

# Postal Press Newsletter

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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## ***Make your reservations now!*** **Plans set for biennial PPA Conference**

Plans are set for the biennial PPA Conference. This event is not only carefully planned for the training of editors but also for addressing both the internal and external communication needs of local and state organizations.

The intensive four-day program consists of twelve 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, fighting privatization, 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, detailed description of workshops and registration form.

## **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.

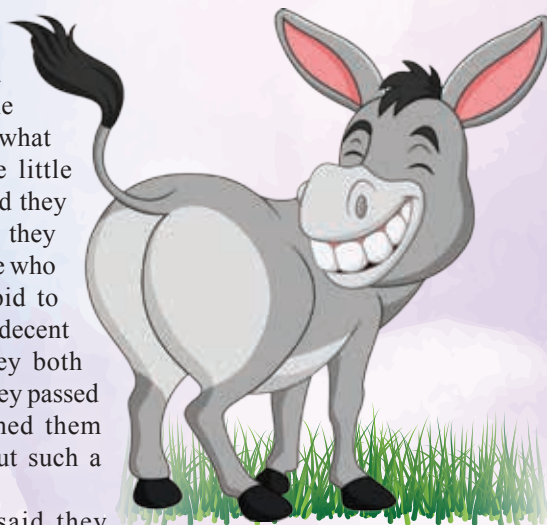
The boy and man said they were probably right so they decided to carry the donkey. As they crossed a bridge, they lost their grip on the animal and he fell into the river and drowned.

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

*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.**



# Together again for the first time

By Hank Greenberg,  
Lifetime Honorary Member

*(This article is based on what I have learned from you the editors and associate editors).*

It used to surprise me how some PPA members would tell me there was no point in going to "another" PPA conference. After all, they learned all there is to know about editing a local or state paper. To be fair, they weren't being arrogant, they sincerely believed they learned all they needed to know.

For those who have attended several PPA conferences, they have learned that there was **always** new information at every conference including new regulations and changes to old regulations. There were always new editors and associate editors you meet **who wanted to meet you**, the experienced editor. And, lo-

cal and state officers who wanted to learn how to better communicate with their members. **There is always something new to learn and new people to meet.**

Those who have attended previous conferences have seen for themselves the programs that PPA President Carobine develops for each conference. The kind of programs that are important to those trying their very best to provide their local and state members with the best possible information-of-value union paper.

Several years ago I wrote an article for the *PPA Newsletter* where I described the different classes at the conference as weapons of **mass instruction**. You cannot duplicate what you learn there. I felt that way then and I feel that way even more today. **See you there?**

## The consequences of trying to please everyone

*Continued from page 1*

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 (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 with the forces out to destroy our livelihood. We don't need conflict between each other. Taking the time to set procedures 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 twelve workshops to be presented at the PPA conference. Plan to attend!**



# Are YOU going to enter?

By Jenny Gust, Editor-at-Large

Hey you – are you going to enter the 2019 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 members. 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 every category if you want or you can just enter one. 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.

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.

## Member comments about PPA Conferences:

*"...The conference was the most rewarding experience I've ever had in my 20 plus years as a union member. I want to thank you, your staff and all the teachers, editors and members who provided a wealth of learning. I hope to apply what I learned to make our newsletter an award winner at the next conference."*



*"...I just wanted to say thank you for such a wonderful experience as the PPA conference. ...I can think of no other words than: "It was great!" I made many new friends and got so many helpful ideas, that it is hard to know where to begin."*



*"...I was most impressed with the professionalism of the instructors, their knowledge and ability to teach the varied and critical subject matter to not only the new or beginning editors, but to some of us 'old timers' who have been around for a long time."*



*"...I would like to commend you and your staff for an outstanding conference. It was my first time attending such an event and I really enjoyed it. I know such an event takes a lot of time to plan and organize. The conference was well organized and the classes were very educational. Keep up the good work!"*



*"I have just returned from the APWU National Postal Press Association (PPA) Conference, where editors from all over the country gather every two years to attend training in the field of producing a quality newspaper. It is the best training in the field of union journalism anywhere; the PPA is the class act of the APWU. ..."*

# Plans set for biennial PPA C

The conference will be held at The Meadows Events & Conference Center at Prairie Meadows Hotel, Racetrack & Casino in Altoona, Iowa. A guestroom rate of \$129.00 per day single or double occupancy will be in effect throughout the conference, in addition to three days before and three days after the actual meeting dates. Current tax

rate is 12%. To make room reservations, please visit the PPA website, [www.apwu-postalpress.org](http://www.apwu-postalpress.org) or call 1-800-325-9015 using group code 07292019APW. Prairie Meadows will provide free shuttle service from Des Moines International Airport, complimentary Internet access and no charge for parking a vehicle.

## Pre-conference Workshops Wednesday, July 31

### (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 we need 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 campaign victories to extract key lessons we can put to work in our own local communications and organizing.

### (C) Legal Issues, Your Responsibilities

Can you be sued for libel if you don't use an individual's name? Is it illegal to reprint material from a commercial source without permission? Is it a violation of election law for a local executive board to publish their endorsement of candidates for national union

## 2019 PPA Conference Registration Form

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

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

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

Local or State Organization: \_\_\_\_\_

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

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

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

**Registration Fee: (PPA Members): \$190.00**

**After July 1: \$210.00**

**Non-PPA Members: \$225.00**

The registration fee includes workshops, welcome reception /dinner, two lunches, 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 31

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

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

### Conference Workshops Thursday, August 1 – Saturday, August 3

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-L). **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**



# Conference in Altoona, Iowa

office? What is the value of establishing an Editorial Policy? *Legal Issues, Your Responsibilities* will address these questions and others with a presentation on the subjects of libel, copyright, union elections, and editorial policies.



**Conference Workshops**  
**Thursday, August 1**  
**through**  
**Saturday, August 3**

## **(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) Digital Media – Why, What and How**

This workshop will focus on digital media training for beginners. Provided will be an overview of what digital media is, why it is important in the new age of union organizing and mobilizing, and how to start

using it effectively. Discussed will be basic strategies to reach out to members, allies, and potential members.

## **(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 & Editing for the Union Communicator**

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) Websites: Putting Your Best Foot Forward**

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**

To win at the media game there are two principles you need to master: 1) you must develop a focused message and 2) you must deliver your message in a believable way. This principle, along with others will be examined at this workshop, including tactics for getting our message across, regardless of the questions asked or whether the interview is on television, radio, or in print. Part of this hands-on workshop will include a role-playing exercise whereby some of the participants are videotaped in an actual interview situation and critiqued on their presentation.

*Please see Conference Workshops, page 6*

# Plans set for biennial PPA Conference

Continued from page 5

## Conference Workshops

**Thursday, August 1  
through  
Saturday, August 3**

### (K) Photojournalism, Creating Irresistible Photos

This interactive session will examine the art of photojournalism. Learn the process of proper image taking; propelling you beyond the traditional “grip-and-grin” photographs to capturing eye catching images like a pro! We will also cover the proper care of your camera equipment and shooting technique. Starting with the basics, we will work our way up to make you a better photographer. A portion of this workshop will also include a “field trip” whereby attendees will apply what they have just learned and shoot photos for a classroom critique. Yes, you will get to critique the instructor too! **(Note: Participants should bring their Point & Shoot, Digital Single Lens Reflex, or Cell Phone Camera.)**

### (L) Learning from the Past to Conquer the Challenges of Today

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

## Additional Learning Sessions

### The Anti-Postal Privatization Campaign

The White House and big corporations want to sell the Postal Service as part of a scheme to gain personal profits. They have launched an all-out assault on the Postal Service under the false premise of financial losses. This session will provide information about the value of our public Postal Service to the American people and the workers. Provided will be information on how a profit driven system will decrease pay/benefits for workers, increase postage rates, and slow down or eliminate mail delivery in certain areas. Participants will strategize on the collective action required to stop postal privatization and protect collective bargaining rights.

### How to Write an Op-ed/Letter to the Editor

A broad movement is needed to defend the USPS. One way to reach a bigger audience is through opinion-editorials (op-eds) and letters to the editor. This session will cover the basics of writing these educational pieces by combining your own experiences with facts to make a persuasive argument.

## 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 31

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

### Thursday, August 1

7:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 10:45 a.m.	General Session
11:00 a.m. - 4:30 p.m.	Workshops

### Friday, August 2

8:30 a.m. - 5:15 p.m.	Workshops
7:00 p.m.	Friday Night at the Movies

### Saturday, August 3

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



# Editor's toolbox: Helpful ideas for APWU communicators

## Writing an exciting headline

People glance at the headlines to see what the paper's about. If headlines or pictures don't grab them, many will turn away, without reading another word.

Coming up with good, simple headlines is one of your biggest challenges. Don't just top each article with a label. Take the time to write headlines that lure people into eagerly reading one article after another.

Don't get your heart set on a particular headline right away. Let your imagination go, writing down all the possibilities you can think of, even if many turn out awful. Then pick the best and see if you can improve them further; or combine the better of two so-so headlines to get one great headline.

## Don't repeat words

Reading the same word over and over gets boring. When you're done writing, go back and see how many words you've used more than three times, maybe circling them in pencil. Try to change some without hurting the meaning, especially if the same word appears twice in a sentence.

## Readers are scanners

Remember that readers are essentially scanners and will skip through a publication before reading it in earnest. Therefore, try to attract readers to the important story or stories. Every page should have a strong graphic element, usually a large headline or photograph. This will stop readers and let them know where the page begins. A spread or a page in which all the graphic elements have equal values can be confusing and doesn't tell the reader where to start. Help the reader by presenting material in order of importance placing material in some priority order (usually from the top left to the bottom right of the page, since this is the way most people read a publication).

Check that all spacing (between headlines and the start of text, between photos and captions, etc.) is consistent throughout. Avoid "bumping" headlines, heads placed side by side; they compete for attention and can even be mistakenly read as one.

A well-designed publication will have a distinct personality, tell readers what to read first; indicate where the eye should go and emphasize what's important.

## Editorial goals: serving needs and wants

Every editor struggles with the question, "What do my readers want to know?" This question is different from the statement: "My readers need to know ..."

Editors in organizations must provide information that readers need, which will help the organization move forward. Yet if the publication contains nothing but need-to-know information it is in danger of boring and patronizing readers.

*Remember:* Answer questions that readers are asking and you'll win the loyalty, even the affection of readers. The tension between need-to-know and want-to-know come with the territory. Use it to serve your organization well.

## What should your newsletter look like?

Looks alone don't make or break a newsletter; however, a well-designed piece attracts readers.

To make your publication attractive review other newsletters and collect approaches that appeal to you. Go easy on the number of typefaces you use (one serif body type, and one sans serif – headlines should do it). Add lots of white space and don't run text across the entire page (one column).

Use simple design elements throughout your pages: pulled quotes, subheads, drop caps, kickers, screens, reverses, color, boxes, relevant clip art and illustrations.

## Speed Writing

Want to speed up your writing and overcome those blocks that cut your productivity?

Try these tips:

- **Having trouble** coming up with a lead? Skip it for a while and work on another section of the article or report. Often you'll

find it easier to write the lead after you've warmed up to the subject. Also: Try writing a working title and subtitle first. They may provide an idea for the lead.

- **Can't get going** on an uncompleted writing assignment the next day? Retype a few previous paragraphs – even revise them slightly. This technique will crank up your brain and fingers.

- **Are you stuck** on a particular section? Take a short physical – tasks break – a walk or some light exercise.

- **Frustrated by** a tough sentence or paragraph? Talk it out. Pretend you're explaining it to your reader or dictate it into a tape recorder and transcribe and edit it later.

## Layout and design that works

- Remember that layout and design should always be functional. Their job is to enhance the message – not impede it. These concepts should also communicate instantly the relative importance of items on a page and create a personality for the publication in keeping with its types of messages and readers.

- Design publications for both legibility and suitability. Legibility is concerned with how easy it is for a reader to decipher the words. It is affected by such things as size of type, width of columns, amount of grayness, glare from paper, and so on. Suitability covers the overall impression conveyed by the design and whether the various parts of the layout blend well.

- Avoid large gray areas that make a publication uninviting. Readers are turned off by large blocks of printed copy that look difficult for the eye to handle. An easy way to determine if a page design is too gray is to place a dollar bill – both vertically and horizontally on the page. If it touches only body copy, that area should be redesigned. Use subheads, artwork, narrower columns or something else to overcome the grayness.

- Avoid a layout that looks busy. Today's harried reader wants simple designs with items that are easy to locate. Reduce the number of elements per page, use fewer but larger photos. And be sure that each major item stands out well and is easy to spot.

# Flashback 1974

For many years, member publications of the APWU National Postal Press Association have fulfilled their mission of communicating with their union brothers & sisters through the written word. In this issue we take a look at 1974 featuring a random selection of clips from a few of the hundreds of PPA affiliated local and state publications.

**La-Fed, Louisiana APWU:** "To be able to attend a meeting by choice is a privilege only a few nations can enjoy. So why not attend your union meeting? You will get more out of it then you realize and who knows, you may contribute something towards helping your fellow employees."

**The Local View, Mobile Alabama:** "How many of us have ever been awed by the presence of a former postal employee, who upon being promoted to management, has suddenly acquired the rare ability to diagnose spontaneously on sight, that a fellow employee is not ill, just bricking. What a special quality. It just strikes me funny, or rather odd, that most doctors spend years in schooling and pre-med to acquire this truly unique ability, not on some post office workroom floor. It behooves these supervisors to be especially careful in their functions along these lines, for they may someday find that they have cost someone his or her most important possession, life. Yes don't laugh, it could happen. Most supervisors don't even know the everyday moods of their personnel let alone their inner feelings and/or bodily functions."

**The Mid-Stater News, New Jersey Mid-State Area Local:**

"Have you already noticed that it is a little cooler in your installation lately?

This is one of many ways that the Postal Service is trying to do their part in conserving energy.

I have been getting many calls in reference to particular offices being too cold to work in. Some of them are justified as we have come to find. We realize as employees that we must do our share, both on the job and at home, in cooperating with the national drive to save energy. However, I don't think working in temperatures around 50 degrees is expected of anyone."

**The Conveyor, East Saint Louis, Illinois:**

"On Wednesday, December 19, 1973 we experienced the worst snowstorm in our area since 1889. Twelve inches of snow caused all normal activity to halt for three days. At the East Saint Louis post office 70% of the employees were unable to report to work due to the weather and road conditions. However, the people who attempted to get to work, who shoveled out their driveways, defied the elements and drove through road hazards had a surprise waiting for them. When they finally waded through the snow and got to the post office a few minutes late, supervisors were ready to pounce on them with the glad tidings: 'you cannot clock in, you're late and you'll have to wait an hour in the swingroom.' Hurray for management! Never give an employee



an even break. Never consider the human element or the heavenly elements. Always, stay true to form: hard-headed!"

**The Mountaineer, Denver, Colorado:**

"I think we all have a positive responsibility as union members to support our steward system (even if it might cause a little extra work for us at times). To maintain faith in them can be contagious, it will encourage them to perform their duties. We should let them know we have trust in them and couldn't care less about rumors passed out by management. Unless we do this, we can hardly expect our stewards to continue policing our contract and being our first line of defense."

**The Square Deal, Norfolk, Virginia:** "A union has to be fed with new and younger ideas to remain strong, for sad as it may seem, most union leaders as they grow older, become stabilized at a certain level and remain there until given a push forward by a younger and more active member. You can see from the statement above, a union must have young men and women with new ideas or it will die, for to stabilize is to fall back. There are many in our local who are more qualified than I or any officer in our local, but until such time as you volunteer, we will stay at our post and do our very best. Become more active in your union affairs. It is your future that is at stake. We older officers will have to retire someday."