

Postal Newsletter

Press

AMERICAN POSTAL WORKERS UNION

NATIONAL POSTAL PRESS ASSOCIATION

Volume 54, Issue 5

November-December, 2022

The origin of football

By Tony Carobine, President

Many of us enjoy the game of football; watching the game that is. Whether it's sitting in the stands at a high school game on a Friday night, watching a college game on television, or after a tailgating session, cheering on our favorite National Football League team, we enjoy the game. If that isn't enough, we spend countless hours nestled in a comfortable chair, spending our Sundays and Monday nights (sometimes Thursday nights as well) viewing game after game.

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

When you think about how the game of football is watched without thought as to its origin and how it evolved, there are similarities between that scenario and our livelihood as postal workers. How many of our members and nonmembers alike take for granted that the current level of pay and benefits we have were always a part of postal employment? How many among us don't associate the union as being responsible for the substantial gains postal workers have enjoyed over the years? How many of us don't realize that all these gains could be wiped away unless we maintain a strong union?

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

March 18, 2023 will commemorate the 53rd anniversary of the 1970 postal strike. We current postal workers are benefactors of the unionists who put it all on the line 53 years ago and struck for better wages and working conditions. At that time, postal workers had no collective bargaining rights

communication available is a never-ending necessity.

By embracing the benefits of communication we can build the union's strength along with our chances and opportunities to defeat challenges that come our way. Maintaining the union's visibility will also work to better connect members to their union – therefore generating the likelihood

“When you think about how the game of football is watched without thought as to its origin and how it evolved, there are similarities between that scenario and our livelihood as postal workers.”

and barely earned enough to sustain themselves and their families. The wages were so low that many postal workers qualified for food stamps. Because of the bravery and unshakeable resolve of these individuals, postal workers now enjoy collective bargaining rights, a good salary and benefits, and job protection.

As the years have passed, many of our brothers and sisters responsible for the postal strike of 1970 and early successes of our union either retired or are no longer with us but their achievements live on. A question we need to ask ourselves; what are we doing to continue this legacy? What are we doing to encourage young people to pick up the torch of unionism and become actively involved?

One of the best tools readily available is communication. Whether it's young members, older members, or nonmembers, the need to communicate through union publications, websites, bulletin boards, mailings, one-on-one contact and any other form of

of increased member involvement. Meanwhile, nonmembers need to be constantly reminded about the value of union membership and that their livelihood is dependent upon a strong union.

As communicators, as caretakers of the “voice of the union,” we have a special responsibility to ensure that we do all we can to help keep our union strong by constantly providing a union presence to our members through as many forms of communication as possible.

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

P.S. Where did football originate? See page 2 for the answer.

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

Jenny Gust
Secretary-Treasurer
PO Box 587
Walbridge OH 43465

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

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

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

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

Hank Greenberg
Honorary Member
2800 Black Oak Drive
Rocklin CA 95765

Statement of purpose: Published by the American Postal Workers Union National Postal Press Association, the *PPA Newsletter* is an educational tool designed to assist PPA members with the performance of their duties as communicators and to help promote the goals and objectives of the APWU.

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



How does your local communicate?

By Jenny L. Gust,
Secretary-Treasurer

Facebook? Website? Bulletin board? Word of Mouth? How about a union publication?

Facebook is great for family and friends. Not so much for a union. Websites: nice to look at but who wants to sit and read columns of information? Bulletin board: a bit old fashioned you have to admit. Meeting notices: OK because they are a quick read. Word of mouth: well we all know what that can lead to and it's not necessarily good. It's like that game of telephone you played as a kid (or you heard about from old folks – sorry I am showing my age) – things get changed and added on, dropped and what comes out at the end isn't what your members need to hear! They need the truth.

So what's the best way to communicate with your members? **A union publication of course!**

Your paper helps with the image of the

union – always keep this in mind. Keep it informative, positive when possible and a reminder to your members that we are all in this together. Your paper is there to tell the members what the union is doing for them. How the union is protecting them every day. What the officers are doing to deal with postal management; activities being planned by the local for the members.

Keeping members in the loop, setting the record straight when needed makes members feel as though they are included. They are paying their dues for something. By reinforcing the benefits of belonging you build union pride. People need a reason to be proud of the union. Each issue you have a chance to promote that pride. Make that member feel like they are getting their money's worth.

Another thing about a publication – it's usually mailed and hey that's what we are all about in the first place!

A reminder about copyright – get permission

Mainstream media newspaper or magazine articles are copyrighted and therefore require the consent of the owner of the copyright before an editor reprints it in his or her publication. (The same regulations apply to material on the Internet.) Usually, the publication owns the copyright if the article was

prepared by a staff writer or reporter. Permission must also be obtained for use of any material from syndicated columns, individually copyrighted articles and articles which are published under the "byline" of the author. Copyright protection extends to pictures, cartoons and comic strips as well.

Origin of football

Derived from the English game of rugby, American football was started in 1879 with rules instituted by Walter Camp, player and coach at Yale University. Camp played football at Yale and helped evolve the rules of the game away from rugby and soccer into the rules of American football as we know them today.

He also edited every American football rulebook until his death in 1925.

The information highway

By Hank Greenberg, Honorary Member
PPA Advisory Council

The average person is exposed to an incredible amount of information every day. TV, radio, magazines, newspapers, the Internet – bringing news, entertainment, advertising – more information than the brain can absorb, distill and file away for future needs. The union member is on the receiving end of all this, and more.

Union members have management newsletters and management bulletins, union newsletters and union bulletins; an endless number of useful and not-so-useful bits of information the mind must filter through.



With all of this to contend with, the union newspaper is **extremely important** to each member – and their families. Look at all the competition out there. What can the editor do to make the union newspaper stand out in a society crowded with so much information? It's not an easy question to answer.

Should you “scare” people into reading your paper? Should you predict that awful things will happen to postal workers? Should you try to catch the member's attention with humor, graphics and eye-catching leads to attract the reader's interest? Why not a combination of many things? Remember, your union newspaper has information the member cannot obtain anywhere else but it has no value if it isn't being read.

While we may not agree on the specific road to take, perhaps we can agree that the best way to reach the union member is by traveling several roads at the same time. For

example, why does one subscribe to a commercial magazine? Because that magazine offers information the subscriber believes cannot be obtained from another source. At the very least, it is because the subscriber

“The local union newspaper is written by your union brothers and sisters for your union brothers and sisters. It can be read anytime, anywhere, by you and everyone in your family.”

believes the information sought is covered more in-depth and in a more understandable way than can be obtained through other publications. Whether or not this is true, the person believes it's true – and that's what matters.

What happens when you apply this observation to your union newspaper? In terms of your postal employment a comparison can be made. For example, in the private sector a commercial magazine in the United States can succeed by serving a narrow audience because the total audience is close to three hundred million people. In the postal service you can't serve a “narrow” audience because the total audience is not only smaller, all of the vehicles of communication deal with the same subject, your employment. So what can you do?

Well for one, you can make every effort to provide your readers with an ‘attractive’ newspaper – if it attracts the eye it attracts the mind. Another suggestion would be to take the very same information that may be available elsewhere and explain it in a more understandable way – and tell them how that information will affect them and their families. This is what they need to know.

Even cartoons can be an effective reader-attracting device. If a member picks up your newspaper solely because of a cartoon, you have achieved your primary goal: to get the member to pick up your paper and look at it. Attention-getting headlines will encourage the member to go a step further and read at least some of the articles.

And then there's the Internet; some people believe the Internet can cure anything, including warts. In reality, the Internet is a wonderful resource; an instrument of

information as far away as your fingertips. It is also a useful communications tool. The Internet can also be capable of feeding you a diet of fiction disguised as fact. The caution flag should go up if you believe it can replace the local union newspaper.

Think about it. The local union newspaper is written by your union brothers and sisters for your union brothers and sisters. It can be read anytime, anywhere, by you and everyone in your family. It is one of the most economical ways to keep your members informed. **It has credibility.** The people who bring you the union newspaper are the same people you work with every day. What affects you in the postal service affects them.

In case you haven't noticed, editors are incredibly dedicated people.

2023 dues notice sent

A dues notice letter and membership application for 2023 was mailed to PPA members on October 26. Occasionally, we find that dues notices are laid aside which then requires additional notices or phone calls as reminders. Your help in making sure your dues for the coming year are paid in a timely fashion would be appreciated.

Upon receipt of your dues, a 2023 PPA Membership/Press Identification Card will be prepared and sent to you provided your digital photo is already on file with the PPA. If your digital photo is not on file (or you would like to submit an updated photo), please email the photo to ppa@apwupostalpress.org.

Thank you for your membership in the PPA!

Preparations underway for 2023 PPA Conference

Initial plans are in place for the 2023 Biennial PPA Conference set for Thursday, July 20 through Saturday, July 22 in Madison, Wisconsin at the Concourse Hotel & Governor's Club. A pre-conference session is scheduled for Wednesday, August 19.

The conference guestroom rate at the Concourse Hotel is \$169 per night. Current tax rate is 15.5%. The hotel will provide free ground transportation from the airport, and a reduced parking rate of \$12 per night.

Room reservations can be made directly through the PPA website at apwupostalpress.org or by calling 1-800-356-8293 and specifying that you are attending the APWU National Postal Press Association Biennial Conference.

Although specific courses have yet to be determined, the four days of workshops and general sessions will explore

the subject of communication and how it can be used to protect the interests of the membership and strengthen our union.

Plans also include offering a "menu" of courses whereby members can select and attend workshops that best suit their particular needs. The PPA will continue its tradition of providing an "all union" educational program, as it will be presented by communication experts from organized labor.

Please note: the conference is not only for editors. Using communication, both internally and externally to achieve objectives should be a priority and therefore all APWU activists are encouraged and welcome to participate!



The Madison Concourse Hotel and Governor's Club site of the 2023 PPA Conference is directly across the street from the Wisconsin state capitol building.

This intensive four-day conference will help you and your organization

- Better inform and educate members and their families.
- Create a communications system that will stimulate membership participation and build a stronger union.
- Conquer the challenges of public speaking.
- Learn how to establish a working relationship with the media & methods for generating public support.
- Develop highly effective internal & external communication strategies.
- Map out ideas for developing an editorial policy.
- Explore the subject of social media and how it can complement a print publication.
- Avoid costly lawsuits by studying the subjects of libel, copyright and internal union elections.
- Infuse the union's publication with style and personality so members will read every issue.
- Harness the tools for conducting interviews that get noticed.
- Become skilled at writing news stories, eye-catching headlines and high-interest feature stories.
- Master techniques for reporting on issues affecting the membership.
- Use communication as a means to stamp out membership apathy.
- Meet sister and brother communicators who perform similar work and share experiences.
- Get recharged and eager to put dozens of new communication ideas to work.

Editors: plan now for 2023 PPA Awards Program

Editors should plan now on entering the 2023 PPA Awards Program by being on the lookout for material to enter from their newsletters published since June 2021. The 2023 program will be developed soon, after which editors will be notified of the timeframe to submit entries. The award categories are expected to be the same as in 2021.

First place and honorable mention awards in the following categories were included in the 2021 program: editorial, news story, feature story, headline, cartoon, photo, community service, creative writing, non-postal labor story, new editor, three overall excellence and website awards.

To assist with selecting material to enter, following are guidelines used as part of the judging process.

BEST EDITORIAL:

1. Does the editorial present the case through effective argument?
2. Is the editorial clearly understood?
3. Is there a clear indication of honesty and sincerity?
4. Is there a balance in the presentation?
5. Is the editorial constructive; does it offer an alternative?

Note: An editorial is an article of comment or opinion.

BEST NEWS STORY:

1. Does the news story clearly report an event or events of a timely or current nature?
2. Does the headline capture your attention and accurately reflect the story?
3. Does the lead sentence accurately reflect the subject of the story?
4. Does the writer cover the subject without editorializing?
5. Does the news story hold your attention and interest?
6. Are the 5 W's covered?
7. Is the information accurate?

Note: A news story tells news and includes who, what, where, when, why and how. It is written in the "third person"—therefore, the word "I" is not used. There is no editorializing in the article, although the article might have a clear "point of view." Any opinions are included in quotes, with the person having said those words getting credit for having said them.

BEST FEATURE STORY:

1. Is the feature story an original story?
2. Does the feature story cover the subject in depth?
3. Is the headline effective and attention-getting and accurately reflect the story?
4. Is the story written without editorializing?

Note: A feature story is an in-depth article exploring background issues, personalities or activities of individuals, emphasizing the human or entertaining aspects of a situation.

BEST HEADLINE:

1. Does the headline capture your attention?
2. Does the headline show originality?
3. Does the headline accurately reflect the content of the article?

Note: Judge only the headline, not the article.

BEST CARTOON:

1. Does the cartoon display originality?
2. Does the cartoon capture your attention?
3. Is the cartoon effective in conveying a message?

BEST PHOTO:

1. Does the photo display originality?
2. Does the photo capture your attention?
3. How is the quality of the photo?
4. Has the photo been adequately cropped, if necessary?
5. Is the photo effective in conveying a message?

BEST COMMUNITY SERVICE:

1. Does the story adequately describe the member(s) or organization's contribution to the community?
2. Does the story cover the subject in depth?
3. Does the story hold your attention and interest?

BEST CREATIVE WRITING:

1. This category covers fiction, poetry, humor or any form of serious writing with a distinctively creative touch.
2. Does it have meaning? Is there a point or is it rambling words and letters?
3. Does it have relevance to postal or union life or related issues?

BEST NON-POSTAL LABOR STORY:

1. This category includes stories about non-postal labor union activity or non-postal

labor-oriented topics. (The story need not be a first-hand account.)

2. Is the subject of significance?
3. Is the article clearly written?
4. Is it clear why postal workers should be interested in the story?

HANK GREENBERG AWARD FOR BEST NEW EDITOR:

(Two Different Issues)

Besides the physical makeup and content, this award recognizes a new editor striving to produce a union publication that exemplifies dedication, sincerity and professionalism.

Named in honor of past PPA President Hank Greenberg, this award signifies the type of spirit, determination and leadership that Brother Greenberg displayed as president for over 17 years.

BEST WEBSITE:

1. Look for appealing design.
2. Quality of content and appropriateness of subject matter.
3. Ease of navigation.

OVERALL EXCELLENCE:

(Single Issue)

Best Professional and Non-Professional.

1. Look for planning, layout and overall design.
2. Adequate use of photos and/or graphics.
3. Quality of reproduction.
4. Good use of headlines.
5. Quality of proofreading.
6. Balance of content and appropriateness of subject matter.

Entries required

Consideration for awards is only given to the entries submitted to the Awards Committee. Publications that do not submit entries are not considered.

Dues must be paid

In accordance with the PPA Constitution, current editor members must pay their 2023 dues by February 1, 2023 in order to be eligible to participate in the Awards Program, while new editors have until May 1.

Awards Program material

Awards Program rules and entry forms will be made available upon completion of the Award Committee's work on the program.

Two beers a month

By Edward J. Brennan,
PPA Associate Member

Sitting here thinking about it I figured out that my union dues cost me about two beers a month. What a bargain. My dues pay for my representation. I can go to union meetings and speak to local union officers and find out what is going on in my office. I can let my representatives know about working conditions and problems on the workroom floor and my suggestions on how to make working conditions better. I can voice my opinion with fellow members and the union's officers. I can even try to become a union representative. The choice is mine to make.

My union dues also pay for contract negotiators and for the local's officers to get valuable training. What an asset it is to have qualified and well-trained individuals to protect me when I need them. What a wise use of my union dues.

Without the benefit of my union dues and those of my fellow members we would

Write killer copy for your website

If you write copy for your organization's website you need to take into account the reading habits of the typical Internet surfer. Most people don't actually read – they scan.

Research indicates that 79% of surfers scan the page instead of reading it word for word. If you don't adopt your copy to this scanning style – you're just a mouse click away from cyber extinction. When you write for the web make sure the copy is:

Concise. Web content should have 50% fewer words than its paper equivalent and no single chunk of text should run more than 75 words. To write concise text you must tighten your language and avoid overly detailed information.

Scannable. To write scannable text add tables of contents, section summaries, bullets, numbered lists, highlighted key words, headings and short paragraphs with well-developed topic sentences.

not have educated and qualified officers to represent us. We would not have a contract with our employers. We would not have protections on the workroom floor. We

Just think of how much more funding we would have to build an even strong union.

That is why I have been paying union

“That is why I have been paying union dues for over 50 years. That is why I asked to pay union dues on my first day of work for the Postal Service.”

would not have vacation, sick leave or our many other benefits. We wouldn't even have our retirement program. Our past, present and future benefits would not exist.

That is what my union means to me. That is what every postal worker needs to understand. You get what you pay for.

Imagine how many more benefits we would have if every postal employee joined the union.

dues for over 50 years. That is why I asked to pay union dues on my first day of work for the Postal Service. That is why I have paid full union dues ever since I retired over thirty years ago. My union gave me a wonderful postal career and a comfortable retirement.

Every postal employee in the eligible postal crafts should be a member of the American Postal Workers Union.

Member comments about PPA Conferences

“...The conference was the most rewarding experience I've ever had in my 20 plus years as a union member. I want to thank you, your staff and all the teachers, editors and members who provided a wealth of learning. I hope to apply what I learned to make our newsletter an award winner at the next conference.”

“...I just wanted to say thank you for such a wonderful experience as the PPA conference. ...I can think of no other words than: “It was great!” I made many new friends and got so many helpful ideas, that it is hard to know where to begin.”

“...This was my third PPA conference and each one has gotten better. You and your board's expertise touches all areas, from the pre-convention paperwork to the banquet. ...Thank you for your work as it makes me proud to be a member of the PPA.”

“...I was most impressed with the professionalism of the instructors, their knowledge and ability to teach the varied and critical subject matter to not only the new or beginning editors, but to some of us ‘old timers’ who have been around for a long time.”

Exchange of member publications

Over the years, one of the most popular services facilitated by the PPA is exchanging copies of publications between members of the PPA. An example of the benefits of this practice is that it's not only a great way to find out what is going on in other areas of the country, but time and again members have reported that because of what they've read in an exchange publication they were able to favorably resolve a

contract administration issue. Exchanging copies also provides editors with resource material that can be used as reprints (with proper credit) plus ideas for producing their own publication.

For those not currently mailing a copy of their publication to fellow PPA members, please consider doing so. The additional cost for copies and postage is minimal with the value of exchanging this information far

outweighing the cost. A union publication is a valuable resource – please share it widely!

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

Flashback 1971–1972

For many years, member publications of the APWU National Postal Press Association have fulfilled their mission of communicating with their union brothers & sisters through the written word. From contractual rights to the importance of union membership and involvement, these publications have dutifully kept their members informed. In this issue we take a look at 1971 and 1972 featuring a random selection of clips from PPA affiliated local and state publications.

101 Facts, Scranton, Pennsylvania: “In these days of tenseness, unrest and despair, we must unite together to accomplish our aims and goals. The conservative approach, the liberal approach and the radical approach may be ‘to hell with the union let's quit – let's drop out.’ This method will only give those whom you despise greater freedom and power. The realistic approach is to unite and become more militant and more active in union activities. You must stop to realize that the cause of this unrest, tenseness and despair could be your inactivity.”

Kentucky Postal Worker, Kentucky APWU: “The aim of the Kentucky Postal Workers is to train and educate postal employees so as to be equally or better trained to police the agreement, than management. This puts it all right back to where it has always been: to you the people. Ignorant people can be ruled, if by nothing but fear; informed people have

to be dealt with. Take your choice as to which group you want to belong to.”

The Texas Fed, Texas Postal Workers Union: “The question is, are we content that many people should experience poverty, just because it has always been this way? I hope not. No good unionist is indifferent to the plight of his fellow man. Labor unions must concern themselves with the needs of the people; not just card carrying members of their labor organizations.”

The Philly Sentinel, Philadelphia, Pennsylvania: “Since no one is against rights and everyone defends the worker's right to work, the so-called ‘Right to Work’ law gathers immediate appeal. But, like its predecessor ‘The American Plan,’ the Right to Work law gives no one the right to work nor does it obtain a job for anyone who is out of work. The Right to work law is a highly organized attack on union security, nothing more than a clever attempt to enlist unsuspecting aid in ruining unions.”

Colorado Federationist, Colorado Federation: “It is imperative that as union members we must fight harder now than ever before. We must all be heard from and we must let our union leadership know what is expected from them. Our common goal is the same and if we are to achieve this goal, we must display a strength that we have never before exhibited. We must make every effort to attend meetings, keep informed and, if we feel

that change should be made, go through the necessary and proper channels for these changes.”

Oklahoma Fed, Oklahoma Federation: “My father was one who lost his job in the railroad strikes of the 20's and never went back until the war. In this interval, he lost our home and went from job to job. To his credit, he believed in unions and the movement with unwavering devotion during these years. I can't help but believe a few of my editorials over the last twenty years have reflected the great beliefs he sacrificed so much for. He knew the cost of a weak union and he instilled the thought that stronger unions are a necessity for the rank and file worker. Never, in our family life was there a waver in this thought. If I'm not a little bit more than just a ‘dues payer’ then I'm not worthy of the memory of the finest man I ever knew.”

Seattle APWU News: “Let's start communicating! We hear a great deal about the lack of communication. A strange observation at a time in history when our daily vocabulary includes: astronaut, via satellite, international cables; a sad complaint in an era when advance technology makes it possible to observe moon-bases spacemen on live television. The failure to communicate is not always in the sophisticated area of electronics – it is based on the human level. People have ceased communicating but they haven't stopped talking. Communication is a two-way street: speak, inform listen, hear.”

Why do we keep falling for the same old corporate subsidy con?

By Jeremy Mohler,
Communications Director
In the Public Interest

When it comes to government contracts, we like to say that the devil is in the details. Well, the same can be said about corporate subsidies.

Take Georgia's new big, shiny \$1.8 billion factory deal with South Korean automaker Hyundai. The state's republican governor Brian Kemp is making it sound like a win-win for all involved.

"We are proud to welcome Hyundai Motor Group to Georgia as we forge an innovative future together," Kemp said in a press release. "We will continue working to make Georgia the premier destination for quality companies who are creating the jobs of today, tomorrow, and beyond."

But when you actually look at the terms of the deal – which is the largest subsidy package for an automotive plant ever in the U.S. – your head can't help but hurt. There's a reason Georgia officials wouldn't reveal what incentives Hyundai had been promised until after the agreement was signed.

Here they are:

- Local governments are giving Hyundai more than \$472 million in property tax breaks.
- The company will also receive more than \$212 million in state corporate income tax credits. (Get this: If Hyundai doesn't end up owing that much in state income

tax, Georgia will instead give the company personal income taxes collected from the company's workers.)

- The state and local governments spent \$86 million to purchase the plant site.
- Georgia will spend \$200 million on road construction and improvements, plus \$50 million more to help fund construction, machinery, and equipment.
- Sales tax exemptions on construction materials and machinery expenses are estimated to cost \$396 million.
- All in all, Georgia and four counties will be giving Hyundai about \$228,000 per job created.

But that's not the half of it. Good Jobs First, a nonprofit that promotes corporate and government accountability in economic development blasted a similar but smaller deal Georgia made with another automaker back in May.

Here's what they said that deal would mean for Georgia's residents:

- It will cause upward pressure on local property tax rates.
- Local public services, like schools,

roads, and water systems, will be financially stressed.

- The deal could take precious funding from Georgia's American Rescue Plan Act (ARPA) COVID relief money.

This all raises the question: Why do state and local governments keep giving away corporate subsidies?

The answer is, we live in a time when the private sector is trusted more than the government – when corporations are said to be more efficient, more innovative, less bureaucratic, less corrupt than public institutions

This, of course, is a result of a concerted decades-long effort by corporate leaders, conservative think tanks, and right-wing pundits to undermine public institutions. Right-wing forces have effectively taken advantage of real failures of government action while steadily capturing control of public institutions and popular conventional wisdom that has led to more failure and greater distrust.

Until we face this truth and until we work together to build trust in public institutions, these sorts of deals will continue – even if the facts blatantly say they are straight-up boondoggles.

