

Postal Newsletter

Press

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

Volume 53, Issue 2

March-April, 2021

Where did the game of baseball come from?

By Tony Carobine, President

Many of us enjoy the game of baseball; watching the game that is. Whether

of baseball is watched without thought as to its origin and how it evolved, there are similarities between that scenario and our

This past March 18 commemorated the 51st anniversary of the 1970 postal strike. Current postal workers are benefactors of the unionists who put it all on the line 51 years ago and struck for better wages and working conditions. At that time postal workers had no collective bargaining rights and barely earned enough to sustain themselves and their families. The wages were so low that many postal workers qualified for food stamps. Because of the bravery and unshakable resolve of these individuals, postal workers now enjoy collective bargaining rights, a good salary and benefits, and job protection.

As the years have passed, many of our brothers and sisters responsible for the postal strike of 1970 and early successes of our union either retired or are no longer with us but their achievements live on. A question we need to ask ourselves is; what are we doing to continue this legacy? What are we doing to increase the amount of union knowledge among postal workers?

In order to tackle this problem we have to keep in mind that the makeup of workers has changed. A majority of those who have entered the workforce over the past several years come from families that have no prior



it's sitting in the stands at our children or grandchildren's little league game, watching a game on television, or after a tailgating session, cheering on our favorite professional team at the ballpark, we enjoy the game.

It recently occurred to me that many of us have watched hundreds or perhaps thousands of baseball games over the years and never wondered where the game came from, who invented it and how it has evolved since its inception. We can be sure that it just didn't drop from the sky and magically appear. Someone had to generate an idea for the game in their mind before it was ever played; the number of players, bases and distance between them, rules, etc. all were developed in some fashion long before you and I ever sat in front of a television with our favorite beverage enjoying a game.

When you think about how the game

livihood as postal workers. How many of our members and nonmembers alike take for granted that livable pay and benefits were always a part of postal employment? How many among us don't associate the

"This past March 18 commemorated the 51st anniversary of the 1970 postal strike. Current postal workers are benefactors of the unionists who put it all on the line 51 years ago and struck for better wages and working conditions."

union as being responsible for the substantial gains postal workers have enjoyed over the years? How many of us don't realize that all these gains could be wiped away unless we maintain a strong union?

Unfortunately, the answer to these questions is - too many!

history of unionism. Through no fault of their own, most have little or no knowledge about unions or the purpose and necessity for them.

Also, some in today's workforce mistakenly believe that by law they are guaranteed

Continued on page 2

APWU National Postal Press Association

PO Box 888
Iron Mountain MI 49801
Phone/Fax: 906-774-9599

E-mail: ppa@apwupostalpress.org
Website: www.apwupostalpress.org

Advisory Council

Anthony "Tony" Carobine
President
PO Box 888
Iron Mountain MI 49801

Edward Brennan
Secretary-Treasurer
PO Box 451
Saint Charles MO 63302

Jenny Gust
Editor-at-Large
30630 Drouillard Road #76
Walbridge OH 43465

Cathy Hanson
Editor-at-Large
4620 Bloomington Avenue
Minneapolis MN 55407

Diane North
Editor-at-Large
3773 Woodbriar Drive
Orange Park FL 32073

Terry Danek
Editor-at-Large
4261 Knox Street
Lincoln NE 68504

Hank Greenberg
Honorary Member
2800 Black Oak Drive
Rocklin CA 95765

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.



Where did the game of baseball come from?

Continued from page 1

such benefits as paid holidays, vacation and sick leave among other benefits and protections. In reality, absent a union contract, workers aren't guaranteed anything but instead are classified as "at will" employees – serving at the will of their employer.

Given the lack of prior knowledge and exposure to unions by newer members and prospective members, we must keep in mind that "automatic loyalty" and commitment to the union doesn't just happen today as was commonplace in the past. What do I mean by automatic loyalty? For the most part, it used to be that when an individual was hired at the post office, they would join the union, be supportive and stay a union member throughout their work lives. The main reason for this is because they clearly understood the precious value of the union.

Unlike the game of baseball that does not or will ever have a shortage of players, we cannot take for granted that our union will always be around, unless we make an effort to focus on the development of a more supportive and active membership, especially from among our younger members as they are the future of our union.

One of our best assets to accomplish this task is communication. Whether it's new members, longtime members, or nonmembers, the need to communicate through union publications, social media, bulletin boards, mailings, one-on-one contact and any other form of communication that is available is a never-ending necessity. Even with tight

budgets, communication should not be sacrificed; in fact if anything communication should be increased.

By disregarding the benefits of communication, especially with the many ongoing issues facing postal workers, we reduce the union's strength along with our chances and opportunities to defeat these challenges. Reducing the union's visibility will also work to disconnect members from their union, will not generate any encouragement for them to get involved and may eventually leave them wondering if they should retain their membership. Meanwhile, nonmembers need to be constantly reminded about the value of union membership and that their livelihood is also dependent upon a strong union.

As communicators, as caretakers of the "voice of the union," we have a special responsibility to ensure that we do all we can to help keep our union strong by maintaining a union presence in front of our members via the "flagship of communication," the union publication along with as many other forms of communication as possible.

Unlike baseball, let's not take the origin and development of our union for granted. For we owe those who came before us our deepest gratitude and respect. I can think of no better way to honor their contributions than to continue the good fight and do everything we can (especially using communication) to maintain and build the greatest union in the Labor Movement – The American Postal Workers Union!

Organization's past helps point the way to its future

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

Who can you rely upon to obtain such information? In every organization there

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

Take advantage of us – please!

By Jenny Gust, Editor-at-Large

If you are reading this it means you probably are a member of the APWU National Postal Press Association. Having said that, are you taking advantage of all the Postal Press Association offers?

The newsletter you are reading holds a

“If you encounter a problem and need assistance, call the PPA”

lot of information to assist you in publishing a great paper for your local or state. There are articles on writing, headlines,

effective communications tools, everything to help make your paper reader-friendly. We want your members to enjoy reading your publication. Plus we want to make it easy for you to put the paper together. But there is so much more that you can get for the cost of your dues.

Every two years the PPA has an educational conference that is known far and wide. It appeals to editors because that is exactly what it deals with – editing – not grievances and the contract. The classes are many and varied and the cost is kept as low as possible. Unfortunately we will not be having a conference this year due to COVID concerns. But keep this conference in mind for 2023.

Have you ever checked out the PPA website? This is a real no brainer – there is so much information on this site! Before each publication date you should be checking it out for all that it provides. Graphics, labor history calendar, information on union elections, filler material. The list goes on and on. You will never have a blank spot in your paper again as long as you check this website out!

On occasion editors may run into a problem with materials submitted for the paper or with the paper's administration. If you encounter a problem and need assistance, call the PPA. We can't solve every problem but hopefully we can offer some solutions to keep things running smoothly.

Since 1964 the APWU National Postal Press Association has been there to educate and assist our members become the best communicators possible. That's 57 years of service! Take advantage of us – please!

Ellis named 2021 PPA awards judge

Shawn Ellis will serve as the outside (final) judge for the 2021 PPA Awards Program. He will be responsible for selecting the recipients of this year's awards from among the top entries in each of 15 award categories as determined by the PPA Awards Committee. He will also judge all entries for the website awards.

Ellis has been a Teamsters Local 372 member since 1986 when he was hired as a home delivery manager for the *Detroit Free Press*. Shawn and other dedicated and committed union members in six unions became embroiled in a bitter labor dispute in 1995 when Gannett, Co. and Knight Ridder, Inc. began an attack on its workforce of nearly 2,500 workers at the Detroit Newspaper Agency, *Detroit Free Press*, and *The Detroit News*.

During a 17-month strike and subsequent 55-month lockout that ended in mid-2001, he served in a number of volunteer assignments including co-coordinator of media relations and extensive volunteer at *The Detroit Sunday Journal* during the strike publication's four-year run. During the dispute, he was fired twice by Gannett, Inc. for legally protected strike activity, with both firings overturned by the National Labor Relations Board.

Later during the lockout, Ellis also worked for the Metropolitan Detroit AFL-CIO serving as the organization's Commu-

nity Services and Communications Director for nearly eight years. He produced a weekly radio program, monthly labor newspaper, and helped other union members in need with accessing services from local United Way funded agencies.

In 2005, he was asked to serve the International Brotherhood of Teamsters as Central Region Training Coordinator where he has the responsibility of coordinating and facilitating Central Region courses on organizing, negotiations, arbitration, political action, and steward development. Ellis still serves on national and regional boards including Labor's International Hall of Fame and Michigan Labor Press.

The PPA Awards Program was originally called the Biennial Award of Merit Program and established at the August 1967 conference in Cleveland, Ohio. The purpose of instituting an awards program was to recognize Association editors for outstanding work in editing, publishing and writing. The first awards were presented at the 1968 conference in Minneapolis, Minnesota. Over the years, the awards program has been modified several times to reflect changes in technology and production methods.

Awards Program rules and entry form were previously sent to editors via mail, email and posted on the PPA's website. Deadline for receipt of entries is Monday, May 10.

**DON'T LET TIME
RUN OUT!**



**Awards Program
entries must
be received by
Monday, May 10.**

Sharpen listening skills

Effective listening can make you more efficient and more productive.

Unfortunately, most people are only 25 percent effective as listeners.

The following tips and suggestions can help you become a better listener.

The benefit of listening

- **People will** respect and like you more because you have shown that you care about them and what they have to say.

- **You'll be** better informed, because when you actively listen, you learn more.

- **You'll be** better able to get things done, because you'll understand how to motivate people when you pay attention to what they're really saying – and thinking.

- **People will** listen to what you're saying because they realize that you have made them feel important – and they want to please you.

What good listeners do

- **Look at** the person who's speaking.
- **Question** the speaker to clarify what's being said.
- **Repeat some** of the things the speaker says.
- **Don't rush** the speaker.
- **Pay close** attention to what the speaker is saying.
- **Don't interrupt** the speaker.
- **Don't change** the subject until the speaker has finished his or her thoughts.

How to listen better

- **Listen for** ideas not just for facts. When you listen only for facts, you may not grasp the ideas or themes of the speaker. Here are some questions you might ask yourself when listening:

- Why am I being told this information?
- What does it lead to?
- If that's true, what does it prove?

- **Judge what** the speaker says, not how it is said. Don't let the speaker's delivery get in the way of your understanding the

message. Ignore any peculiar mannerisms or speaking problems the speaker may exhibit.

- **Be optimistic** when you listen. Try to find something of interest in the subject no matter how dry it may seem at first. Open your mind and try to find out what attracted the speaker to the subject.

- **Don't jump to conclusions.** Don't listen to the beginning of a sentence and try

the speaker's logic. You'll have time to do these things because your thoughts move so swiftly.

- **Work at** listening. Try to listen alertly and enthusiastically. Strive to "be alive." *How:* Respond to the speaker by giving feedback. *Examples:* Come up with an appropriate comment, smile if appropriate, and summarize what the speaker just said.

- **Keep your** mind open – and restrain

your emotions. Don't be distracted by strong words that may offend you. Train yourself to note the presence of emotional words – but to let them pass without an emotional reaction on your part. Work on interpreting and evaluating what the speaker is saying.

- **Practice mental exercises.** Use every opportunity to sharpen your listening skills. Work on your attitude. And practice, practice, practice.

A few more tips

Try these valuable tips which will help you develop rapport with the speaker.

• **Accept the** speaker's feelings. Show that you have empathy for the person or his or her problems.

• **Ask questions** to let the speaker know you are paying attention to him or her. People realize you're listening to them when you ask a question, wait for an answer, and follow up with a related question.

• **Be a flexible listener** when you're taking notes. Determine as soon as possible how the speaker puts forth his or her ideas, and gear your note-taking style to the speaker's style. *Example:* Ask yourself, "Is the speaker concise or does he or she take a while to make a point?"

to fill in the rest. Wait and keep listening. Clear your head of your own ideas and listen to those of the speaker.

• **Concentrate.** Remain relaxed but attentive. But don't become tense, or you'll make any distractions more pronounced. *Your best bet:* Try to remove as many distractions as possible. *One way:* When going to meetings get there early and sit up front where there will be fewer distractions.

• **Remember that** you can think at least four times as fast as someone can talk. That means that your thoughts will race ahead of the speaker's words – and you can become so detached that you'll have a hard time catching up with what was said. To stay on track, try to summarize what was said, or interpret the speaker's ideas, or evaluate

the speaker's logic. You'll have time to do these things because your thoughts move so swiftly.

AIM to listen

Try this simple formula that will help you remember three vital listening concepts. It's called AIM.

- **A – Attention.** Don't fake paying attention. If the person is important enough to listen to, then try to resist distractions.

- **I – Interest.** Try to maintain interest even if you don't think the topic or person is interesting. Tell yourself that the content might prove useful to you someday.

- **M – Motivation.** Try to motivate yourself by going over all the reasons you should pay attention. Be sure to list motives that offer you the greatest benefits.



Editor's toolbox: Suggestions for APWU communicators

Editing for brevity and clarity

You've written a draft document, and you're fairly satisfied with your effort. Don't stop now. The most important part is editing your own copy. *Use these tips to tighten and polish your prose;*

Purge extraneous words from every phrase. Weed out any word that adds nothing to meaning. Example: Change "during the course of" to "during."

Substitute short punchy words for long, showy ones. Examples: Use "try" for "endeavor" and "total" for "aggregate."

Avoid vague adjectives. Example: Instead of writing, "We received numerous inquiries," write "We received 104 inquiries."

Powerful anti-procrastination tools

Scores of people have found these two tips helpful in dealing with procrastination:

Use the "five-minute plan." Every task has a first step. Commit yourself to the five or ten minutes it takes to make that first step, perhaps writing a paragraph or making a phone call. When that's completed, consider committing to another five minutes for the next step ... and then another five. Once you start, momentum will keep you going.

Lighten the pressure. Before you begin, promise yourself that you will work on the project only within the time you have available that day. By being reasonable with yourself and your expectations, you stand a far better chance of starting, and that's usually the hardest part.

Laughter really is the best medicine

A hearty chuckle combats stress with physiological effects: It quickly increases heart rate and blood pressure. Then there



is a sudden relaxation period where blood pressure drops below levels previous to the laugh; the brain may then release endorphins, which are the stress busters we release during exercise. A good laugh also gives the face, diaphragm and abdomen a muscle massage. Scientists believe it even increases the saliva's virus combatant, immunoglobulin A. By allowing us to take a more removed angle on a stressful situation, and play up its absurdities, humor turns our daily disasters into comedy.

Breaking writer's block

You've been asked to write a report on an important conference you just attended. But the more you work, the more frustrated you become. A four-step technique can help you when you're stymied by a long, important



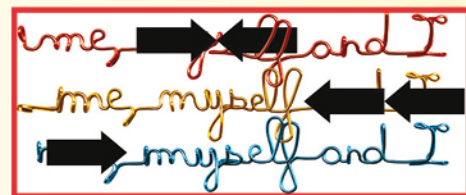
writing assignment. Here is how it works:

1. **Write down everything** that comes to mind on the subject. Don't try to arrange, evaluate or censor your ideas at this point. Don't worry about organizing your thoughts; there will be plenty of time for that.

2. **Categorize your information.** At this stage you should have very broad classifications. Take a note pad and list one general heading to a page. Then, on that page, copy all the notes related to the category.

3. **Create an outline.** You'll probably be able to eliminate whole sections because you won't have enough supporting material to justify including a topic. You may also decide that you want to keep certain sections and need to do additional research to flesh out these topics.

4. **Take a critical look at your outline.** Does one section lead logically to the next? Have you kept your audience in mind? Can you do some more cutting to sharpen your focus? Do you build to a logical conclusion? With a clear, well-organized outline you should have little trouble filling in the sections of your report.



Me, myself and I

Do you use reflexive pronouns properly? Reflexive pronouns are words that end in -self and refer back to the subject. *Examples:* "He had himself to blame." or "I timed myself in the reading test."

The same form is sometimes used to emphasize that someone is doing something personally. *Example:* "The announcement was made by the president himself."

Unfortunately, some writers mistakenly consider "myself" to be more polite than "I" or "me." In Standard English, reflexive forms are not used as substitutes for "I" or "me."

Incorrect: "Ms. Smith and myself attended the meeting."

Correct: "Ms. Smith and I attended the meeting."

Incorrect: "The project was completed by Harry and myself."

Correct: "The project was completed by Harry and me."

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.

Letters to the editor and opinion editorials

Here are simple tips for writing a Letter to the Editor or Opinion Editorial.

1. Consult the publication you will be submitting your writing to; it will detail the requirements and parameters for your submission, including what information you need to include to submit your LTE or Op-Ed. Follow directions closely.

2. Keep your submission short. Publications like to include as many submissions as possible, and unless yours is particularly outstanding, long submissions only mean that fewer LTE can be printed. In general, an LTE is less than 250 words, while an Op-Ed can run over 500 words.

3. Stick to one subject. Make one point. Keep your message tight and focused in your submission. The edi-

tors will quickly dismiss a submission that rambles or tries to talk about too much.

4. Cut to the chase and provide the appropriate backstory to your submission. For example, "I disagree with Mr. Johnson's article in Monday's Metro section of your paper regarding tax payer funding of the U.S. Postal Service..."

5. Write clearly and be grammatically correct. Editors don't want

to spend time correcting your mistakes. Read your submission aloud before sending it in, or have someone proofread it.

6. If you have qualifications to talk about a specific topic, cite them early in your submission.

7. If you cite a fact or statistic, provide the source for that information. This will help maintain your credibility, and the credibility of your opinion

Design concerns

Design is one of the areas in which great editors separate themselves from the rest. Your articles and information should be presented in a format the reader will enjoy. You want it to look lively and fresh. Otherwise you run the risk of having your words go unread altogether. With all of your other editorial responsibilities, you must concentrate your efforts on developing a winning layout and design. And once you have it, stick with it.

Take a look at other newsletters that you like. What do you find most appealing about them?

You might also want to work with your printer who can review your information, listen to what you are trying to achieve with your newsletter, and come up with some design and layout options for you to choose from.

When designing a winning layout, remember the lessons from font selection: Use no more than two or three typefaces that will compliment your body type. Successful editors will use three or four type sizes with different story treatments, major pieces, secondary stories, sidebars or boxed items.

But remember to have fun. This is your creation and should reflect your personality and sense of style.

Building a 'do-it-now' mentality... how to swallow the big frog first



Teaching yourself to enjoy delayed gratification is a philosophy that can help you face up to difficult, unpleasant tasks and get them done first. Mark Twain said it: "If you have to swallow two frogs, swallow the big one first, and don't look at it too long."

Begin your day, your week, by tackling the toughest task first. It will make everything that follows seem easier and boost your self-confidence.

Some people take an almost perverse pride in being able to deal with the ugliest, meanest, most difficult things first. Most of us can improve our ability to handle the difficult head-on.

Remember, the real enemy is procrastination – which often is compounded by the time consumed in dwelling on unfinished work and unsolved problems.

Your help is needed

Resolution seeks two cent PPA funding adjustment

For the first time in 11 years the APWU National Postal Press Association (PPA) is asking national convention delegates to support an adjustment in its funding. Currently, Article 16, Section 2(e) of the APWU Constitution provides that *"The APWU shall remit eight (8¢) cents of the national per capita tax, per month, per member to the Postal Press Association."*

The resolution (printed at right) calls for increasing the national per capita tax remittance to the PPA by 2 cents, from the current eight cents per member per month to ten cents per member per month.

This resolution will not increase union dues. It will simply change the amount of the national per capita tax remitted to the PPA from the national union. Adjustment of union dues is addressed in the APWU Constitution which provides increases for the national union, locals and members-at-large of state organizations whenever there is a negotiated salary increase (nine since 2010). Such dues increases do not affect PPA funding.

Funding for the PPA remains at the same level (eight cents per member per month) as established at the 2010 convention. Due to changes in APWU membership, PPA funding is over \$29,000 a year less than when the last funding adjustment was adopted in 2010.

Adoption of this resolution would restore funding to the 2010 level and provide a modest increase enabling the PPA to continue its important services to the membership.

Please introduce this resolution at your local union meeting and move that it be adopted. Also, if you reside in a state that will be holding its state convention this year, please submit the resolution for consideration by the delegates at your state convention. If adopted on the local and/or state level, please ask the appropriate officer to forward it to the APWU Secretary-Treasurer's office (via the procedure outlined on the APWU website) <https://www.apwu.org/apwu-national-convention> for inclusion in the convention resolution book.

Thank you

Thank you for any assistance you can provide with the funding resolution.

RESOLUTION OF FINANCIAL SUPPORT APWU NATIONAL POSTAL PRESS ASSOCIATION

- Whereas:** The APWU National Postal Press Association has effectively served the membership of our great union for fifty-seven years, and
- Whereas:** The APWU National Postal Press Association has evolved into one of the largest and most respected labor media organizations in the country, and
- Whereas:** The APWU National Postal Press Association provides important and necessary services to our union with its ongoing program of education, assistance and information in the field of communication; including newsletter production, social media, libel, copyright, internal and federal election guidance and many other important subjects which are vital to the interests of our union, along with continually working to advance the goals and objectives of the APWU, and
- Whereas:** The APWU National Postal Press Association has demonstrated integrity in encouraging its members to be objective, honest and accurate in reporting information to the membership, and has established a record of nonpartisan achievement setting a standard that is without equal, and
- Whereas:** The APWU National Postal Press Association has continually provided these many services to our membership and our union at a cost that is far below the level of service it provides, and
- Whereas:** The APWU National Postal Press Association has been honored to receive the recognition and support of the APWU national organization and local and state organizations throughout the APWU both in membership affiliation and via resolutions at past state and national conventions of this union, and
- Whereas:** The APWU National Postal Press Association has operated for eleven years without an increase in the APWU National Constitution per capita structure of 8 cents of the national per capita tax per month, per member that was established at the 2010 APWU National Convention, and
- Whereas:** The APWU National Postal Press Association has worked diligently over the past fifty-seven years to operate within its means and to keep operating costs as low as possible but no organization can continue to properly function and render necessary services without adjustments in financial support from time to time;

Therefore Be It Resolved: That the delegates in attendance at the October 2021 APWU National Convention amend Article 16, Section 2(e) of the APWU Constitution to read: *"The APWU shall remit ten cents (10¢) of the national per capita tax per month, per member to the Postal Press Association."*

Exchange of member publications

Over the years, one of the most popular services facilitated by the PPA is exchanging copies of publications between members of the PPA. An example of the benefits of this practice is that it's not only a great way to find out what is going on in other areas of the country, but time and again members have reported that because of what they've read in an exchange publication they were able to favorably resolve a contract administration issue. Exchanging copies also provides editors with resource material that can be used as reprints (with proper credit) plus ideas for producing their own publication.

For those not currently mailing a copy

of their publication to fellow PPA members, please consider doing so. The additional cost for copies and postage is minimal with the value of exchanging this information far outweighing the cost. A union publication is a valuable resource – please share it widely!

To help with this practice, the PPA Membership/Mailing List is posted in the Member Resources section of the PPA website. If preferred the list is available in Excel format (which would work better for mailing label setup) upon request by calling the PPA at 906-774-9599 or by sending an email to ppa@apwupostalpress.org.

Write and rewrite

Very few people write a perfect story on the first draft. Reread what you have written and rewrite. Ask yourself these questions:

- Will the reader understand the point at once?
- Will the reader find the point interesting enough to go on reading?
- Will the reader be confused by unnecessary words, long complex sentences, or extraneous information?
- Will the reader find that one sentence leads him or her painlessly to the next?
- Is the story factual, not based on assumption or emotion?
- Is the story monotonous? If all your

paragraphs are exactly the same length, if all the sentences sound a bit alike, you are better off trying for more variety by varying the length and construction of the sentences.

- When you are in doubt about the value of any sentence, phrase or word, try leaving it out entirely. Is it really necessary to the story you are telling? Be ruthless – cut out anything the story can do without.

- Finally, try reading the story out loud. Does it sound like part of normal conversation? (It should.) Or does it sound like the author is trying to impress someone with fancy words and few ideas? (Rewrite!)

A newsletter's purpose



- Inform members about the union, its activities, its challenges, its successes.
- Motivate members to retain a high level of interest in the union, and too participate in union activities.
- Show members that the union's interests are the members' interests.
- Motivate nonmembers to join.
- Provide a document of record.
- Support a positive image of the union.
- Interest members in learning more about their union.