

Postal Newsletter

Press

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

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The wonders of the world

By Tony Carobine, President

The Great Pyramid of Giza, Hanging Gardens of Babylon, Temple of Artemis at Ephesus, Statue of Zeus at Olympia, Mausoleum at Halicarnassus, Colossus of Rhodes, Lighthouse of Alexandria; these are the Seven Wonders of the Ancient World. The list of these seven wonders was originally compiled around the second

spectacular structure built by humankind or even a natural wonder but nonetheless a wonder that no matter how hard one tries, it is impossible to figure out. That perplexing wonder is our coworkers who are not supportive of the union; either through membership or in other ways.

It is truly a wonder . . . if these individuals didn't have the protections provided

ask ourselves why? Why are there apathetic members? Why are there nonmembers? Why? Why? Why?

Just as the designers and builders of the Wonders of the World both Ancient and Modern overcame what many would think were insurmountable odds and did not quit until they achieved their goals, we as union representatives must never stop working to build a stronger union.

Communication, above all else remains the key in this regard. Whether it's young members, longtime members, or nonmembers, the need to communicate through union publications, social media, websites, bulletin boards, mailings, one-on-one contact and any other form of communication that is available is a never-ending necessity. Even in this era of tight budgets, communication should not be sacrificed.

By discontinuing or reducing our efforts to communicate, we reduce the union's strength along with our chances and opportunities to defeat ongoing challenges. Reducing 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. Meanwhile, nonmembers need to be constantly reminded about the value of union membership and the fact their job is dependent upon a strong union.

If we are serious about overcoming apathy, if we are serious about building loyalty and commitment to the union, if we are serious about persuading nonmembers to join, then we must make a serious commitment to communication.

The Great Pyramid of Giza has stood the test of time. Will we as a union stand the test of time? The answer to that question is up to each and every one of us.

"If we are serious about overcoming apathy, if we are serious about building loyalty and commitment to the union, if we are serious about persuading nonmembers to join, then we must make a serious commitment to communication."

century BC, with one still in existence today, the Great Pyramid of Giza.

Moving ahead a few thousand years, the Seven Wonders of the Modern World include: Empire State Building, Itaipu Dam, CN Tower, Panama Canal, Channel Tunnel, North Sea Protection Works and Golden Gate Bridge.

The ability of humans to design and build magnificent structures, such as the Great Pyramid constructed thousands of years before the invention of machinery capable of moving stone block weighing thousands of pounds is truly mind-boggling.

In addition to the Seven Wonders of the Ancient and Modern World there are the Seven Natural Wonders of the World and the Seven Underwater Wonders of the World.

While thinking about all of these Wonders of the World it occurred to me there is another wonder. It is by no means a

under a contract negotiated on their behalf by the union and as a result lost their jobs tomorrow, where would they find employment providing the same pay and benefits?

An honest look at the plight of millions of working class Americans who are not represented by a union provides the answer. Stagnant wages, no job protections, discontinued pension plans, family wage earners working multiple jobs to make ends meet, etc.

Meanwhile, as postal workers we have thus far been removed from the dilemma that many of our fellow Americans are experiencing. Thanks to our union and those who came before us, we enjoy no layoff protection, good wages, health insurance, pension plan, paid sick leave and vacation, plus many other benefits that are oftentimes taken for granted.

Although it is a wonder there are individuals who don't support the organization that sustains their livelihood, we need to

APWU National Postal Press Association

PO Box 888

Iron Mountain MI 49801

Phone/Fax: 906-774-9599

E-mail: ppa@apwupostalpress.org

Website: www.apwupostalpress.org

Advisory Council

Anthony "Tony" Carobine
President

PO Box 888
Iron Mountain MI 49801

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

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

Lance Coles
Editor-at-Large
PO Box 539
Des Moines IA 50302

Cathy Hanson
Editor-at-Large
1234 4th Street NE
Minneapolis MN 55413

Diane North
Editor-at-Large
1421 SW 110 Way
Davie FL 33324

Hank Greenberg
Honorary Member
2800 Black Oak Drive
Rocklin CA 95765

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



Awards to be presented

First place and honorable mention awards in 15 categories will be presented at an awards banquet on Saturday, August 5 in Altoona, Iowa at the conclusion of the 2017 PPA Conference.

Serving on the 2017 PPA Awards Committee are: Chairperson Jenny Gust, editor, *Ohio Postal Worker* and *Black Swamp Outrider*, Toledo, Ohio; Ray Holland, editor, *The Alabama Flash*, Falkville, Alabama; Mike Reece, editor, *The Six Bits*, Salt Lake City, Utah; Connie Sadler-Nelson, associate editor, *The Pulse*, Tucson, Arizona; Patricia Sartain, editor, *Newscaster*, Panorama City, California.

With the exception of the website category, the awards committee has the responsibility of independently reviewing and rating each entry using a point system. The results will be tabulated to determine the top eight finalists in each category. A judge from outside the Postal Press Association and

APWU will then review the finalist entries and select the award recipients. All website entries will be sent directly to the outside judge for review and final selections.

Originally called the Biennial Award of Merit Program, it was established at the August 1967 conference in Cleveland, Ohio.

The purpose of instituting an awards program was to recognize Association editors for outstanding work in editing, publishing and writing. The first awards were presented at the 1968 conference in Minneapolis, Minnesota. Over the years, the awards program has been modified several times to reflect changes in technology and production methods.

Awards Program rules and entry form were previously mailed to editor members. A duplicate copy of this material is available on the PPA website www.apwupostalpress.org.

Deadline for receipt of entries is Monday, May 1.

Weapons of mass instruction

by **Hank Greenberg, Honorary Member PPA Advisory Council**

One of the activities I miss most is the PPA Conference. If you have attended in the past you know what I mean and if you have never attended, you don't know what you're missing.

New editors will find the classes to be the single most important opportunity to get a jump start on making your local or state publication a more professional vehicle of information and education for your members. If you already have a few years under your belt as editor, you will **always** learn new information, new ideas and at the

same time have an opportunity to renew old friendships and make new ones.

PPA President Tony Carobine always manages to bring together a group of talented instructors who present a well-rounded educational program: The kind of program you will not find anywhere else. I have attended many journalism classes in the public sector and the private sector and have **never** found a better program than the one presented at the PPA Conference.

These classes are "**weapons of mass instruction**" that will make you a better editor. I sincerely believe this and after you attend I think you will agree too.

The art of getting along

Sooner or later, each person becomes wise enough to know . . .

- That life is a mixture of good days and bad days, victories and defeats, give and take.
- That passing the buck never pays.
- That some things should pass by like water off a duck's back. That carrying a chip on the shoulder is an easy way to start a fight.

• That there are no winners when someone loses a temper.

• That it doesn't hurt to smile and say, "Good Morning," even if it is raining.

• That many others have better brains, so that hard work, not cleverness, is the secret of success.

• That "getting along" depends about 98% on ME!

The ode of the new local president

By Edward J. Brennan,
Secretary-Treasurer

In the present world, nothing seems to stay the same including the makeup of our local and area local unions. In some instances members-at-large (MAL's) are placed under the membership of area local unions, with mergers also taking place between large and small locals.

In one instance an area local covering a large territory was formed. None of the old officers had newsletters and therefore communication was an evident problem for the prospective officers. How do we keep all of our members informed? How do we represent them to the best of our ability? How do we keep them interested in the union and how do we make them an integral and active part of the local?

The person interested in guiding the new local read about the APWU National Postal Press Association (PPA) in a newsletter from the files of one of the merging offices. In one of the formative meetings of the new organization it was suggested that a publication would be a good way for the local to keep in contact with all of the members of the vast new local area.

Meeting schedules, minutes, etc. could be published with activities, grievances, and other important issues concerning the members and their local. After a long discussion of the issue, one of the founding members of the new local volunteered to find out about starting a publication and learn about being an editor by contacting the PPA for help.

Much to their surprise they found out

there is going to be a PPA Conference with a variety of workshops covering the subject matter for which they need assistance. At this conference not only do new editors and other local officers receive instruction in every possible newsletter and other communication issues time will allow, but every PPA Conference brings updated information to editors and officers who attended past conferences.

This year's conference is August 2 (pre-conference) and August 3-5 in Des Moines, Iowa. Plan to be there. Further information is available elsewhere in this publication, on the PPA website apwupostalpress.org, or by contacting the PPA. This may be the end of this article but it could be the future of a new award-winning local or state newsletter.

Where is your sense of humor?

By Jenny Gust, Editor-at-Large

I have been a member of the Postal Press Association since May 1980! A long time I am sure you will agree. I am proud that I am still here and publishing two newsletters. One for my local – the *Black Swamp Outrider* – Toledo Ohio Area Local, and one for my state, the *Ohio Postal Worker*.

Part of the enjoyment of being a member of the PPA is getting all the newsletters from around the country. In case you were wondering whether anyone reads your paper – I do! Unfortunately the number of publications being mailed to fellow PPA members is down. Because of budget cuts in most cases (including my own local) members are not sending their papers out to all PPA members. When the cost is added up – number of papers printed and postage – it isn't all that much. If you can't mail every month to all PPA members perhaps you could rotate each month. That is what I am doing.

The one thing I truly miss out of the papers I do get is cartoons. Original cartoons

are few and far between now. Years ago we had a good number of people who were quite good at cartoons. The people who are on the

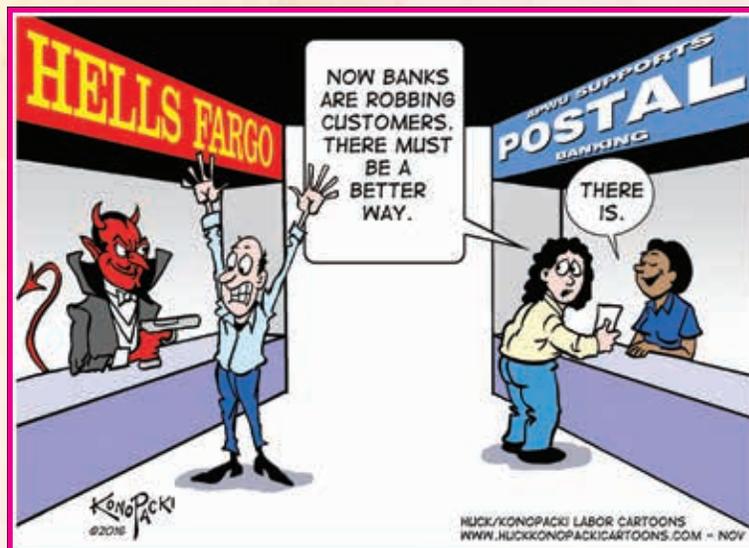
ther alone or with some help from a fellow member or members. A great cartoon can really pull people into reading your paper.

They can't wait to see what the cartoonist will come up with next. Everyone likes to laugh! While cartoons aren't always necessarily funny – they can educate and help people see things in a different way from what they might normally.

If you are not lucky enough to have someone to come up with a cartoon now and then, the PPA can help in that area. President Tony Carobine sends out monthly labor cartoons by Huck/Konopacki that you are encouraged to use in your publication.

I know things aren't that

great right now but we need to make the effort to not be gloom and doom all the time. That will turn members off. So try in each issue to have a cartoon, a joke or two, a funny story – just something to make our readers smile. We can't solve all the problems of the post office but we can at least give them a laugh, a chuckle, a little ray of sunshine and maybe a little hope that tomorrow will be better.



workroom floor day in and day out can tell you some funny stories about the post office. If a good cartoon is printed once and sent out you can be sure it will be copied (and hopefully credited) over and over. A sense of humor is so important – especially in times like these.

I am wondering if perhaps we haven't asked our members if there is anyone out there who can draw and add captions – ei-

Plans set for August Biennial PPA

Plans are set for the 2017 biennial conference of the American Postal Workers Union National Postal Press Association (PPA). Established in 1967, this event is part of the PPA's mission; helping communicators fulfill their responsibilities of informing and energizing the membership of our great union.

The intensive four-day program consists of eleven workshops that will be helpful to all who attend; from novice to experienced, to local or state organizations interested in establishing, or enhancing a communications program for its membership. Also featured will be three general sessions, along with four networking events.

Held every two years, the PPA Conference is not just for editors. 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 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.

This event 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.

The conference will be held at The Meadows Events & Conference Center at Prairie Meadows Hotel, Racetrack & Casino Altoona, Iowa. A guestroom rate of \$129.00 per day for king or double queen 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.apwupostalpress.org or call 1-800-325-9015 using group code 08022017APW. 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, August 2

(A) Starting from Scratch

This session 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) Communicating to Win: Case Studies of Effective Communication in Recent Struggles and Victories

How are workers still winning against the odds, sometimes in the face of daunting challenges? This workshop will introduce selected case studies of recent struggles in which unions used highly effective internal and external communication strategies to help achieve bargaining goals or key policy changes. We will analyze real examples from contract and issue campaigns and ask what lessons we can learn and apply to our own contexts.

(C) Legal Issues: Who Pays for What I Say?

Who does a union publication belong to? Do libel and copyright laws affect your freedom of speech and freedom of the press? What are the benefits of establishing an editorial policy? How do union election laws apply to union publications and websites? *Legal Issues: Who Pays for What I Say?* will address these questions and others with a presentation on the issues of editorial policies, responsible journalism, libel, copyright and union elections.

CONFERENCE WORKSHOPS Thursday, August 3 – Saturday, August 5

(D) Your Message and the Media, Improving Your Union's Image

Public support can help an organization achieve its objectives. *Your Message and the Media, Improving Your Union's Image* 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.

(E) Re-designing Your Publication

Is your newsletter in-tune with the times, or is it a relic? This workshop will help you modernize your paper, transforming it into a powerful instrument that commands attention. Learn design techniques that will capture the reader's interest in the first few seconds; improve six key elements of your newsletter: format, nameplate, masthead, page layout, type choices, and paper selection; discover ways to use photos, headlines, outquotes, borders, rules and other elements for maximum impact. *Re-designing Your Publication* will provide you with the specific "how-to's" for propelling your newsletter to a new level of quality and effectiveness. **(Note: Participants should bring a copy of their publication to this workshop.)**

(F) Labor Communicators – Linking the Past to the Present

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 used to increase general union membership and energize their membership and efforts that li

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PPA Conference in Altoona, Iowa

...ful today. As the labor movement ...singly becomes comprised of a new ...ation of members, it's important to ...n the lessons that the founders of our ...s learned so well themselves. This ...n will help communicators educate ...readers about the purpose of unions, ...e them to increase their involvement ...ncourage them to face up to the issues ...e ahead.

Writing and Editing for Union Communicator

...this valuable hands-on session, you ...earn the elements of writing and edito- ...ou will be taken through a host of ex- ...s to help you write inspiring editori- ...powerful news stories, attention-getting ...es, headlines that scream "Read Me" ...ore. This workshop is a must for ...e that communicates with the mem- ...ip through the written word. **(Note: ...length of this workshop requires ...two workshop choices. Therefore ...make three workshop selections on ...registration form if attending this ...shop.)**

Communications for Member Involvement and Union Building

...today's multi-media environment, ...editors have the opportunity to make ...publications the centerpiece of a stra- ...communications system that builds ...nger union. This highly interactive ...shop will walk through the steps of as- ...g your local's communications needs ...capacity, analyzing what messages and ...best motivate members, considering ...nd cons of print, electronic, and face- ...e formats, developing a distribution/ ...nunications network that reaches all ...ers, and integrating the newsletter into ...erall communications plan.

Using Electronic Communication to Get Your Message

...tweet or not to tweet? That is the ...on – indeed one of many questions

– that union communicators face today. This fast-paced workshop will examine when and how electronic communication can broaden the reach of your print publication and reinforce important messages, as well as how to recognize situations where electronic communication might not be the right choice. Then we'll delve into "dos and don'ts" of member communication via e-mail, mass text, and social media platforms, and tips for establishing or improving your local union's on-line presence.

(J) Public Speaking: Becoming an Effective Spokesperson

To win at the media game there are two principles you need to master. You must develop a focused message and 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.

(K) Photojournalism: Capturing Visual Images of Your Union

This interactive session will examine the benefits of including the membership and activities of the union in your publication, website and Facebook page through 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. A portion of this workshop will also include a "field trip" whereby attendees will take photos for a classroom critique. Yes, you will get to critique the instructor too! **(Note: Participants should bring their Point & Shoot, Single-lens Reflex, Digital Single Lens Reflex, or Cell Phone Camera.)**

2017 PPA Conference Registration Form

Name: _____

Title: _____

Publication: _____

Local or State Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Registration Fee: (PPA Members): \$160.00
After July 5: \$200.00
Non-PPA Members: \$225.00

The registration fee includes workshops, dinner, 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, August 2

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

___ (A) ___ (B) ___ (C)

Conference Workshops

Thursday, August 3 – Saturday, August 5

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-K). **Note: The length of Workshop G (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

The human touch

No matter what form of writing is used; keep in mind that people like to read about people, themselves first and others second. Therefore, strive to write with a human touch and include real people in your writing. This tactic will make the publication more interesting, increase readership, and demonstrate to our members that the union is not a faceless institution in a far away place, but an organization made up of real people.

Following are a few suggestions for writing with a human touch. Using quotes from members, officers, public officials, etc. in a news story is a great way to add appeal and make the article come alive.

Feature writing can include such things as personality profiles whereby members are recognized for their achievements. Ad-

ditionally, many local and state organizations are involved in community affairs to help the needy with such things as food drives, adopt a family during the holidays, working at telethons. Articles highlighting these efforts bring out the human side of the union and demonstrate that the union does much more than file grievances. An added touch is to include quotes from members who are involved in these activities, or even the people who are being helped to get their reactions.

Another consideration is a column in

each issue whereby randomly selected members are asked the same thought-provoking question. Publish their responses (and if possible, a photo of each member). The topics for such questions are endless; from union issues to management policies to community to national issues.

Writing with a human touch makes a lot of sense. It breathes life into a publication, plus it can help increase membership participation because it sends a message to all members that their opinions, thoughts and input are important.

Write and rewrite

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

- Will the reader understand the point at once?
- Will the reader find the point interesting enough to go on reading?
- Will the reader be confused by unnecessary words, long complex sentences, or extraneous information?
- Will the reader find that one sentence leads him or her painlessly to the next?
- Is the story factual, not based on assumption or emotion?
- Is the story monotonous? If all your paragraphs are exactly the same length, if all the sentences sound a bit alike, you are better off trying for more variety by varying the length and construction of the sentences.
- When you are in doubt about the value of any sentence, phrase or word, try leaving it out entirely. Is it really necessary to the story you are telling? Be ruthless – cut out anything the story can do without.
- Finally, try reading the story out loud. Does it sound like part of normal conversation? (It should.) Or does it sound like the author is trying to impress someone with fancy words and few ideas? (Rewrite!)

Try these suggestions on inside pages

- Try to include a picture or artwork on every inside page.
- Avoid the thrown-together look of inside pages. Plan each page.
- Try to include a dominate story on an inside page in order to provide a focal point for the page. Usually this story and photos will go at the top above the deepest columns available.
- As on page one, a headline should be wide enough to cover its entire story.
- Never “tombstone” or place two

heads of similar size side by side.

- If possible, keep articles complete on one page. Jumps often are not read. Most jumped stories should be from page one to inside, instead of from one inside page to the next.
- An editorial page or a special feature page inside should have a different look easily recognizable by the reader. Perhaps a different type size or column width for editorials.
- Make it obvious if stories are related. Organize material by content.

Konopacki named awards judge

Cartoonist and Labor Activist Mike Konopacki will serve as the outside (final) judge for the 2017 PPA Awards Program. He will be responsible for selecting the recipients of this year's awards from among the top eight 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 5 at the biennial PPA Conference.

Konopacki began labor cartooning for the *Madison Press*

Connection, a local daily created by striking newspaper workers in 1977. After the paper folded in 1980, he began syndicating his labor cartoons through the labor news service, Press Associates

Inc. In 1983 he and Gary Huck created their own syndication service, Huck/Konopacki Labor Cartoons with subscribers in the

U.S. and Canada. They have also published six collections of labor cartoons, *Bye! American*, *THEM*, *MAD in the USA*, *Working Class Hero*, *Two-Headed Space Alien Shrinks Labor Movement* and *American Dread*.



Editor's toolbox: Helpful ideas for APWU communicators

A design and typography quiz

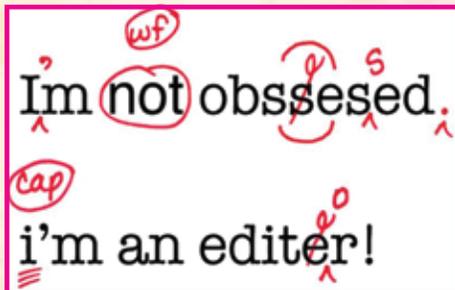
Rate your design and typography knowledge by saying either true or false to these statements:

1. When you design the page of a publication, all you have to remember is that people read from left to right.
2. The best order for a story, its headline and a related photo is to put the headline above the photo and the story under the photo.
3. It's all right to use either sans serif type (like the headline type in this newsletter) or serif type (like the type in this article) for headlines.
4. Not indenting paragraphs in columns of text affects reading speed.
5. You should never put a photo below the text in an ad.

Answers: 1. False. You must also remember that they read from top to bottom. 2. False. The best order is photo, headline, story. 3. True. But most experts agree that sans serif is easier to read in larger sizes. 4. True. Text without indents slows reading speed. 5. True. Readers will tend to look at the photo and then turn the page without looking at your message.

When editing your own copy

Whenever you write something, you should know how to edit and polish your



own copy. Here are some guidelines to follow when editing for:

- **Brevity.** Cut every word that adds nothing to meaning. *Example:* Change “during the course of” to “during” and “few in number” to “few.”
- **Clarity.** Don't use vague adjectives when specific ones are called for. Don't

write “We received *numerous* inquiries.” Instead write, “We received 14 inquiries.”

- **Tone and style.** Make sure your words sound as if they come from a human being and not an institution. *Example:* Instead of writing “Further notification will follow,” write “I'll keep you informed.”

- **Variety.** Avoid starting each sentence with the same part of speech, such as a noun or pronoun. *Caution:* Don't try to start each sentence with a different part of speech. Just strive for some variety.

- **Content.** Make your purpose immediately clear. Don't force your reader to wade through several paragraphs before understanding why you wrote the piece.

- **Paragraph strength.** See to it that each paragraph deals with only one topic. Including too many will make your reader work too hard.

Something today – for tomorrow

Not feeling too well these days? The feeling may be more mental than physical. Doctors agree that medical problems such as nagging headaches, backaches, skin rashes, digestive pains and even shortness of breath may stem from worry or an unhappy frame of mind.

What can you do?

Change your mental attitude, though such a change is easier said than done. But attitudes can be changed and the following guides may help:

- Try to enjoy the work you have to do.
- Accept situations over which you have no control.
- Act as though you enjoy life.
- Take up a hobby that interests you.
- Look for the best in people and appreciate them for that.
- Be satisfied with results after you have done your best.
- Try to look at the bright side of things.
- Pick out an objective and work toward it.
- Wear a happy face.
- Meet your problems, decide on a

course of action, act, and having acted, stop worrying. Worry won't help.

To make written materials easier to scan, steer clear of these common mistakes. Don't use all capital letters; that slows readers by more than 13%. And don't use



reverse type on a dark background; that decreases reading speed by 11%.

Time-saving tips

If you find yourself daunted as you start from scratch to map out your publication, try designating a special folder for future story ideas – and contributing to it on a regular basis.

Planning ahead isn't easy, especially when you're struggling to keep up with current deadlines. But once you get in the habit, you'll find the time you devoted to clipping and filing ideas pales in comparison to the time you save when it comes to researching and planning future issues.

A little advance work is especially helpful to prepare for events within your organization that will demand coverage down the road. Start gathering information as these stories take shape in your mind and you'll find yourself with far fewer headaches when you actually write the article.

It's important that you not limit yourself to full-blown projects, however, include any nugget of information that might come in handy next month, or even next year. If you put your publication to bed in advance of the issue date, or if you publish bi-monthly or quarterly, you may come across some great story ideas – too late to be used. Don't waste that inspiration: File it away.

Why is a publication needed?

Did you ever wonder why your organization needs to publish a newsletter? The reasons will vary because locals and their needs are different. Nevertheless, there are some basic reasons why any local enters the newsletter field, and the editor who can keep these reasons in mind will constantly do a better job. In fact, if there were only one rule for an editor, it should be: Know why you are publishing!

An informed membership

The primary reason for publishing a local union newsletter is to maintain an informed membership. Not only must the members know what the American Postal Workers Union is doing on a national scale, but also the individual local member must be kept informed locally. Only through the gaining of this knowledge will members of the local union know how to act, understand current situations, be informed about fellow members, and maintain their qualities of choice in the decision making process. The local union newsletter editor will also want to report some of the official views of the APWU, but the editor should also report the same news from a local point of view.

Member participation

An uninformed member of any organization cannot participate effectively on behalf of that organization. A local union newsletter, therefore, will give the local members a sense of participation. It will also be a sounding board for member

opinion and a forum in which members can talk with and to one another. It can applaud outstanding local members and describe their achievements in the many areas of their endeavors within the local union's geographic location. It can give members a sense of pride in and identity with their union.

Prestige

Prestige is another reason why a local union should publish a newsletter. It can make the community aware of what is being done by the organization. A good newsletter can become an excellent community relations vehicle.

Prevailing thoughts

The local union newsletter is not an

isolated publication. It radiates in various directions.

First, it is an essential source of information for all members of the union. Secondly, it circulates throughout a community in which union members are integral participants of an ongoing society where their opinions count. Newsletter editors, therefore, are engaged in highly important aspects of promoting the APWU and its objectives.

Editors do this by:

- Keeping the membership informed
- Promoting the local union's interests
- Giving the local union identity
- Providing opportunity for member participation
- Adding to local union prestige.

Back page: Shining star or afterthought?

Be honest: Do you plan the last page of your publication, or do you let it happen?

Many editors concentrate on page one, do wonders with their second first page (usually page three), put effort into a center spread, and then dump their jumps and left-overs onto the back page of the newsletter. What a waste!

Just think about how you handle any newsletter or brochure. Chances are you read

page one, glance through the rest of the publication, then refold it and put it away, back page up. And that's what the eye catches whenever you subsequently glance at the publication.

So why not make your final page worthy of catching and holding the eye?

The point is this: Because your back page is not hidden from sight, you should take a little time to make it spectacular and definitely read.