

Postal Newsletter

Press

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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Presenting the facts: a duty and responsibility

By Tony Carobine, President

For those of you old enough to remember the 1960's when there were only a few channels on television, you will likely remember the popular television series "Dragnet." Set in Los Angeles, this program was a crime drama about the cases of a dedicated Los Angeles police detective, Sergeant Joe Friday (played by Jack Webb) and his partner Officer Bill Gannon (Harry Morgan).

In his zeal to get to the heart of a case when interviewing female witnesses, Sergeant Friday would often say, "All we want are the facts, ma'am." Over the years, Dragnet's catchphrase became, "Just the facts, ma'am" although this version was never actually uttered by Joe Friday.

When you think about this phrase (or its altered version) that's exactly what our members desire when reading union publications and visiting union websites. Also, that is what the general public is looking for and expects when reading a mainstream newspaper or viewing a news broadcast.

Much has been written over the past few years about the USPS in mainstream newspapers, on the Internet and reported in television and radio broadcasts. The majority of this coverage dealt with the postal service's alleged financial difficulties.

Unfortunately, many of these reports mislead and unnecessarily painted a picture of doom for the postal service. For example, that the postal service is on the brink of collapse because of the loss in mail volume due to the Internet and subsequently has outlived its usefulness; as opposed to the true cause, a congressionally manufactured financial crisis.

The facts are that in 2006 Congress passed legislation that required the postal

service to prefund, over a 10-year period, 75 years of future retiree health benefits. Were it not for the Postal Accountability and Enhancement Act of 2006 the postal service would have netted a \$611 million surplus during fiscal years 2006-2010 instead of a \$21 billion deficit.

This 5.5 billion a year burden is also responsible for all of the financial losses posted by the postal service since October 2012. Without prefunding, the postal service would have made a \$623 million profit last year. Excluding the prefunding mandate, the postal service estimates it

will make more than \$1 billion in profits this year.

These facts are often much different than reported. Therefore, whenever erroneous accounts are published we have a duty and a responsibility to challenge them. This can be accomplished in a number of ways. For example, opinion-editorial pieces, letters to the editor, press releases and having a union spokesperson available for radio and television interviews.

Left unchallenged, the citizenry may eventually buy into the falsehood that the postal

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Madison site of 2015 PPA Conference

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.

No proposals were received from PPA affiliates to host the event, which in accordance with the PPA constitution is held in either the month of July, August or September in years opposite the APWU national convention.

A factor in the PPA Advisory Council's decision to return to Madison was the positive response regarding the location and hotel facilities from members who attended the 2013 conference. Also, the hotel was able to offer another cost-effective proposal.

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.

Commenting on behalf of the PPA Advisory Council, PPA President Tony Carobine said, "We are pleased to return to such a labor-oriented town for the PPA conference. In addition to the great atmosphere, the resources available in Madison will enable us to again present a conference that will not only be a special educational event but a very inspirational experience as well."

"We encourage PPA members, APWU officers and interested members to plan now on joining us in Madison on August 19-22, 2015," he said.

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



Make a PPA resolution

By Jenny L. Gust, Editor-at-Large

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

Make a resolution to show in each and every upcoming issue the many benefits of belonging to the American Postal Workers Union!

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

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

Besides the grievance work the union does (which includes training of officers

and stewards) are your members aware of our Legislative Department and the work that they do on our behalf? The APWU is well known on Capitol Hill because of our officers in Washington. Contract negotiations are another benefit of the union – management doesn't just hand out raises and improvements out of the goodness of their heart!

Members can take advantage of many programs including the Accident Benefit Association and the Voluntary Benefits program . . . both offer a number of options for insurance of all kinds.

Their newsletter from their local or state informs

them of important issues. Websites are also helpful in that regard.

Many locals have local picnics each year and they may also have Christmas parties. Generally, families are welcome at these events. Many locals have food at meetings and give out prizes. They will do anything to get members to come to meetings! My local gives away baseball tickets each year. We also pay \$50 for each member who submits a one-time bill for the drawing up of a will.

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



Posting of member publications

A reminder that a section is available on the PPA website for the posting of publications. The Member Publications section is reserved for PPA members who desire to submit copies of their newsletters for posting in this section of the website located under Member Resources, subject to the following policy.

Should a publication include, but not limited to; libelous statements, personal attacks, violations of federal laws, etc. it will not be posted. A publication contain-

ing questionable material will be submitted to the PPA Advisory Council who will serve as the Editorial Board and determine whether or not it is posted.

By submitting a newsletter for posting, the editor is granting permission to fellow editors to reprint any article in the paper as long as credit is given to the original source.

To submit a publication for posting, e-mail it as a pdf to ppa@apwupostalpress.org. Publications will be posted for 30 days.

Communication – the key to success

By Edward J. Brennan,
Secretary-Treasurer

One of the most important things in this world is communication. Every creature in this world has to be able to communicate

ly cripple the postal service; causing postal operation changes, such as: service cuts, excessing, etc. Even the postmaster general seems to support outsourcing public owned and run postal operations and other

employees belonging to local unions many miles from their homes or offices, and with new officers, ideas and programs on a national level, how do we maintain a communications network that will reach all of our members? How do we “rally the troops” when they are spread so thin? How do we keep our members informed and willing to protect their livelihood?

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

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

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

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

So it is with politicians, postal managers, and the union. Politicians attempt to privatize the postal service so their supporters can turn it into a cash cow instead of a public service. They pass laws to financial-

changes that would aid Congress in changing the postal service from a public service to a money-making operation.

Then comes the postal unions trying to protect jobs and benefits for workers and retirees. They also want to maintain the postal service along with its record of on time delivery, sanctity of the mail, etc. and overall outstanding service to the public. Postal workers are screened for honesty and integrity. They have to maintain a lifestyle that reflects an outward pride and satisfaction with the work they do. And as such, postal workers and postal unions must have the means of informing, unifying, and protecting their members through communication. That is why Hank Greenberg and others formed the Postal Press Association fifty years ago. That is why we need this organization more than ever before.

With all of the recent changes in the postal service and our union, communication is becoming ever more important and also ever more difficult. With meeting attendance on a downward trend, with em-

Avoid the charge of libel

You can always be sued. The suit may not prevail against you because the person suing may not want to pursue it any further, or the suit has no merit, but you can still be sued. Therefore, it's best to be careful with controversial subjects.

There is a rule of thumb: “when in doubt – leave it out,” but this is not always the proper route. If you think, however, that running a certain photo, article, cartoon, or piece will bring out the worst in someone, strong enough for them to

want to sue you or your local, maybe you shouldn't run it.

Your local can be ruined by a large libel suit. So could you. You don't want your local to disappear just because of the newsletter you work hard to produce.

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.



Beware of the 'Indefinite Hold'

By Frank Antinone, Editor-at-Large

Finally, after APWU members organized all of the rallies, meetings, phone banks and talking to our congressional leaders both national and local; the USPS has finally issued a letter in February stating that Article 12 excessing related to the Area Mail Processing (AMP) studies has been placed on an 'Indefinite Hold.'

This means that the postal service is now releasing 'residual vacancies' that were being held for excessing. This is great news at first glance. All of our members can breathe a little easier now. There is a good possibility that the PTFs at the Associate Offices can finally be converted to full time status and the 21 day e-reassign has been removed for now. Our PSEs in customer service and the plant side now have a chance to be converted to career employees. Life is good and things are looking up.

There is just one catch, don't forget who we are dealing with here. We are dealing with postal management who are trained to lie at the drop of a bucket. The same postal management who blacked out all of the numbers and figures when asked by the union for copies of the AMP studies. The same postal management that told then APWU President Cliff Guffey what a good contract that both sides agreed to and the following day went to Congress complaining about it, especially the no lay-off clause.

I think that we all know that this is just a temporary fix, even though it **IS** good news for the time being. As members and union officials of the APWU, we can't let our guards down; we still need to have a

plan of our own to fall back on when the 'Indefinite Hold' is lifted.

As former President Dominic Corso of my home local in Youngstown, Ohio wrote in an article for *The Dispatcher*:

"We must now realize that the postponement of the consolidations and lifting of Article 12 job withholdings will only be a temporary reprieve. We must strike while the iron is hot and the window of opportunity is open. Just because the postal

service has postponed closings and placed Article 12 on an 'Indefinite Hold' doesn't mean things will stay this way. The postal service is probably doing some regrouping of their own."

Editors, as communicators we must make our members aware that the 'Indefinite Hold' is temporary and all locals of the APWU must get their plan ready for when the time comes. We must be ready, our future depends on it.

PPA to participate in pre-convention workshops

The PPA is scheduled to participate in the pre-convention workshops sponsored by the APWU Research & Education Department being held on Friday, July 18 from 10:00 a.m. - 5:30 p.m. at the McCormick Place Convention Center in Chicago.

Two half-day workshops will be presented by the PPA. *Union Publications – Reaching the Membership* will examine the need to communicate and the process of producing a member-oriented, high-quality union publication. *Legal Issues: Union Publications & Websites* will be devoted to a discussion on editorial policies, libel, copyright, internal union and federal election laws as applicable to union publications and websites.

More information on the workshops, as well as the online registration process can be found on the APWU's website at www.apwu.org, "Pre-Convention Workshops."

Photojournalism

Just as people like to read about people, themselves first and others second, people also like to look at people. Including photographs of the membership in a union publication is one way to make the pages of a union paper come alive and demonstrate that the union is indeed not some abstract institution located in a far away place, but an organization made up of real living and breathing people.



Nine steps to effective political communication

When it comes to politics, members want information – not orders – from their unions.

They want to know about issues – not partisan agendas. Following are suggestions for successful political communication.

1. Issues come first, candidates and parties second. Members want political action to be based on issues. Working to

elect pro-worker candidates is a means to win on important issues – not an end in itself.

2. Members want information, not voting instructions. Before members will respect endorsements, they need to see what led to them; issue positions, voting records and other facts that will help them make up their own minds.

3. Present information credibly and objectively to overcome members' distrust of politics. Members trust their union more than many other sources, but they are extremely skeptical about politics. Information sources should be cited, for example, and avoid unbelievable claims about how good or bad a candidate may be.

4. Downplay partisan rhetoric and stress the unions' role as an independent voice for working people. Members don't want their unions drawn into the excessive partisanship that Americans generally consider the downfall of our country's political system.

5. Unions should be watchdogs that hold politicians accountable. Because union members are very cynical about politics, it should be made clear their union recognizes the danger of betrayal by politicians. Those who gain support should then be held accountable.

6. Members want unions to represent their interests as workers, focusing on work-related issues and advancing a populist economic agenda.

7. Union political action should always be "of, by and for" the members. Members should be provided with opportunities to make their voices heard in the political process, through membership surveys, public candidate forums and website addresses and toll-free numbers on political materials.

8. Information is also the key to increasing participation. Members strongly support get-out-the-vote efforts. Because members who are well-informed are much more likely to vote, educating them about the issues and candidates is a key way to boost turnout.

9. Unions are more effective when addressing the concerns of specific union audiences. Do not rely on a "one-size-fits-all" approach. Target specific messages to specific union audiences; men or women, African Americans, Latinos, younger or older workers, for example.

Increase involvement

Preparing members and their families for the upcoming election is quite an involved task, but nonetheless a vital one. Communication is the key and it should be a continuous effort in the days and months leading up to this important day. The best way to increase turnout is to educate members about the issues and candidates. Armed with this knowledge, members and their families are more likely to participate and will make informed choices when going to the polls on Election Day.

Don't let worrying make you miserable

Have you ever thought about why worrying makes you feel good?

- Worrying allows you to think you're accomplishing something (when you're actually standing still).

- Worrying can help you feel important and compassionate. (Busy, caring, hard-working people always worry, you reason).

- Worrying can help you avoid doing something you consider unpleasant. (It's easier to worry about starting a project, losing weight, or stopping smoking than to do something about it.)

Get a handle on your thoughts by differentiating between a worry and a concern. A worry is something you can't do anything about. If you can't do anything about a problem, don't let it make your life miserable. A concern, on the other hand, is something you can do something about.

If you find yourself worrying, ask yourself, "What is the worst thing that could possibly happen?" Decide what you'd do if this terrible thing occurred. Then make plans, just in case. This will transform your worry into a concern.

If you're worried about an unfinished project, set up a schedule outlining your strategy to get it completed. By writing down your plan, you can eliminate some of your anxiety.

Beware of feeling guilty for not worrying, and try to look at things from the lighter side. Laughter can often do more for you than tears (and it's a lot easier to clean up afterwards).

Media Matters for America launches Mythopedia website

Media Matters for America launched a new website, Mythopedia, <http://mythopedia.mediamatters.org/> which presents rebuttals to common right-wing lies and distortions in a way that anyone can understand, including a section on spin and lies about unions. The site is searchable and simple to use in multiple formats, including desktop, smartphone or tablet, and will be updated frequently.

Some examples: Do "right to work" for

less laws lead to higher wages and benefits? (Answer: No.) Would the Employee Free Choice Act eliminate the secret ballot in union votes? (Answer: No.) Do union autoworkers make \$70 an hour? (Answer: No.)

Media Matters is asking everyone to help spread the word about Mythopedia. Media Matters is also asking for feedback on the site and suggestions for other conservative attacks that need rebutting.

Why bother to interview people?

What's the best way to keep your paper or newsletter from looking like the diary of a small clique? Invite readers to join in, so the paper becomes an exciting forum where they meet all kinds of people.

Printing letters to the editor and being on the lookout for new people to write ar-

"Interviews give readers a fresh perspective, plus they show your group's interested in what the average person has to say."

ticles will help. But what about the many readers who just won't sit down to write an article or letter?

Get in the habit of interviewing everyone, from the member too shy to write to the stranger with interesting know-how to share. Interviews give readers a fresh perspective, plus they show your group's interested in what the average person has to say.

For example, if management gives the union a hard time or makes a decision det-

rimonial to the membership, quote in the paper exactly what was said. Then readers will realize what you're up against and will get mad at the source of the problem, not the union.

Every time you print someone's words, you give readers a new personality to talk with – whether it's a good guy they identify with or a bad guy who makes them angry.

Who can you interview?

The average person is the best.

It's impossible to exaggerate the value of personal experiences. More than anything else, they make readers feel that your paper or newsletter is theirs, too.

Use personal interviews as a regular source of information. Interview a witness to an event, or someone familiar with a job or whatever situation you're looking at.

Whether you're covering a picnic or a meeting, show readers what it's all about by asking people why they're there, and what they think of it. Instead of just reporting resolutions and speeches at a convention, talk to a typical delegate attending for the first time, or collar several delegates.

After all, who doesn't get tired of hearing officers praise their own organization?

Readers will be more impressed when fellow members speak in favor of your union's work. And the mystery of not knowing who might appear in the paper next will lure people into reading each issue.

For example, suppose you win a big



grievance and a member gets a bundle of back pay. Interview the member. If the member is excited about the victory, a quote will make the story exciting. This member's experience gives living proof that the union is worthwhile, that it helps someone readers can identify with.

Also, you can be sure that once members are featured in the paper, they and their friends will read the paper with more trust and interest.

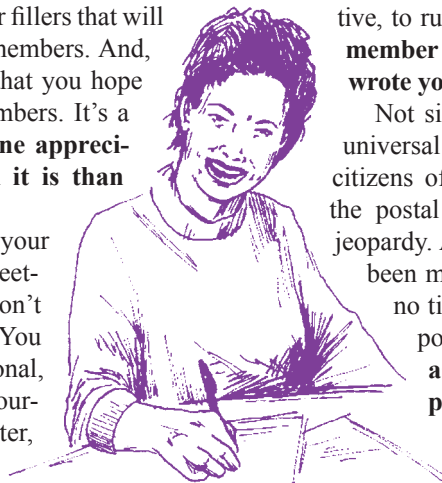
At first you might feel funny interviewing people; they might feel uptight too. But rest assured that once the article is done, people love to see themselves taken seriously in print.

Write on, brothers and sisters!

By Hank Greenberg, Honorary Member PPA Advisory Council

Only an editor can understand this: You work very hard to put a paper together each issue. You encourage (plead) with your brother and sister officers to write articles – you also look for fillers that will be of interest to your members. And, you write an editorial that you hope will motivate your members. It's a lot of work. **And no one appreciates how much work it is than other editors.**

You encourage your members to attend meetings and when they don't you take it personal. You shouldn't take it personal, but you do. You ask yourself, oh brother and sister, where art thou?



No one, not this writer, not anyone, can give you a magic formula that will guarantee attendance at a union meeting. But please, I'm begging you, don't give up hope. If you encourage just one new member to come to a meeting, to get involved, to get active, to run for office, **that is one member more than before you wrote your editorial.**

Not since Congress created a universal postal system for the citizens of the United States has the postal service been more in jeopardy. At no time has your job been more in jeopardy. And at no time in the history of the postal service **have you as editor been more important.**

Write on, brothers and sisters, write on.

Presenting the facts

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service is going bankrupt and can only be rescued by a massive closure of postal facilities, outsourcing, ending Saturday delivery and other devastating cost-cutting measures that will result in a reduction of service and ultimately total destruction of the USPS.

We have a duty and responsibility to our members and to the public we serve; to present the true facts.

As Sergeant Joe Friday said, "All we want are the facts, ma'am."

Editor's toolbox: Helpful ideas for APWU communicators

When you can't get started

If, like many, you occasionally hit a wall when you're trying to write and just can't get started, you might want to:

- **Write** a letter to someone about what you would say if you could only get started.
- **Decide** on a reward you'll give yourself if you write a page; then get started and really give yourself the reward if you earn it.
- **Open** your dictionary randomly, and without looking, point to a word, and use that word in your first sentence to get started – even if it's silly.
- **Talk** your article or report into a tape recorder.
- **Begin** in the middle or the end if the beginning is too difficult for you to get under way.
- **Do something** that bores you for twice as long as you think you can stand it; then write.
- **If you're** immobilized by having to correct everything as you go, get two hats, one labeled "writer" and the other labeled "editor." Tell yourself you can't edit when wearing the "writer" hat and vice versa. Switch at increasingly longer intervals.
- **With a tape** recorder going, have someone interview you about what you'd like to say. Transcribe the tape and use that as a rough draft.

Write clearer, more readable paragraphs

Paragraphs should make reading easy. Put the topic sentence first; follow with supporting material, held together with conjunctions; and finish with a summary.

Here are some tips:

Think of paragraphs as units of thought. Give each main idea its own paragraph.

Keep paragraphs fairly short. The breaks between paragraphs are stopping points for readers; don't stretch their patience by making paragraphs more than 4-5 sentences long.

Vary paragraph length. This will help maintain your readers' attention. Use single-sentence paragraphs sparingly to emphasize important ideas.

Solving the gender problem

Writing "he and she" to avoid using the generic "he" is one way writers solve the gender problem. Unfortunately, the usage is wordy and distracting.

Others use dull passive constructions. Still others use "they" in second reference, a trend that is accepted in informal language only.

If you want to avoid the "he" problem, consider these rewrites:

- **Rewrite** the sentence in the plural. "A careful editor will couch his queries in neutral terms" can be rewritten as "Careful editors will couch *their* queries in neutral terms."
- **Recast** your sentence using *we/us/our*: "Each must do his best" can become "We must all do *our* best."
- **Rewrite** your sentence in the second person. "No man knows what he has until it's gone" can become "*You* don't know what *you* have until it's gone."
- **Replace** he with such words as *someone, anyone, one, the one, no one, etc.* You can also omit the pronoun entirely. "Everyone can laugh at a pratfall except he who has fallen" could be changed to "...except *the one* who has fallen."
- **Replace** the pronoun with a noun. "He who betrays a friend loses him" could be changed to "To betray a friend is to *lose a friend*."

Publication tips

To get the highest possible readership for an article:

- Put the title in question form instead of statement form.
- Scatter copy breaking devices throughout a long article. But don't overdo them. Use boxes, bullets, borders, subheads, boldface type.
- Write titles in an optimistic or pleasant mood instead of a pessimistic one.
- Use captions under all photographs. They get more readership than text areas.
- Avoid cropping photos in the shape of a square. Readers prefer rectangles.
- Avoid using long blocks of reverse type (light type on a dark background). Al-

though they appear dramatic, long reverses slows reading by about 11 percent.

Dramatic conclusions for your next story

The conclusion of your news story can be just as important as your lead. A strong ending can make the article memorable; a weak one can drain the energy from your entire story. Here are some useful tips for creating an effective ending:

- **The inverted pyramid ending.** You probably learned in school that most news stories start with the most important facts and close with the least important so that the story can be easily cut to fit the available space. Thus, the story just fades away. This works best for a straight news story.
- **The punch line.** Tell the story in chronological order, but hold back the most dramatic moment for the ending. You can hint at the punch line a bit so it won't be totally unexpected, but save the last one or two paragraphs for some piece of information that puts everything into perspective.
- **The delayed gratification ending.** Ask a question in your lead that relates to your story. Describe a situation. Set up a conflict. Then go on with the rest of the story, and, answer the question only at the end. Be sure that your opening question (or situation, or conflict) is strong enough to be memorable and hold interest throughout the story.
- **Echo the lead.** Repeat a phrase from the lead of your article. Be sure the phrase is memorable enough for readers to remember, and use it only if it makes sense on its own in case readers don't recall it.
- **The striking image ending.** Find a significant visual image that sums up the story as a whole. Take the time to polish for maximum effectiveness.
- **The "In Conclusion" conclusion.** This ending works best for straight news stories and information-heavy features. Summarize the information presented in the story. This reinforces your message. You might want to echo the lead.

The value of time . . .

Imagine there is a bank that credits your account each morning with \$86,400. It carries over no balance from day to day. Every evening it deletes whatever part of the balance you failed to use during the day.



What would you do? Draw out every cent, of course!

Each of us has such a bank. Its name is TIME. Every morning it credits you with 86,400 seconds. Every night it writes off, as lost, whatever of this you have failed to invest to good purpose. It carries over no balance. It allows no overdraft. Each day it opens a new account for you. Each night it burns the remains of the day. If you fail to use the day's deposits, the loss is yours. There is no going back. There is no drawing against the "tomorrow." You must live in the present on today's deposits. Invest it so as to get from it the utmost in health, happiness and success! The clock is running. Make the most of today.

To realize the value of ONE YEAR, ask a student who failed a grade.

To realize the value of ONE MONTH, ask a mother who gave birth to a premature baby.

To realize the value of ONE WEEK, ask the editor of a weekly newspaper.

To realize the value of ONE HOUR, ask

the lovers who are waiting to meet.

To realize the value of ONE MINUTE, ask a person who missed the train.

To realize the value of ONE SECOND, ask a person who just avoided an accident.

To realize the value of ONE MILLI-SECOND, ask the person who won a silver medal in the Olympics.

Remember your audience

When preparing our publications, we shouldn't lose sight of the fact that our audience, our readership is comprised of "real people" – brother and sister union members and their families. In that regard, we should strive to include real people in the pages of our publications. Following are some considerations:

- Does the publication include labor or postal union history information?
- Are longtime members periodically interviewed for a newsletter article about how pay and conditions were in the post office many years ago as compared to today because of the union?
- Does the local recognize membership loyalty by honoring members in various ways for achieving union membership milestones; such as: listing their names and/or printing their photos in the paper for 5, 10, 15, 20, etc. years of union membership?
- Does the publication use every opportunity to include the membership in the

paper; such as a "Members Speak Out" column whereby randomly selected members are asked their opinion on various issues?

- Do stories in the paper about grievance settlements include direct quotes from members affected by the union's efforts?
- Are members recognized in the union publication for their volunteer efforts in the community?
- Does the publication use every opportunity to include photographs of members participating in various union activities?

The reasons for publishing a union newsletter extend beyond the need to inform the membership about the business of the union. As communicators we need to keep in mind that members are the lifeblood of the union and the union's strength depends on the loyalty of its members. Adopting a style of membership inclusion and education in our publications is a step towards building such a membership.