidates who are endorsed – or who failed to gain the endorsement.

Is it legal to sell advertising space in a union publication to candidates?

Yes, provided that all candidates for each office for which ads will be accepted are equally notified of the opportunity (preferably by certified mail, return receipt) to

My local has a web page. Can I publish articles on this web page promoting the election of candidates for national office?

No. The same standards apply to web pages (and other social media) as union publications. The web page is a union resource paid for with union funds and union funds cannot be used to promote (or attack) anyone's candidacy as specified in Section 401 (g) of the LMRDA.

Article submissions during election period

The following explanation addresses the question of publishing articles in a union

or have not previously submitted articles.

Under Section 401(g) of the Labor

“Anyone who is deemed a regular contributor should therefore be allowed to continue to contribute articles to the paper throughout the election period, as long as the articles do not advocate for or attack an individual’s candidacy.”

funded by the union cannot be used to promote the candidacy of any person in a union election. The purpose of this regulation is to ensure fair and impartial elections for all candidates.

It has been argued that the appearance of articles in a union publication during the election period from a candidate who has never or rarely before submitted articles in that union publication is a promotion of that individual's candidacy through the union

publication just prior to an election authored by members who are not regular contributors

Management Reporting and Disclosure Act (LMRDA), union newspapers that are

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Article submissions during election period

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publication in violation of the LMRDA.

According to the U.S. Department of Labor Office of Labor-Management Standards which is responsible for administering provisions of the LMRDA: *"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 as campaigning."*

Therefore, in an effort to avoid the appearance of impropriety and to thwart efforts to overturn elections, the APWU National Postal Press Association recommends that editors do not permit members to publish articles in the union's publication six months prior to an election, unless the member is a regular contributor. This policy will protect the union from an allegation that it unfairly allowed particular candidates to use the union-paid for newsletter in support of his or her candidacy.

The determination of a regular contributor must be made on a case-by-case basis taking into consideration the number of times the union publication is published every year.

Anyone who is deemed a regular contributor should therefore be allowed to continue to contribute articles to the paper throughout the election period, as long as the articles do not advocate for or attack an individual's candidacy.

Because some members may have already announced their candidacy while others have not, the safest course to take is to adopt a policy prohibiting all non-regular contributors from submitting articles to the union publication during the election period.

There are no hard and fast rules with respect to when the election period begins. The six month rule is a general guideline that seeks to avoid the appearance of impropriety as the election nears. Certainly, once members announce their candidacy for office the election period should be deemed to have begun. (A candidate is announced when it is common knowledge that he or she is going to be running for office, either as an incumbent or challenger. Under election regulations, an individual does not have to

be formally nominated to be considered a candidate for office. An expressed intention to run is sufficient for the individual to be considered a candidate.)

Finally, no one who writes for a union publication, whether a regular contributor or

not, can advocate for the election or defeat of a particular candidate for union office, him or herself or others. The exception is a union-sponsored forum to allow all candidates to make a statement in the union publication in support of their candidacy.

2022 APWU National Elections APWU National Election Committee adopts rules

Following are rules adopted by the 2022 APWU Election Committee pertaining to union publications in accordance with Section 401(g) of the Labor Management Reporting & Disclosure Act of 1959 (LMRDA) as Amended. Section 401(g) of the LMRDA prohibits the use of union or employer funds to promote the candidacy of any person in an APWU National Election. The following rules, while not all encompassing, are offered in an attempt to preclude the most common types of Section 401(g) violations.

- Local/state union publications prepared, printed, and distributed at union expense may not be used to promote or attack the candidacy of any member in the election. Publications include newspapers, magazines, websites, letters or other similar type of communications.
- The inclusion of candidates' campaign statements, press releases, photographs or announcements in a union publication is prohibited unless all candidates for the same office are specifically advised and offered an equal opportunity.
- Articles which are used to praise or criticize a candidate are prohibited. With regard to the printing of photographs of candidates (other than those covered in the previous item) local/state publications should only contain such photographs when they are directly related to a timely news event being reported. Local/state officers who have their own columns in union publications cannot use their columns to promote or oppose an individual's candidacy.
- A local/state union publication has the right to accept paid political advertising from candidates for specific offices or all offices. If it is decided to accept paid political advertising, the local/state affiliate must provide a notice and rates to all candidates for the office(s) in which the local/state affiliate has decided to accept advertising. The advertisement must contain a statement that it is paid for by the candidate.
- Local/State union publications may print, without comment, membership endorsements, provided such endorsements of candidates are voted on at a regular membership meeting. Publications with endorsements cannot be disseminated beyond the normal mailing list utilized by the local/state affiliate.
- APWU national, state, or local union property and resources, including but not limited to, union offices, computers, websites, telephones, automobiles, supplies, and printing and reproduction equipment may not be used for campaigning. Union property cannot be used for posting, storage, or distribution of campaign literature, for campaign meetings or campaign press conferences. Union funds may not be used to rent property or meeting rooms for such activities. No union logo or stationery may be used in campaigning for or against a candidate. This includes using any union logo for campaign-related purposes, including press conferences.

Facebook best practices

“What should my union do with Facebook?” That’s a question often asked by union leaders.

Several years ago some unions saw Facebook as a great panacea for communication needs. And free, to boot! Why have a union website (or mobile app) when you can have a Facebook page for free? That didn’t work out for folks.

Facebook is driven by what we like to call The Three Fs – friends, family and fun. People like to connect with old friends on Facebook ... it’s a great way to stay in contact with far-flung family ... and there are games to play, or TV shows to follow, or musicians, sports teams, etc. Lots of users employ a “no serious stuff” attitude when it comes to Facebook, and that causes problems for unions (and other organizations) hoping to cash in.

Translated, this means that while your union activists are going to be quick to “Like” your union Facebook page and follow its posts, the average rank-and-filer simply doesn’t identify with the union to the degree we’d all like him or her to do. So yes, your union should absolutely have a Facebook page as another arrow in your quiver of communication tools – but it’s not going to resolve everything. Here are some ideas to keep in mind:

Use short videos, or at least a graphic. Facebook posts with graphics or videos get looked at way more frequently than text-only posts. Anybody, with a little practice, can shoot a 1- to 2-minute video on their smartphone these days. And Facebook makes it

super-easy to upload such posts.

Ask people to share posts. Many union members on Facebook have at least a few co-workers that are “friends” but may not be ardent enough about the union to have liked the union page. Actively remind and ask your members to share the union posts on their own FB page.

Don’t rant! Walk the fine line between ranting and informing. There may be lots of things your union doesn’t like about your president, or your governor, or your mayor and so on. *Your activists will love it if you pile on – but they’re already on your side.* A less caustic, well-reasoned post that leads the reader to their own conclusion can be more effective in reaching that next level of

members. And remember, it only takes one click for someone to “Unlike” your page, and then you lose future opportunities to engage them.

Post “fun” things occasionally. Your union Facebook page (or your website, for that matter) doesn’t have to be dead serious 100 percent of the time. Post a “Throwback Thursday” photo of someone. Find a cute video online of a baby or an animal and share, just for the heck of it. Do something interactive – ask members who’s going to win the World Series, or what is their favorite new TV show this year, etc. Remember, your members are real people with interests outside the union, too.

— unions-america.com

Pre-convention workshops planned

The PPA will be participating in the pre-convention workshops sponsored by the APWU Research & Education Department being held on **Friday, August 12** in National Harbor, Maryland.

Two half-day workshops will be presented by the PPA. ***Communicating at the Local Level:*** Examines the importance of information sharing using various mediums with special emphasis on the process of producing a member-oriented, high quality, highly read, union publication.



Legal Issues and Union Communications: A review of editorial policies, union election regulations, libel, copyright and federal election laws that apply to hardcopy and electronic forms of communication.

More information about the workshops along with registration information is available on the APWU’s website, apwu.org.