

Postal Newsletter

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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Membership is not required

By Tony Carobine, President

From time to time, one area that may be placed under consideration for savings is the main vehicle a union uses to communicate with its members, the union publication. Publishing a union newsletter should not be thought of as a thorn in an organization's budget but as a vital and necessary service that members receive in return for paying union dues.

While there are ways to lower the costs associated with publishing a newsletter, organizations should carefully think about the possible consequences before proceeding to either discontinue or reduce the frequency of how often the paper is published.

Without the membership being well informed, without a form of communication to provide direction, and absent a forum for members to express their views, how can we expect to maintain a strong union? Re-

ducing the union's visibility will also work to disconnect members from their union and may eventually leave them wondering if they should retain their membership. Remember, membership in the union is not required. If anything, our efforts to communicate should be increased; for if we are to continue to be successful, our members need to be informed.

The most effective way to reach all members remains the union publication. The newsletter gives the union identity and is something tangible; something members can see, and given the fact that a majority of members unfortunately do not attend union meetings, the union paper is the union for many people. Mailed to the membership, the union newsletter brings the union into the homes of our members, and is a document that can be read at the member's leisure.

Why communicate?

Let's take a look at some of the many other reasons for maintaining a union publication for the membership:

- **A considerable amount of work the union does is not visible.** If members aren't informed about what the union does, what's been achieved because of the union, or kept abreast of current issues, how can they be expected to get involved or be supportive?

- **Most members don't attend union meetings.** In order to reach all members another form of communication must be used, namely the union publication. Without an ongoing form of communication with the membership what are they going to assume? The union is doing nothing, a useless organization! Will members continue to pay dues or be supportive if an organization ap-

*Please see **Membership is not required**, page 3*

Biennial PPA Conference July 31 - August 3

A valuable learning opportunity – don't miss it!

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 is not just for the education of editors. 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.

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



'Freedom' comes with responsibility

By Hank Greenberg, Honorary Member,
PPA Advisory Council

- *Freedom of the Press does not mean the freedom to libel.*
- *Freedom of Speech does not mean the freedom to slander.*

In a recent issue of the *PPA Newsletter*, President Tony Carobine wisely (and correctly) pointed out a number of guidelines that are very helpful in avoiding the dangers of being sued for libel.

Please keep in mind that nothing can prevent someone from suing you, or your newspaper, or your local, if the individual or individuals believe they have been defamed. In fact, suing all three of the entities are possible in the same legal action. This does not mean that the lawsuit is justified; it means that anyone can sue anyone at any time for any reason. Unfortunately suing in the United States is a "national pastime" as common as baseball, (not the same but just as common).

Great—so why bother learning guidelines that could help avoid the possibility of being sued if you can be sued no matter how careful you are? Because **suing** is not the same as **winning**. What you are trying to do is avoid giving the individual **justification** for suing you. And the PPA is trying their

best to provide you with the tools that will help you be successful.

A number of years ago, then APWU National President Moe Biller invited me to join with him as an observer at a trial involving an APWU local being sued for Defamation of Character. The local was being sued for a million dollars by a number of postal supervisors who believed their reputation had been harmed by the personal information circulated by the local.

President Biller and I both privately agreed that the information circulated by the local was without justification and most likely would be determined by the court to be malicious. While we waited in the courthouse for the case to be called, the local decided to settle prior to trial. I believe the settlement was for a hundred thousand dollars. This did not include the cost of attorney fees.

After reading the above, it is worth repeating the closing message from an article by President Carobine: **"Unsure of whether or not an article is libelous or inappropriate? 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 an opinion. This service has helped to avoid many potentially costly lawsuits."**

Good advice Mr. President.



A reminder about copyright *Get permission or purchase a subscription*

Mainstream media newspaper or magazine articles are copyrighted and therefore require the consent of the owner of the copyright before an editor reprints it in his or her publication. Usually, the publication owns the copyright if the article was prepared by a staff writer or reporter. Permission must also be obtained for use of any material from syndicated columns, individually copyrighted articles and articles which are published under the "byline" of the author. Copyright protection extends to pictures, cartoons and comic strips as well.

Also, labor cartoons, graphics, and news or feature articles originating from various

entities and sold on a subscription basis are copyrighted by their owners as a means of protecting the monetary value of the material. It is a violation of copyright law to use this material (such as reprinting it from another paper) without a subscription and payment of the required fee.

Please keep in mind that the monthly Huck/Konopacki Labor Cartoons provided to publication and website editors who are members of the PPA, while copyrighted, can be reprinted in the union publication or posted on a website. The PPA pays a subscription fee that allows for use of the cartoons by PPA members.

Membership is not required

Continued from page 1

pears to do nothing? The attitude of “to hell with the members if they don’t attend the union meeting to find out what’s going on” may sound tuff but in reality only works to undermine support for the union.

- **Union activists are aware of the importance of the union.** However, it must be remembered that most members don’t have the same attachment, especially young members who probably weren’t exposed to unions before being hired at the post office. Educating and organizing is an ongoing effort. Therefore, it’s necessary to continually explain the purpose of the union and the valuable service it provides.

- **Studies have shown that in order for a message to become unforgettable, it must be repeated many times!** How does this apply to unions? To successfully create and maintain membership interest and thus build a stronger union, communicating with all members on a regular basis must be a priority. Anything less and the desired results will not be achieved. In other words, it’s not enough to “sell the union” to a prospective member during orientation and expect them to instantly become loyal union members forever, it’s something that must be stated over and over again throughout their careers.

- **The workroom floor is a breeding ground for rumors that work to undermine the good efforts put forth by union officers to represent the membership.** Rumors are especially detrimental in locals that don’t communicate with their members. Without any official source of information, rumors tend to become “fact” and work to tear down the union. Keeping the membership informed can stop damaging rumors and create more solidarity among the membership.

- **Communicating with members via a union publication (and when possible, additional forms of communication such as a website, social media, bulletin boards, periodic bulletins for late breaking news) is critically important.** It helps shape organizational vision and promotes the feeling that “we are all in this together.” With the appropriate content, a publication educates, provides motivation, and gives the local identity. This is especially meaningful since a majority of members may never file an individual grievance and therefore may

wonder what they’re getting in return for paying dues. A union paper can demonstrate the union does more than file grievances and has a lot to offer its members.

There is the national union publication that each member receives. But its focus is necessarily different from what your local

ing the number of pages contained in the newsletter, or occasionally supplementing a two-sided 8½ x 14 bulletin for a full issue is yet another way to keep members connected with their union through a union publication while at the same time reducing costs.

Seeking ways to reduce costs while

“Publishing a union newsletter should not be thought of as a thorn in an organization’s budget but as a vital and necessary service that members receive in return for paying union dues.”

might have; after all, that publication is designed to inform all members of the union. Events of concern to all appear in those pages – but day-to-day issues of your local (or state) union cannot.

Reducing production costs

As previously mentioned, there are ways to lower the costs of publishing a paper without discontinuing or reducing the frequency of how often the paper is published. Following are some suggestions:

- **Mailing.** Publications that mail their paper as a flat can reduce postage costs simply by folding the paper into letter size (the most common size newsletter, 8½x 11 becomes eligible for the letter size rate simply by folding it in half.)

- **Printing bids.** The prices that printers charge to produce a paper can vary greatly. Occasionally seeking competitive bids will ensure the paper is being printed at the lowest possible cost. (See the Member Resources section of the PPA website for assistance with preparing a printing bid specification form.)

- **Plain paper.** Uncoated paper stock costs less than coated stock (shiny paper).

- **Advertising.** Include advertising from businesses in a publication’s geographic area. (See “Advertising” in the Member Resources section of the PPA website for the booklet, *Advertising for the union publication* that has step-by-step help with establishing an advertising program. A hard copy of this booklet is also available upon request.)

- **Number of pages.** Slightly reduc-

maintaining a service of informing the membership through the union publication involves work, creativity, and imagination but in the long run will serve the union much better than simply passing a motion at a union meeting to discontinue publishing or reducing a newsletter’s frequency. Remember, publishing a union newsletter should be thought of as a vital and necessary service that members receive in return for paying union dues.

Important service

While contract administration is an important service the union provides, so should communication with the membership in the form of a union publication. After all, without supportive members we will not have an effective union; without active members we will not have the people needed to serve the membership as officers; and without members we will not have a union.

‘If you should ask me’

Here’s a very fine way to get more readers inside your publication. Ask a question of randomly selected members, get an answer, snap their photograph and put together your column. In each issue ask a pointed question on a topic of interest, and then compile short answers along with the member’s photo in a column entitled “If you should ask me.”

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 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

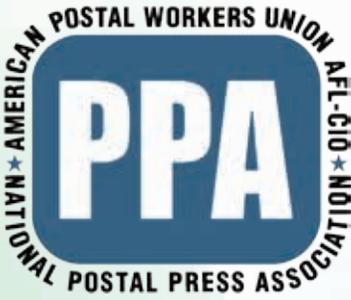
Alternative Choice 1 Alternative Choice 2

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.

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

Why do you have a paper?

By Jenny Gust, Editor-at-Large

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

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

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

The paper can become a very important part of your local. Some of your members may never file a grievance but they deserve to be kept informed about what is going on even if it doesn't always affect them personally.

Another thing to keep in mind just in case the paper is possibly going by the wayside is to downsize or go to a flier. Don't give up the publication easily – fight to keep it! Your members deserve to know what is going on and a paper is much better than the talk

or gossip on the workroom floor!

Hoping to see all of you at the PPA Conference this summer. It is the best conference to learn more about union

communications. No talk of grievances and contracts – just learning about how to educate and inform your members. You won't regret attending trust me!

2019 APWU National Election

APWU National Election Committee adopts rules

Following are rules adopted by the 2019 APWU Election Committee pertaining to union publications in accordance with Section 401(g) of the Labor Management Reporting & Disclosure Act of 1959 (LMRDA) as Amended which states: “No moneys received by any labor organization by way of dues, assessment or similar levy, and no moneys of an employer shall be contributed or applied to promote the candidacy of any person in any election subject to the provisions of this title. Such moneys of a labor organization may be utilized for notices, factual statements of issues not involving candidates, and other expenses necessary for the holding of an election.”

Section 401(g) of the LMRDA prohibits the use of union or employer funds to promote the candidacy of any person in an APWU National Election. The following rules, while not all encompassing, are offered in an attempt to preclude the most common types of Section 401(g) violations.

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

Facebook best practices

“What should my union do with Facebook?” That’s a question often asked by union leaders. After all, Facebook is used by about 68 percent of all American adults – although that number has remained steady for several years and is not expected to grow, according to experts who study social media.

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

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

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

Use short videos, or at least a graphic. Facebook posts with graphics or videos get

looked at way more frequently than text-only posts.

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

Don’t rant! Walk the fine line between ranting and informing. There may be lots of

things your union doesn’t like but a less caustic, well-reasoned post that leads the reader to their own conclusion can be more effective in reaching that next level of members.

Post “fun” things occasionally. Your union Facebook page (or your website, for that matter) doesn’t have to be dead serious 100 percent of the time. Remember, your members are real people with interests outside the union, too.

-- *unions-america.com*, edited for space

Martin named awards judge

Christopher Martin a professor in the Department of Communication Studies at the University of Northern Iowa in Cedar Falls, Iowa will serve as the outside (final) judge for the 2019 PPA Awards Program. He will be responsible for selecting the recipients of this year’s awards from among the top entries in each of the 15 award categories as determined by the PPA Awards Committee. He will also judge all entries for the website awards. The awards will be presented at a banquet on Saturday, August 3 at the biennial PPA Conference.

A respected communicator, his research and writing has been published in a number of journals including *Journalism Studies*, *Journal of Communication Inquiry*, *Communication Research*, *Labor Research Journal*, *Perspectives on Politics*, *Journal of Communication*, *Z magazine*, *Editor & Publisher*, and *Huffington Post*. With

Richard Campbell and Bettina Fabos, he is co-author of *Media and Culture: Mass Communication in a Digital Age* (Bedford/St. Martin’s), now in its 11th edition, and *Media Essentials: A Brief Introduction* (Bedford/St. Martin’s), now in its 3rd edition. He is also author of an award-winning book on how labor unions are covered in the news media, *Framed! Labor and the Corporate Media* (Cornell University Press, 2004). Martin has been interviewed or been a source for the news more than one hundred times, including for the *New York Times*, NPR, *USA Today*, the *Chicago Tribune*, and MSNBC. Martin previously taught at Miami University (Ohio), and holds a Ph.D. from the University of Michigan. He is a recipient of the State of Iowa’s Board of Regents Award for Faculty Excellence and the College of Humanities and Fine Arts Faculty Excellence Award.