

Postal Newsletter

Press

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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PPA turns 50!

Created in a resolution adopted on August 25, 1964 by the delegates attending the national convention of the former United Federation of Postal Clerks, the Postal Press Association will observe its 50th anniversary on August 25. What began in 1964 with only a handful of dedicated editors who recognized the importance of

"For 50 years the Postal Press Association has provided the tools and incentive for union affiliates to establish and maintain their own individual publications as well as providing union communicators with ongoing assistance."

communication and the need for an organization to assist postal union editors, has now grown into a nationwide network of union communicators which has become a valuable asset to the American Postal Workers Union.

In 1971, the UFPC Postal Press Association (as it was then named) merged with the National Postal Union Press Association to form the APWU National Postal Press Association.

One of the reasons for the success of the PPA is that it has remained a nonpartisan educational organization, which means that the PPA as an organization does not get involved in the internal political process or the policy-making procedure of the

APWU. Press associations prior to 1964 were unsuccessful because they neglected their original purpose of education and assistance for union communicators and instead got involved with internal union politics.

As a result, at the 1964 national convention it was not an easy task to establish a new PPA. Many delegates were concerned that if a press association were established, it would once again turn into a political organization. Fortunately, the skeptics were proven wrong. Over its 50-year history the purpose and integrity of the PPA has never been compromised.

The goal of establishing mutual cooperation, good will and trust in a nonpartisan manner has helped the APWU National Postal Press Association succeed in building a stronger and better-informed mem-

bership. Members across the nation have been given the opportunity to know more about their union, its goals and the need for membership participation.

For 50 years the Postal Press Association has provided the tools and incentive for union affiliates to establish and maintain their own individual publications as well as providing union communicators with ongoing assistance. With the onset of electronic communication, guidance is provided for using that medium as well.

Because of the dedicated efforts of the individuals who established the Postal Press Association and those who worked throughout the years building the PPA, APWU communicators have the necessary resources to cover an area of great importance to every union member – information and communication.

So that you may plan ahead: 2015 PPA Conference

As previously announced, Madison, Wisconsin will be the site of the 2015 Biennial Conference of the APWU National Postal Press Association on August 19-22. The conference will be held at the Concourse Hotel and Governor's Club.



A guestroom rate of \$134.00 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 14.5%. The hotel will provide free ground transportation from the airport, free Internet access in all guestrooms and a reduced parking rate of \$7 per night.

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



Happy Anniversary PPA!

By Tony Carobine, President

The 50th anniversary of the Postal Press Association is an achievement we can look at with pride and an event for which we should all be proud.

The foundation of our Postal Press Association was laid in 1964. It was built on solid ground, which was, to establish an organization dedicated to assisting postal union editors with their task of communicating with the membership and promoting the goals and objectives of our union.

An organization does not just suddenly come into existence and become successful. It takes a lot of hard work and dedication to accomplish this feat. Fifty years ago a small group of individuals brought into reality what were previously only dreams of a Postal Press Association. This organization would be free from partisan politics and consist of editors working together to become better communicators.

Over the years, due to the hard work of the officers and support of the membership, the PPA became one of the largest press associations in the Labor Movement. Through our communications network comprised of local, state, national, retiree, auxiliary publications, and websites, the APWU membership is kept informed and up-to-date on developments

that affect them and their families.

Most of us were not involved with the establishment of the PPA. However, we still take pride in the fact that the foundation of our organization built 50 years ago continues to remain strong. This organization has not strayed away from its original purpose. Press Associations established prior to 1964 failed for a variety of reasons. We should be proud of the fact that for 50 years the PPA has remained a non-partisan educational organization.

We can be proud of the hundreds of workshops and PPA conferences conducted across the nation throughout the years for the education of our members. We can be proud of the massive amount of educational material provided to our members. We can be proud of the many dedicated members who gave of themselves, often without recognition, to serve as PPA officers or on various committees. We can be proud of the members who joined together and shared their knowledge and experience to make our organization what it is today. And, we can be proud of how the existence of a strong and vibrant labor press has contributed to the success of our union.

Thank you founders of the Postal Press Association. Your love of the labor press has benefited us all. Happy 50th PPA!

What is a Postal Press editor?

1982 – First of all, he/she is a completely dedicated, conscientious, hardworking member, in full accord with the concepts of the Labor Movement. PPA editors firmly believe in an informed membership and use their talents to provide a link in the chain of communication – the union paper.

PPA editors correlate these opinions and expressions to inform the membership of the activities of our organization, without bias. They know the paper does not belong to them, but to the members, and it's their needs that must be served.

He/she is a professional postal worker and an amateur editor; usually serving with little or no monetary reward and little recognition. But the PPA editor goes right on working long hours, spending sleepless nights, leaving his/her family in order to attend schools, seminars, conferences, in

an effort to improve the paper and better inform the membership.

PPA editors must keep after the officers and members for articles. They keep on plugging away, oftentimes in the face of seemingly insurmountable odds – and somehow continue to get the paper out.

PPA editors are a tremendous asset to our union. They cannot turn a deaf ear to a call for help from a fellow editor or from one of their members.

PPA editors are made up of both sexes; they're all sizes and shapes, they're hard-headed, softheaded, flexible, stubborn, opinionated, conservative, liberal, radical, long-haired, short-haired, no hair, loved, hated, scorned, ignored, and sometimes, praised.

Collectively, they are the GREATEST!

– *Clearwater Clippings*
Clearwater, Florida

PPA: A proud tradition of service

The PPA was established as an educational organization dedicated to assisting its members with their duties and responsibilities as labor communicators. For the past 50 years the PPA has proudly fulfilled this mission by providing its members with a variety of assistance to meet their needs. Following is an overview of programs and services:

- **A nationwide communications network.** The PPA has a well-established network consisting of local, state, national, retiree, auxiliary publications and websites.

- **PPA Newsletter.** This publication provides assistance to PPA members with the performance of their duties as communicators and promotes the goals and objectives of the American Postal Workers Union. All aspects of newsletter publishing from writing and layout to legal issues and suggestions for content are addressed, along with other forms of communication.

- **Reference material.** In-depth material especially prepared for APWU communicators that explains and offers guidance on the subjects of responsible journalism, editorial policies, editorial policy committees, internal union elections, libel, invasion of privacy, copyright, reprints, writing and publication layout/design.

- **Federal Elections, Union Publications and Websites.** Updated and published each federal election cycle and available in booklet form and the Members Only section of the PPA website. Covered are federal regulations regarding the inclusion of material in a union publication or union website pertaining to elections for federal office, plus the proper procedure for publishing APWU COPA solicitations. Also included are suggestions for educating members and their families about the candidates and issues in the campaign and techniques for increasing member/family turnout at the polls on Election Day.

- **Advertising for the Union Publication.** Recognizing that some APWU affiliates need to consider advertising to help offset the cost of producing a paper, the PPA booklet *Advertising for the Union Publication* is a step-by-step guide; from techniques for selling ads, to rates, to ethics, etc.

- **Graphics and labor history material.** Posted in the Members Only section of

the PPA website, this material is designed to help editors enhance their efforts to deliver the message of unionism and promote the goals and objectives of the union through the use of graphic images and labor historical information.

- **Confidential review of articles.** When an editor receives material for the paper that he or she feels may be inappropriate or could be libelous, the PPA president (upon request and before the material is published) will provide a confidential review and offer possible solutions. This service has successfully helped avoid a number of costly law suits.

- **Assistance with establishing a communications program.** Information and individual assistance is available to APWU affiliates that desire to establish a publication or other forms of communication links with their members.

- **Publication critique.** Upon request, the PPA provides an editor with a critique of his or her publication. The findings are prepared in a detailed written report with constructive suggestions for possible improvement of the publication.

- **Individual assistance.** A widely used service for PPA members and union officers that helps resolve problems or answer questions that arise regarding their responsibilities as communicators or union administrators.

- **Workshops.** As part of a continuing educational program, workshops are conducted to help members improve the quality of their publications and keep current on the latest changes and trends in the world of communication, labor journalism and legal responsibilities involved with publishing.

- **Biennial PPA Conference.** Instituted in 1966 this intensive four-day event features general sessions, workshops and discussion groups covering a variety of topics; such as: internal communication strategies, mainstream media/ public relations, publication design, labor cartooning, legal issues, photography, labor history, writing, social media, union publication administration, all crafted to help participants improve their communication skills and knowledge about the Labor Movement.

- **Awards program.** Established in 1967, the awards program recognizes outstanding work in newsletter production, writing, editing and website content and design.

- **Building the Local Union.** Co-developed by the PPA and Ohio Postal Workers Union, this workshop program provides information needed to build a stronger and more vibrant local union through the use of various communication methods.

- **PPA website.** With general information about the PPA and the many services it provides, the site features a Members Only section that includes downloadable information for use in publications, resource material, links and a variety of other items of help to APWU communicators.

- **Periodic mailings/PPA email network.** PPA members are kept informed about PPA activities and information of relevance to their duties as communicators.

- **Huck/Konopacki Labor Cartoons.** Monthly cartoons dealing with worker and social issues for use in PPA member publications and websites.

1972 – During the past months, this newsletter has joined the APWU National Postal Press Association, an organization which I feel will undoubtedly be of great service and value to all members of this local. This organization will help keep us informed on a nationwide basis as to what is happening with other postal newspapers and letters, such as this one, and also provide essential and relevant information which this staff appreciates and needs at this early age. . . .

. . . I speak for all members of this staff in saying we are proud to have become affiliated with an organization which is as outstanding as this.

– The Conveyer
East St. Louis, Illinois

Thank you, Brother Greenberg

**By Edward J. Brennan,
Secretary-Treasurer**

Fifty plus years ago this PPA fossil was the editor of the Missouri United Federation of Postal Clerks (UFPC) newsletter the *Show Me News*. I was sitting in my living room with my family watching sports on my now extinct television when my phone rang. On the other end of the line was a friend of mine, the editor of the Miami Local newsletter, Hank Greenberg. He said that he was in the process of telling fellow editors about an idea he had about forming a press association for the UFPC. He mentioned about meetings taking place in the near future where he wanted to gather with other editors and work out plans to develop the purpose structure and goals of the organization.

After several organizing meetings and a great deal of work by several individuals, the press association was established with the adoption of a resolution at the

1964 UFPC National Convention in Miami, Florida. After several years we elected a president from among the editor membership. That person was Hank Greenberg.

Hank was working at the Miami Post Office at the time and needed a desk in an office so he could do the work of the newly created press association. In order to get this office space he worked out an agreement with the local labor council to use a desk in their office at the Everglades Hotel in exchange for editing their newsletter. This worked out well for both organizations.

The first awards were presented at the 1968 conference in Minneapolis, Minnesota. This was the first really formal meeting, resulting in the establishment of the leadership structure of the organization and the Awards Program. From this meeting the PPA took off and functioned as a working press association. We even

had editors and their publications from Canada as members in the early days of the organization.

The PPA grew in numbers and stature under Brother Greenberg's leadership and even worked out a merger with the National Postal Union Press Association. After serving 17 years as president, Brother Greenberg stepped down in order to take on new challenges with another organization.

At the 1987 PPA conference in Orlando, Florida the membership elected Michigan Postal Workers Union Editor Tony Carobine from Iron Mountain, Michigan to be our new president. He has continued to carry out the principle founding objectives and goals of the organization and has lead the PPA to new heights.

The establishment and success of the Postal Press Association all started with the vision of a postal worker in Miami and is being carried forward on the shoulders of a postal worker from a small town in Michigan. From a little acorn a giant oak tree has grown.

Lest we forget, after 50 years of progress we all owe it to Hank Greenberg and other fossils, many today never met or heard of. Thank you Brother Hank. As the original artist you created a masterpiece!

Pictures, pictures, pictures!

By Cathy Hanson, Editor-at-Large

Pictures in your newsletter work wonders for morale. People love to see themselves as well as their coworkers. When your post office does something that improves the way your building looks, take pictures of the maintenance guys. Pot-lucks for retirements and holiday parties are all good opportunities to get pictures of people enjoying themselves.

An example I did was when one of our coworkers was diagnosed with cancer. A couple of his friends took it upon themselves to make rubber bracelets with his name on them and sold them for \$5 and gave him the money. I brought my camera to work and took pictures of everyone's arm with a bracelet on, and I had them make a Solidarity Fist for the pictures. I cropped all the arms out and made a big poster with just arms and bracelets, had everyone sign it and we sent it to him with the money. It wasn't for the newsletter (we didn't publish that month) but it brought a wonderful feeling of solidarity to everyone who participated. It was also a great way to show our PSEs that we

care about our brothers and sisters.

Pictures generate interest in the articles too. A good picture captures the attention of your readers and draws them into the story. Our post office is in the midst of painting and cleaning up the building. I put pictures of the cleanup, the custodians and building maintenance guys doing the work – I got several requests for an extra issue from them – and I love it when people ask me that question. There is no greater satisfaction for me as an editor as when I get compliments on our newspaper.

I also like having the writer's picture with their column so people can put a face with the article. Folks on different shifts, especially Tour 1, don't always know the stewards and officers because they don't make it to as many union meetings. Recognition is easier with a picture accompanying their article.

The PPA usually has a workshop on picture taking at our conferences every other year. If you don't take pictures, now is a good time to start. If you want some direction, please sign up for the workshop!

1981 – The Postal Press is a most unique organization not found in other unions and attending the PPA conference is one of the most interesting experiences. The editors, associate editors and officers of varied opinions from varied publications have one main thing in common. They care about their union, they care about their publications and they are informed people. Firm support by the union of the Postal Press can only result in a stronger union.

– Smoke Signal
Kansas City, Kansas

Adding humor to creative writing

By Frank Antinone, Editor-at-Large

Forming up creative ideas and retaining creativity throughout an article is a hard task to accomplish, but adding humor to your article, isn't as difficult as you imagine. Humor is a part of our life and we tend to use it – intentionally or unintentionally – in our everyday interaction. For instance, we tend to use the popular expression LOL or the iconic smiley when we text our friends or family.

The point is that humor is already there and it is already in our life. Hence, anyone can use humor in their writing since having a sense of humor is a bi-directional trait of humans, us – unless you think you are emotionless like Jason Voorhees from *Friday the 13th*. Before I proceed to the main topic of my article, let me outline some of the common techniques of humor which you must understand before using it in your work.

Humor techniques

Satire: Literary artists have been using

satire in their work since the 16th century. It is the highest form of humor where the author exposes the shortcomings and follies of an individual or society as a whole and then mock or ridicule them.

Irony: It is a type of humor where the writer writes or says in a manner that normally signifies the exact opposite of what is written or said.

Exaggeration: It is one of the important tools that humorist or satirist authors tend to use to add humor to their work. They bring a gentle smile to the readers' face by overstating or over embellishing the attributes of a person or an object.

Understatement: Just like exaggeration can be used as a humor tool for your article, its exact opposite, understatement, can give you the same result but with a bit different touch.

Although humor comes in a variety of forms and techniques, for the sake of the length of this article, I've mentioned the list of some most common yet important ones. I

urge you to read more about each technique in a more detailed manner to get familiarized with it.

Now, let's move on to the main topic of this article and see how we can add humor to our writing without losing creativity or without sounding overly hilarious.

How to add humor

Always shun sarcasm: Before you try to use humor in your work, you need to know the fine line between sarcasm and humor. Remember, humor brings amusement or a smile, while sarcasm always offends. Hence, keep away from sarcastic jokes. Instead, poke the reader with mild humor using tools like exaggeration, irony or double irony.

Never beat yourself up over offending: Let's face the fact, every human has a different opinion on things and thus a unique perception. Regardless of how you use humor, you can't know it for sure whom it may offend, even if the humor is meek itself. Therefore, never worry about offending the readers, but always be true to your voice and your assertions.

Use humor sparingly & strategically: As a creative writer, you need to be highly-cautious of when, where and how much humor you shall use in your creative writing. Since creative articles are not usually funny or comical, it is necessary that one must use humor sparingly throughout his work so that may keep a fine line between a comic and a creative writer.

Use clichés once in a while: If you find it hard to come up with something which is amusing yet not inappropriate for the readers, try using what they have already heard dozens of times before: cliché. You may use synonyms or homonyms to write different versions of a cliché to keep it amusing and unique at the same time.

Use the power of expressions vested within you: Expression or to be exact figure of speech is the bedrock of humor. Hence, without the use of metaphors or similes, you can never achieve the true height of humor that you desire to see in your work.

Although the tips I've mentioned in this article are proven, they will not make you a humorist within a day or two. You need a lot of practice to polish your humor writing skills to see the desired results. Good Luck!

Now what?

By Jenny L. Gust, Editor-at-Large

Oh good grief, it's deadline time! Now what? Do you ever feel that way? I know I sure do – like right now as I am typing this!

If you are like me you sometimes have to pull teeth to get articles from your officers. Many times I am lucky to get one or two by extending the deadline and shaming and begging!

Here are a few ideas to try when extending the deadline and begging doesn't work! I have a folder that I keep marked with "Things to Use" – catchy title, right? From one paper to another I put odds and ends in that folder that I find interesting. One of the best ways to get material is to read all of the PPA papers that I get. There are always great articles, some of which I can steal – I mean borrow (making sure to give proper credit)! I also make sure to read our APWU national magazine and also check the APWU website for more up-to-date items. Many states have websites also.

One of the best sources of material comes from our own PPA website. It is loaded with great content. Labor history,

graphics, cartoons, fillers, profiles – if you have space to fill here is the place to go.

Sometimes you might be lucky enough to find a person or even a few who would like to contribute to the paper. Legislative news, sports, movie/book/music reviews, recipes, jokes or at the least notices concerning your members e. g. illness, surgeries, sympathy on the loss of family, births, anniversaries, retirements. Things such as these may be the only time a member will have their name in the paper. They deserve to be recognized.

I have found that one of the best ways to get started is to just sit down in front of the computer and type! Sounds simple but many times I think and think about what to write and can't come up with a thing. But once I am faced with the blank screen and start typing it seems that things will surface that I can put together. Thank goodness for the computer – sitting with a blank screen is so much better than writing with pen and paper! I better end this now as I am showing my age. pen and paper . . . what?

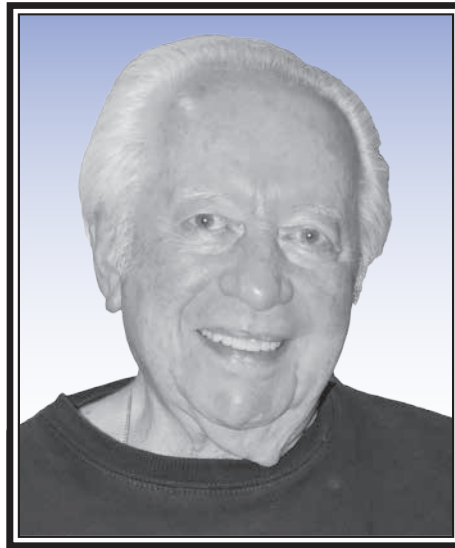
An interview with .

Dear PPA Member:

Ten years ago I participated in an interview with President Carobine which explored the creation of the Postal Press Association and the 40 years since its creation. I would like to thank Brother Carobine for recognizing how important it is to visit that interview again not only for the newer folks coming on board but also to have a **better understanding** of where we are now and what the future holds for PPA members. **Only you** will decide the future of this great organization.

The PPA didn't create itself. Many of the names of those who made this association a reality have been forgotten but what we achieved should never be forgotten. If you think the PPA was accepted from the beginning you are mistaken. Here is just one example: when we held our first meeting during the union's national convention we could not even obtain a meeting room; the only "room" we could find was the furnace room in the basement of the convention hotel. I remember approximately how many editors were at that meeting; fourteen editors – none of us knowing if our efforts would achieve anything.

But we met nevertheless and after that meeting we spoke to locals and we talked with editors who didn't attend the meeting. And before that national convention was over, their tireless efforts convinced the delegates to adopt a resolution that



Hank Greenberg

became the building blocks for what is now the APWU National Postal Press Association.

During more than fifty years that I served as a local, state and national officer, including 15 years as an officer of the AFL-CIO in my home state, I have never met a more **dedicated**, or a more **devoted** association of Brothers and Sisters than the PPA.

PPA Strong.
In Solidarity,
Hank Greenberg
Past President, PPA



Editor's Note: In commemoration of the PPA's 40th anniversary, I had the honor of conducting the following interview with Hank Greenberg, principal founder of the PPA to get his thoughts on this historic occasion.

– Tony Carobine

You began your union career as a local editor. What sparked your interest in becoming an editor?

It was at a time when the union – and the members – had few, if any rights. You have to remember this was before there was a labor-management agreement. I thought there was no better way to reach the membership and in turn inform and inspire the membership. Many officers did not realize what a powerful messenger they had in the local union newspaper. The respect a union newspaper has achieved came as a result of many years of hard work by many devoted and dedicated editors.

At the 1961 Florida state convention, you organized a meeting of Florida editors. Out of that gathering, the Florida Postal Press began as a self-help organization, meeting at state conventions and seminars. Did the success of this organization inspire you to pursue the establishment of a nationwide editors' organization?

There's no doubt about it. Local editors throughout the state came together. They shared their experiences, made pos-

1977 – Throughout the country many APWU locals have initiated local newspapers designed to stimulate member interest in the activities of the union. These papers range from full blown tabloids to mimeographed single sheet papers, all designed to inform the members of what their union is doing for them.

Communication among the membership in most APWU locals is difficult because of the many varied shifts worked by the various crafts. Many members do not have the opportunity to attend union meetings because of sleep and work requirements as a result of these shifts. The result is less than desirable because the attendance is often noticeably sparse at most meetings.

Communication to the membership is usually the local official's most difficult problem.

The development of the local newspaper to disseminate information is a natural outgrowth of the communications gap between the local officials and the membership.

... The recent growth of union publications within the APWU can be attributed in a large part to the APWU National Postal Press Association. This organization has engaged in an active program to encourage the publication of local papers in whatever form. The PPA offers the budding editor a wide range of information to assist him in preparing the publication. Additional information is available to assist locals in getting a publication started from the PPA upon request. All you have to do is ask.

–The Top Flight
Mississippi State APWU

Hank Greenberg

itive suggestions to each other and gave each other encouragement. The results were amazing; newspapers throughout the state of Florida showed improvement in quality and content almost overnight.

How difficult was it to get a resolution adopted at the 1964 UFPC convention establishing the PPA?

Believe me when I tell you it was a superhuman effort by a handful of people. The national did not want an independent press association and many of the delegates did not recognize the value of having a nationwide association of editors. I wish I could put into words how difficult it was to convince the delegates. We spent several days of the convention prior to the resolution coming to the floor talking to hundreds of individual delegates. Until the vote came approving the resolution, I had no idea how it would turn out. When the resolution was adopted, delegates came to the Florida delegation's table from all over the floor to celebrate. You cannot believe how electrifying it was.

Note: We now had a resolution calling for the creation of a national press association. Unfortunately, we had no way to finance the association. Two years later at the 1966 national convention in Louisville, Kentucky, the editors introduced a resolution requesting one half cent to finance the press association. The one half cent would barely pay for printing and postage, but at least it was a start. Once again, the editors talked to the delegates in their local and to other delegates and when the one half cent funding was approved, delegates actually rose to applaud the adoption of the resolution. I appreciate the opportunity to once again thank each and every one of those delegates for approving that resolution.

Did you ever imagine that the PPA would become one of the largest and most respected labor press organizations in the country?

To be perfectly candid I never thought it would reach the level of recognition, acceptance and professionalism it has achieved today. The names of that handful of people may be lost to history but

I say with all sincerity, they achieved a miracle. Every rank and file member and every union officer has benefited from this press association.

Why did our union need a press association in 1964 and is this need any different today?

On the contrary, the need is even greater today. At no time in the history of the postal service have the employees faced more negative issues than they do at this time. I'm not a pessimist, but I have great concern for the future welfare of our brothers and sisters. Let me add that the local union newspaper cannot solve these problems, but at the very least, the local union newspaper is in the best position to make everyone aware of these problems.

As PPA president for 17 years, you worked to ensure the PPA remained a nonpartisan educational organization that did not become involved in internal union politics. Why is that so important?

From the very beginning, I recognized that if the PPA were not only an independent association, but equally important, a non-partisan and non-political association, it would not have the credibility necessary to be an honest messenger.

Do you see the job of editor today as any less relevant than it was 40 years ago?

I think the relevance is the same, but the importance of the job of editor has grown far beyond what it was 40 years ago. Not only because of the many negative issues which I mentioned earlier but because the members are too often distracted by so much information from so many sources. We had magazines and commercial newspapers 40 years ago. We had radio and TV. But look how all of these mediums have grown? And with the Internet as a news and information source, it raises the question of just how much information can an individual absorb? And how much information actually gets through? This makes the union editor's job much more difficult and the role of the PPA much more important.

Any advice for our union brothers and sisters new to editing a paper?

For those of you who are new editors, I'm telling you with all honesty that there is no one better for you to call upon than the PPA. You will be using a resource that has 40 years of experience and knowledge; 40 years of dedication and integrity. For those who believe they already know everything, I have been a postal editor for 43 years, including fifteen years as an AFL-CIO editor. I am still learning and still asking questions. The more you learn, the more you know, the more you know the more your members will benefit from your knowledge.

What do you think is the biggest change in editing a paper over the years?

I think the mechanics of editing has radically changed. We've gone from the typewriter to the mimeograph to the computer. However, I think the role of the editor has not changed, although it has increased in importance insofar as how it impacts on the future of the union and the welfare of the membership.

Is the need to publish a "hardcopy" union paper diminished in this era of electronic communication?

Diminished? On the contrary. I think the "hardcopy" union paper has actually grown in importance. It has permanence, it has mobility. I use the computer as much as anyone, but I also like the convenience and relative comfort of reading a magazine. For those of you who think electronic communication is the only vehicle of information, why are there more magazines published today than ever before?

Final thoughts?

The Postal Press Association is celebrating its 40th anniversary. Forty years? In terms of history it is just a blink of an eye, but it has been 40 important years that have served the members well. Congratulations to President Tony Carobine and the members of the PPA Advisory Council. And, congratulations to those who worked so hard to make the first 40 years possible.

APWU National Postal Press Association

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*Years
of
service*

1964 - 2014

1987 – The Postal Press Association is a vital organization within the American Postal Workers Union. Through the education and information that the PPA provides, editors learn their craft. Because of the assistance from the PPA, APWU members receive beneficial information in a more attractive newsletter format.

Many editors don't fully understand what they are getting into when they assume the responsibilities of publishing a local or state newsletter. Publishing a paper isn't just writing and typing articles. There are format, layout, libel and election laws, etc., that must be considered in each issue.

Thanks to the PPA, an editor is not alone in trying to turn a group of news stories and articles into a readable and interesting paper. Newsletters are the best way of reaching the membership whether it be local, state or national. By educating our editors, the PPA helps all APWU members.

– *Lone Star Postal News*
Fort Worth, Texas

1990 – . . . I have realized . . . how important the information and assistance we receive from the Postal Press Association and the hundreds of locals around the country who send us their newsletters can be. In addition to giving us vital information on our contract and our rights, they remind us we are not alone in dealing with problems on the workroom floor. . . .

– *Oklahoma Postal Worker*
Oklahoma State APWU

2001 – . . . In talking with some of the instructors (who mostly come from other unions, such as the UAW, UFCW etc.), I came to realize how fortunate we are to have an organization like the PPA. It is kind of unique in the Labor Movement. The instructional assistance is invaluable. The exchange of newsletters among locals is a tremendous resource (without it you would not see the "Postal Shorts" column and a lot of articles of interest in *The Communicator* reprinted from other papers.) The existence of the PPA recognizes that for many union members, who do not attend union meetings, the union newspaper is a critical form of communication and we should provide every assistance to the individuals who work hard to put out a quality newspaper. And unlike the press associations in some of the few other unions that have them, the PPA is totally independent of the national union leadership and stays clear of internal union politics . . .

– *The Communicator*
Ferndale, Michigan