

Postal Newsletter

Press

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

Volume 52, Issue 1

January-February, 2020

Tackling the challenge of effective messaging

By Tony Carobine, President

An office worker decided to take his young daughter to work with him one day. The little girl was especially interested in going because she had heard her father talk about the people at the office for years.

However, after they arrived and she was introduced to the office crew, she didn't seem particularly impressed or interested. Letting her play video games on an office computer, draw on the whiteboards, or go out to lunch with the gang had little affect either. On the way home, the father asked the girl why she was so disappointed. She said, "I never got to see all the clowns you said you worked with."



The young girl's literal interpretation of what her father said about his co-workers causes one to think about the power of words and the formidable task we have to communicate clearly and effectively with the members we serve.

Pulling words together and crafting them into an effective message is certainly a challenge, but albeit an important one. Often times the biggest hindrance to meeting our writing objectives is actually sitting down

and beginning the process. Following are some suggestions to help you with your writing.

Procrastination

This condition affects many of us when it comes to pursuing our writing tasks. In fact,

grammar, etc. It should also include providing information in various ways; such as: news stories, editorials, feature stories, interviews, etc. The written word is powerful and if used properly can be instrumental in accomplishing positive results for the organization it serves.

"There are times, however, when the words just won't come no matter how hard we try."

some people spend more time and energy making excuses in their own minds about not writing than it would actually take to complete the assignment.

On occasion we've all invented excuses in our minds for delaying writing tasks. "It's too late in the day to start, I'll wait until tomorrow." "It's Friday, the weekend is almost here. I'll start writing the first chance I get next week." "I feel a little tired. It would be better to start after a good night's sleep." "Just as soon as I read my mail, I'll start writing." Etc., etc., etc.

After all the excuses, after all the delay tactics, and after all the agonizing – one thing is clear, the writing assignment still needs to be completed. Ignoring those "inner voices" and proceeding directly to the work at hand is the best way to overcome procrastination.

As editor, it's best to complete your writing before reviewing material submitted by others, or working on the layout of the paper. After expending the energy necessary to work on other parts of the paper, it's very difficult for an editor to be in the proper frame of mind to write. For peace of mind and sense of accomplishment, write first and perform other editorial duties later.

The position of editor demands more than "editing" – reviewing material submitted by others and making corrections to spelling,

Getting started

Once you've decided to start writing, the next step is to sit yourself down in front of the writing tools of choice (keyboard or pen and paper) and get to work. There are various techniques writers employ to get started. It's best to experiment and find out which method is best for you.

First, you should avoid attempting to write the perfect piece on the first try. The result of this technique is usually complete frustration and a waste of valuable time. I've found that the easiest and most productive method is to just write as thoughts for the article come to mind. (Others find that drafting an outline listing key points before actually beginning to write are helpful. A combination of both methods also works well.)

Don't worry about complete sentences, grammar, whether it makes sense or if it's in the proper order. The objective on the first draft is to get all your thoughts and ideas written. Oh, what an accomplishment this is! After letting it sit a while (preferably 24 hours), go back and rewrite the article. You'll be surprised at the fresh ideas that come to mind and how easily everything falls into place.

There are times, however, when the words just won't come no matter how hard
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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.



Effective messaging . . .

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we try. There are a few things that can be attempted to overcome this problem, known as "writer's block."

One is to just keep on writing even if it's "Help I'm stuck and I don't know what to write next." This may eventually "jump-start" your creative juices and help you get going again. Some find that reviewing material similar to the subject they are writing about is helpful. Others find that taking a walk helps.

You should always have a pen and paper or pocket recorder with you so that ideas for an article can be recorded as they come to mind. Otherwise, it's likely they will be lost. Case in point. I can recall several times over the years waking up in the middle of the night (or day when working Tour One) and start thinking about an article I was working on. Like magic, all of these wonderful ideas would flow through my head at great speed. And oh, how many times I was mad at myself that I couldn't remember any of them the next day. Like a dream, vividly clear one minute and gone the next. Eventually, I got into the habit of keeping a pad and paper or recorder nearby so that I could capture these ideas.

Finding a place to write that is free from distractions and temptations to pursue other tasks is helpful. By getting away from distractions that will interrupt your thoughts, you are free to totally concentrate on your work at hand – no excuses. It's also helpful to set goals and then reward yourself. When writing you may want to reward yourself by taking a break after reaching a certain point. This also gives your brain a rest and allows you to refocus your thoughts and start over refreshed.

Ever vigilant

We come in contact with subject matter for our publications on a regular basis. So it helps to always be on the lookout as writing is an ongoing endeavor. When you see something, immediately collect the details and develop them into an article for the paper.

Employing this technique is especially helpful to the editor because substantial portions of the paper can already be completed when the paper's deadline arrives. This will allow the editor to concentrate on other work that needs to be done on the paper and make his



or her life less stressful. Being on the lookout for subject matter can also be helpful to other officers. They may not know what to write about. With the editor keeping a watchful eye, he or she may be able to help these individuals select the subject matter for their articles.

Impact

Words and how they are put together to form messages have an impact on every one that reads them. How your readers perceive the union has a lot to do with your efforts to communicate – through the written word.

Looking back

Everyone who retires has at least one zinger of a story worth telling. Whenever longtime members retire from the postal service, get them to share their best stories – to entertain and educate the reader and to spotlight the retirees at this important juncture of their lives.



Make a PPA resolution

By Jenny Gust, Editor-at-Large

According to a survey from the University of Scranton, about 45 percent of Americans usually make New Year's resolutions. But the same survey shows that only 8 percent of us actually keep our resolutions. So if you made a resolution this year, or several, chances are by now you have not kept it. I am here to suggest a late resolution having to do with your union publication.

Make a resolution to show in each and

It's all about communication

By Terry C. Danek, Editor-at-Large

With the beginning of a new year and as a new member of the PPA board, let me share my thoughts of what an editor is to their members. We are responsible for sharing important information in a timely fashion in order to inform, educate, and activate our members. Our newsletters should inspire our members to get involved in telling labor's story. It's a story of dedicated individuals collectively banding together to create safe and fair working environments with living wages and benefits. We bear the responsibility to activate a grass roots movement to protect the jobs and services of the U.S. Postal Service.

It's always about communication. Our newsletters are more than just ink on paper. Editors spend a great deal of time turning words into works of art. You have a deadline to meet and it seems like you are always waiting for your officers to submit their reports. And don't forget that most of the time this is done with a limited budget. Such is the world of being a union newsletter editor.

Should you have any questions or concerns, please feel free to contact me. My email address is: Gpadanek@aol.com. I am here to help you in any way that I can.



every upcoming issue the many benefits of belonging to the American Postal Workers Union!

Sometimes people need a wake-up call to see what is right in front of them. They pay part of their salary each paycheck and if they never file a grievance what are they getting in return? As union activists we know the benefits – our members – not so much sometimes. Here is a list of benefits we enjoy (or possibly some new ones for your local to think about).

The obvious . . . great pay, great benefits . . . let's face it postal employees are well paid and receive overtime, night differential, Sunday premium, holidays, annual leave, sick leave, FMLA. This list is long and many people would love to have our jobs.

Besides the grievance work the union

does (which includes training of officers and stewards) are your members aware of our Legislative Department and the work that they do on our behalf? The APWU is well known on Capitol Hill because of our officers in Washington. Contract negotiations are another benefit of the union – management doesn't just hand out raises and improvements out of the goodness of their heart! Members can take advantage of many programs including the Accident Benefit Association and the Voluntary Benefits program . . . both offer a number of options for insurance of all kinds.

A newsletter from their local or state informs them of important issues. Websites are also helpful in that regard.

Many locals have local picnics each year and they may also have holiday parties. Generally, families are welcome at these events. Many locals have food at meetings and give out prizes. They will do anything to get members to come to meetings! My local gives away baseball tickets each year.

There are many benefits of belonging! But sometimes we need to remind our members of this fact. Make it your resolution to remind your members each and every issue this year.

Repeat the message

A husband and wife have been married for about 40 years but the wife has grown increasingly unhappy. After all her efforts to communicate her feelings to her husband, she finally gives up resolving the conflict herself.

So she persuades her husband to go with her to their minister for counseling. The minister asks the husband what he sees as the problem in their relationship and the husband details the wife's growing solitude and grumpiness.

Then the minister turns to the wife and asks her what she identifies as the

difficulty. "My husband never tells me he loves me," she answers. "What do you have to say about that the minister asks?"

The husband looks downright insulted. "I told her I loved her the day we got married 40 years ago. If I ever change my mind, I'll let her know!"

Unlike the husband who thought it was enough to tell his wife one time in 40 years that he loved her, it's not enough to tell our members once about issues that affect them and their families, it's a practice that must be repeated over and over again.



Communication – the key to success

By Edward J. Brennan,
Secretary-Treasurer

One of the most important things in this world is communication. Every creature in this world has to be able to communicate, with other creatures in order to exist. Married couples who can't communicate with one another won't be together for long. And so it goes with every company, country, union, etc. throughout the world. Communication when used properly is a key to success. The lack of communication is the key to failure.

When a dictator runs a country one of the first things they will do is take over the communication systems. Then they can spread their propaganda throughout the nation. And, whenever someone wants to overthrow the government, one of the first things they attempt is likewise, a takeover of the communication systems. Whoever runs the television, radio and printed word can control the minds of everyone under them. The general public tends to believe what they hear or read.

So it is with politicians, postal managers, and the union. Politicians attempt to privatize the Postal Service so their supporters can turn it into a cash cow instead of a public service. They pass laws to financially cripple the Postal Service. Postal management makes postal operation changes, such as reductions, excessing, etc. that undermine service.

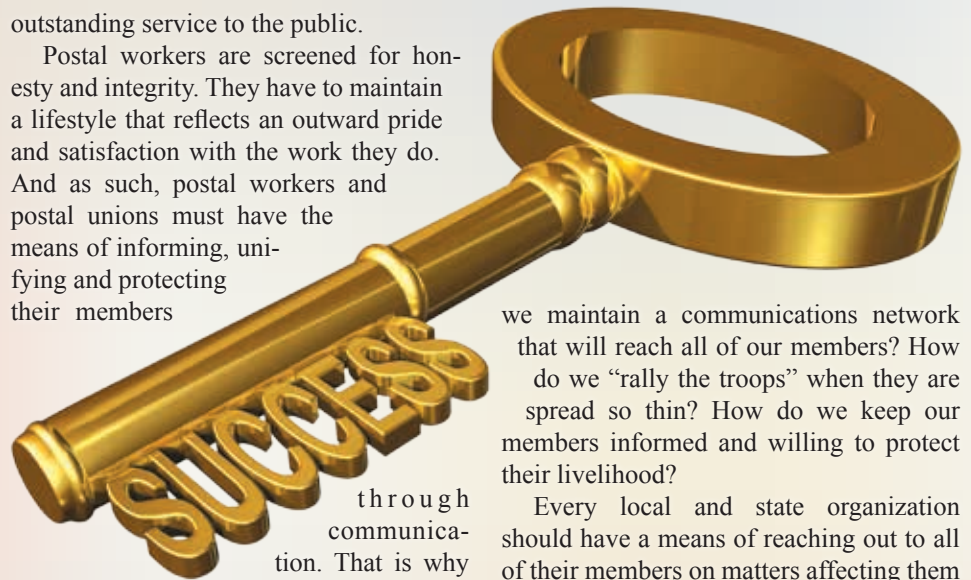
Then comes postal unions trying to protect jobs and benefits for workers and retirees. They also want to maintain the Postal Service along with its record of on time delivery, sanctity of the mail, etc. and overall

and also ever more difficult. With meeting attendance on a downward trend, with members belonging to local unions many miles from their homes or offices, and with new officers, ideas and programs, how do

“Remember – communication properly used is a key to success. Lack of communication is the key to failure.”

outstanding service to the public.

Postal workers are screened for honesty and integrity. They have to maintain a lifestyle that reflects an outward pride and satisfaction with the work they do. And as such, postal workers and postal unions must have the means of informing, unifying and protecting their members



through communication. That is why Hank Greenberg and others formed the Postal Press Association over fifty years ago. That is why we need this organization more than ever before.

With all of the recent changes in the Postal Service and our union, communication is becoming ever more important

we maintain a communications network that will reach all of our members? How do we “rally the troops” when they are spread so thin? How do we keep our members informed and willing to protect their livelihood?

Every local and state organization should have a means of reaching out to all of their members on matters affecting them and their families. If your organization does not have a communications network set up, they should immediately do so. The APWU National Postal Press Association can help in this regard. Remember – communication properly used is a key to success. Lack of communication is the key to failure.



Write killer copy for your website

If you write copy for your organization's website you need to take into account the reading habits of the typical Internet surfer. Most people don't actually read – they scan.

Research indicates that 79% of surfers scan the page instead of reading it word for word. If you don't adopt your copy to this scanning style – you're just a mouse click away from cyber extinction. When you write for the web make sure the copy is:

Concise. Web content should have 50% fewer words than its paper equivalent and no single chunk of text should run more than 75 words. To write concise text you



must tighten your language and avoid overly detailed information.

Scannable. To write scannable text add tables of contents, section summaries, bullets, numbered lists, highlighted key words, headings and short paragraphs with well-developed topic sentences.

Looking for answers?

By Hank Greenberg, Honorary Member, PPA Advisory Council

There has always been talk about the issues our union and members face and in what direction we're going. Does anyone have the answer? We don't know without reviewing the problems we face in the hope those of you who take the time to read this could very well succeed in coming up with solutions.

Everyone's fall guy is "apathy." Apathy is a major problem within the membership and maybe it's the biggest problem. But just saying "apathy" is not going to solve this problem. For example, has anyone asked the members why they are apathetic, why they aren't interested, why they don't care?

Go into any post office and you will find members who are more informed and more involved in last Sunday's sports event than in what the union is doing to protect their job. Hey everybody, **it's your job** we're talking about. When "the sporting event" is over, you still have a mortgage to pay and a family to provide for.

There was a time when an office had a problem and postal workers in other offices rose up in support. Today, you will find people saying, "It's not my office so it's not my problem." **Honestly, it's everyone's problem.**

What are we missing? Where did we go wrong? Is it a general attitude in society today or just in the post office? Whatever it is, time is running out and we need to do everything possible to get everyone to focus on the issues we face – **and we need to do it now.**

It would be worth drawing up a list of questions to survey the members. Put the questionnaire in your union newspaper. The members don't have to sign it – you can put a box in the swing room so they can return the survey. (Give them enough space to vent.) We might find that "our" issues are not necessarily "their" issues. If

true, this may show we have not succeeded in keeping the membership fully informed, or have not understood their concerns.

More than fifty years ago I became

the members and **motivate** the members. Articles about members, their opinions, their suggestions, **will give them a true sense of belonging.**

If your local does not have a paper (or publish one on a regular basis), don't be surprised if your members do not know what's going on and as a result believe every rumor they hear. You always hear more dissatisfaction from people who are uninformed.

I congratulate every editor for the important work you are

doing and I encourage you to stick with it because your efforts could very well answer the question: are you part of the solution or part of the problem?

◆ ***Your local union newspaper, not Google, will tell you what's happening to your Post Office job.***

◆ ***Think of the monthly union meeting as a "play date" for grown-ups.***

◆ ***The world is coming to an end! More information at the union meeting.***

editor of the Miami local paper. I believed then, and I believe now, that the local union newspaper is the single most important source of information to educate

Attention PPA Members: Send in your photos!

Have your event featured in the *Members in Action* section of *The American Postal Worker*

The APWU Communications Department needs your help! Please send photos of local officers and members at APWU local or state (retiree chapter or auxiliary) sponsored events, community parades, picnics, or any other civic gathering.

Photographs from events such as informational picketing, supporting a picket line or organizing drive for other union brothers and sisters, charitable activities, to handing out flyers or membership picnics, would be appreciated.

High-resolution photos should be emailed to communications@apwu.org.



Editor's toolbox: Tips for APWU communicators

Disclaimers and libel

"Opinions expressed in this publication are those of the individual writer and not necessarily those of the union." The preceding statement (or similar wording) known as a disclaimer is commonly found in newsletters published by APWU local and state organizations. Does such a statement excuse the organization from responsibility should the issue of libel arise? No! This statement merely informs the reader that the union may not agree with opinions expressed by contributors. It provides no legal protection whatsoever.

Another misconception involves the deletion of names as a means to escape a possible lawsuit for libel. If the identity of the person is readily determinable, even if the person is not named, defamatory statements in the article will be libelous. Similarly, if someone makes libelous statements about a group of persons, each person in the group may be defamed, depending upon the size of the group and the nature of the statements.

Keep in mind that the legalities of reprinting a libelous statement are the same as for the party that originated it. Also, just because a statement is true it does not mean that it's OK to print it. If a defamatory statement is published there must be a justifiable reason why the statement was published. In some states it's illegal to publish a true statement for no good reason and with the intent of damaging someone's reputation. In other states it's considered an invasion of privacy if there is no justification for publishing the statement.

Further information on the subject of libel and invasion of privacy is available from the PPA. If you are unsure of whether or not an article is libelous, your Postal Press Association can help. Upon request, (if the material has not already been published) the PPA will provide a confidential review and offer suggestions. Over the years this service has helped to avoid many potentially costly lawsuits.

Nameplates a matter of identity

Every publication benefits from a distinctive nameplate (also called banner or flag)

announcing with vigor the name of the publication. Therefore, it should stand out and grab the readers' attention.

It also gives the organization identity as owner of the publication. Along with the name of the paper in big, bold print, the nameplate should include, in smaller print: who the paper belongs to, such as "Official Publication of the Anytown Local, American Postal Workers Union, AFL-CIO."

Volume and Number. (The volume is used to record how many years the paper has been published. The number would indicate what issue it is for the current year. For example: Volume 5, Number 9 means this is the fifth year the paper is being published and the ninth issue of the current year.

Punch and Polish

Every new story we tackle – whether to edit or write – challenges us to be wary of a tumble into a comfortable, but boring, rut. Expert communicators still strive to avoid the "Fourth-Grade Book Report Syndrome" and its tendency to begin each essay with deadening phrases such as "This book was about." A reminder now and then about how to add punch and polish to written material helps keep us on our toes.

Try asking yourself these questions with each story and issue; they may help you keep your publication's perspective fresh.

What do your readers most want (or need) to know? Capture attention with topic sentences that communicate succinctly and invite readers to delve further. Keep messages sharp and to the point. Balance fact with opinion, and make sure readers can tell the difference.

Which words best describe ideas? Passive word selections and sentence structures confuse readers. Overuse of jargon and meek verbs such as *is* or those ending in *-ing* are stupefying. Keen imaginations and a thesaurus serve the most experienced reporters in good stead. On the other hand, watch out for adjective-iris and exclamatory excesses!!!

How to highlight strong arguments? Gone are the days when ALL CAPS and

ugly underlining were our only tools for emphasis. Now we have at our disposal boldface sentence fragments, memorable callouts, photo captions, informative sidebars, catchy titles, an array of typefaces, and a vast selection of bullet styles, plus artwork, to add sparkle. Be wary of clutter, though.

When is enough consistency enough? Most editors are fussy, and rightly so. At the same time, variations in style, and even an occasional surprise, results in a more interesting publication. Concentrate on the positive and keep it simple, but remember that rules can be broken, or at least bent.

Review your listening skills with this checklist

One-on-one communication is a two-way process, and the part most often neglected is listening. Following are eight poor listening habits. Are you guilty of any of them?

Editing. You hear only what you want to hear, selectively blocking out the rest of what the person is trying to communicate:

Rehearsing. As the person speaks, you are preoccupied formulating what you will say next.

Delving. Instead of listening, you focus on trying to discover a hidden message.

Daydreaming. Failing to concentrate, you allow your mind to wander which often leads to an embarrassing request for the person to repeat what he or she just said.

Personalizing. You relate what is being said to your own experience and allow your thoughts to go off on a tangent. What the person is saying becomes about you, not the speaker.

Switching. You are too quick to change the subject, sending the message that you are not interested in what the other person has to say.

Arguing. You are quick to disparage or ridicule what was just said. You are more interested in verbal sparring than communicating.

Agreeing. You nod and mumble agreement to everything that is said, just to avoid conflict.

Report writing: speeches, conferences

When representatives from your organization attend a conference or convention talk to them before they go, so they'll know what you need for the paper. If they just hand you a rousing minute-by-minute agenda of everything that happened from 8:30 a.m. on – starting with the flag salute – they'll put readers to sleep. Worse yet, they may come back with nothing – just a vague

thanks to the members for having such a great time at their expense. What you really need is a story that shows readers what's in



it for them – why it was worth their money to send someone to this meeting.

A report doesn't mean dutifully noting everything that happened. It means picking the highlights – the most exciting and meaningful happenings – and giving readers a feel for why they're important. Ask people to take notes on rousing speeches and classes, including facts and ideas that particularly impressed them. Ask them to

take down a few quotes, word-for-word, of clever statements that really hit the nail on the head, or that made the entire audience stand up and applaud.

Ask them to take pictures of people hard at work – not staring at the camera as they're shot. Ask them to bring back a program with speakers' names spelled right plus other handouts – many can be turned into great articles.

Ask people to think about how this experience will make them better activists and help them better serve the group, or how it applies to local problems.

Will you write such articles, or do you expect delegates to write their own? If it's the delegates' job, give them pointers on writing. Suggest they liven up the report by interviewing leaders and other delegates. If you do the write-up, tell delegates you'll interview them when they return.

It's all in the title

How often have you written what you consider to be a fine article, only to discover that a handful of people read it? In this article you may have researched a problem with management that everyone should be aware of or it could be a piece on some accomplishment that your local should be recognized for, yet very few know it. For the life of you, you cannot seem to understand why. Well, maybe it is the way you titled that particular article.

Headline writing is one of the most important areas that part-time journalists have to work on. With just a few extra minutes, you can come up with a suitable headline that will grab your readers' attention and make them want to read the piece that you or another officer worked so hard to produce.

One common practice repeated over and over in PPA affiliated publications is the use of the same headline for each regular contributor. Headlines like "President's Report" or the "Editor's Corner" are just a few. On other occasions the writer's name will be incorporated into a catchy slogan that identifies the writer. The problem is that repeated column headings say nothing about the contents of the article.

With just a little more time, a suitable headline could be run that will let the reader know something about the article. The use of bylines like "President's Report" can still be used but would be secondary to the main headline. A proper headline may mean the difference between whether or not an article gets read, especially if readers see a headline that lets them know the article contains useful information.

Make your publication reader friendly

Not everyone agrees on what constitutes good design. What looks bright and innovative to one editor might seem busy and haphazard to another. Thankfully, there are rules of thumb that can be helpful when it comes to designing and laying out your publication. You might find it helpful to keep them in mind as you plan your next issue. Following them can assure that your product will be reader friendly!

Italicize sparingly

Don't italicize large blocks of copy; it makes for difficult reading, as this example shows. Italics are best used only in small doses to add contrast or extra impact.

Reverse type

Avoid using large masses of reverse type ("white" type on black or another color). Again, what's effective in small doses can be overwhelming on a larger scale. (See example.) When it comes to all caps, italics, boldface and reverse type, less is more.

Avoid using large masses of reverse type (white type on black or another color) Again, what's effective in small doses can be overwhelming on a larger scale. When it comes to all caps, italics, boldface and reverse type, less is more.

Column widths

Column widths should be proportional to the point-size of the type being used. One good rule of thumb: The column width in picas should be no larger than twice the point size of the type. For example, 6 point type should not be set in columns wider than 12 picas; 10 point type can be set in columns up to 20 picas wide; and 18 point type can be used in columns as wide as 36 picas. Longer lines tire the reader's eyes. Note: 6 picas equal 1 inch.

White space

White space is not wasted space. It should be an integral part of any layout and can add drama, contrast or emphasis to other elements on a page. Plan for it.

Photos: a way to increase interest

Photographs in your paper make stories more interesting. They are often what readers look at first. What the photo says to them often determines whether the accompanying story will get more than a quick glance. So, if you can, use photographs in your publication and use them liberally.

From behind the lens

- **Take lots of photos.** Even when you know that all you'll use is one. The reason is simple – it improves the likelihood that, of say six shots of the same subject, one will be just right for the paper.
- **Tell a story with the photograph you take.** Take the photo from a variety of angles. Try to show action; catch people caught up in discussion at a meeting, not just sitting there listening; take a shot of the local president or official about whom a story is being prepared, not just staring grinning at the camera but actively involved in something. For instance, if you want a shot of a speaker at a conference, why not take it at an angle so that some members of the audience can also be seen?
- **Get close with the camera.** Big pictures have impact. They also exclude some of the distracting elements in the background. And the editor can always reduce or enlarge the photo for the newsletter's needs, but a small piece of a photo enlarged for impact will not reproduce as well as well as a larger object when it is reduced.
- **Include symbols to increase the photo's meaning.** If a photograph is of a rally, try to get some of the signs and ban-

ners in the background.

- **Limit the number of people.** Strive for five or fewer. But if you must get the whole group in one shot – as often happens – don't let your subjects stand stiffly facing the camera. Instead, try an informal seating arrangement, see if you can get your subjects to assume more relaxed poses, or ask



them to stand in a half circle, rather than in a straight line. You might also try taking the photo from a slight side angle. Better still, split the group into smaller groups and take several shots to use in the paper.

- **Get people to talk to each other and try to catch them when they're not staring at the lens of the camera.** It they must display something (like a check or plaque) ask them to look at each other or at the item, not at you. Also ask them to stand close together – often you will see a shot like this (called a “grip and grin” shot) which makes it appear that each person thinks the other has a communicable disease.
- **Avoid busy backgrounds.** For example, wallpaper with large flowers (or other

objects) when taking a photo of one or more people.

- **Try to include a person's gestures when you take a shot of an individual.** Have him or her talk to somebody else and try to get a relaxed pose. Keep snapping or wait until you get an interesting expression and gesture. Be sure, though, that the subject's expression – smiling or solemn – is appropriate to the story.

All of these tips for the photographer are important for an editor to be aware of: they are aspects of each photo which you'll want to use in judging whether, and how, a photo will appear in the newsletter.

There are a couple of other things to keep in mind when considering photos for the paper:

- Every picture in your publication should be identified – from the president on down to each and every rank and file member. You can do this in a caption, which is a brief explanation placed usually under the photo itself. Credit should also be given to the photographer by listing his or her name in small italic print on the lower right side of the photo or under it (For example, *-Alexa Smith photo* or *-Photo by Alexa Smith*).
- When you plan your layout, remember that when someone is seen looking, pointing or moving a certain way in the picture, the reader's eye is carried in that direction. You can use that natural effect to your advantage. You will want to use this line of force to direct the reader in to the body type. Do this by making sure that all pictures face into the page they are on.