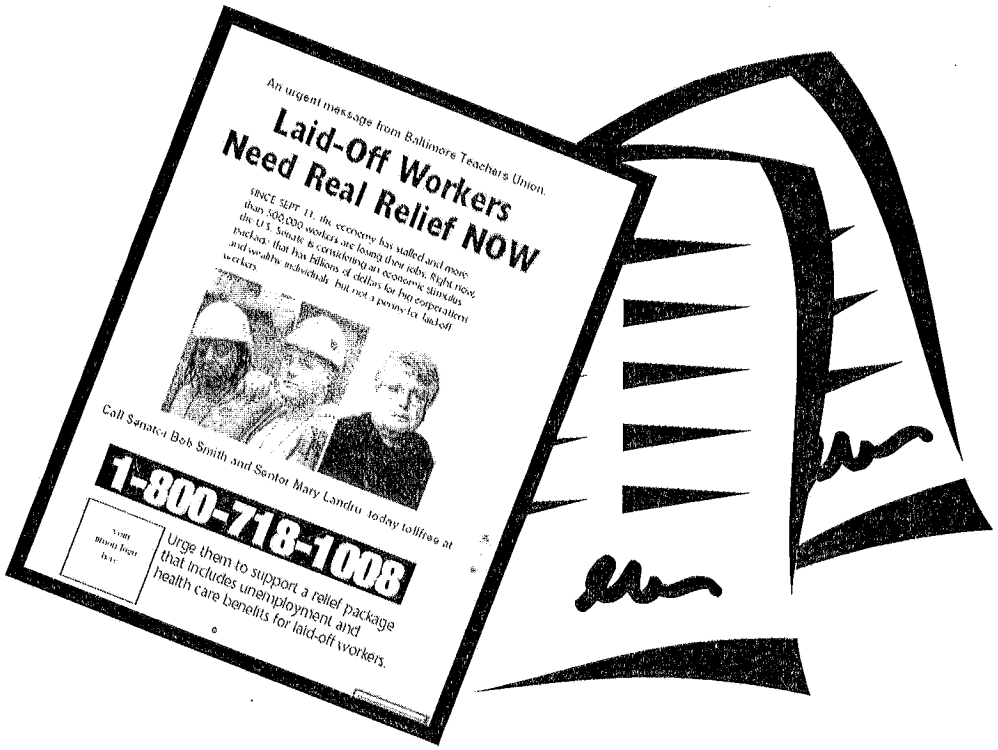
Designing and Distributing Leaflets & Newsletters



The Labor Center
100 BioVentures Center, W130
University of Iowa
Iowa City, IA 52242
labor-center@uiowa.edu

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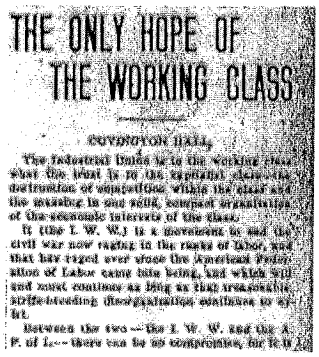
Union leaflets and newsletters


THE ONLY HOPE OF THE WORKING CLASS

Creating written leaflets or writing and editing for a union newsletter is a hugely important responsibility.

Research shows that a majority of union members expect their local unions to be sources of important information—on their workplace as well as on key economic and political issues—and that members are likely read local publications even more closely than national ones.

Every time you write union materials, you have the chance to contribute to:

- building your local union's solidarity and power.
- educating workers about rights.
- solving workplace problems.
- raising workers' consciousness of key political and economic issues.
- calling workers to action to improve their workplaces and their lives.

With this much at stake, it's crucial to create clear and effective written communication with your members and to have a distribution plan for the information that makes sure it gets to everyone.

Basic principles: Tips for union publications that "connect" with members

1. Tell the story of an active union with "issues advocacy" as its central focus.

2. Let members speak about issues important to them.

3. Speak to a diverse membership.

4. Balance content that presents the union as a "service" with content that presents it as a *cause*.

5. Incorporate as many *"calls to action"* as you can.

6. Use photographs as "mirrors" (where members can see themselves) instead of "projectors" – *show different people from diverse backgrounds, rather than just the usual clique.*

7. Consider communicating more often in more manageable bites. *Sometimes a two-page leaflet each week is more effective than a 20-page newsletter every three months.*

Leaflet Basics

Within your union: copies of a one-page leaflet can be provided to stewards and member organizers to hand out to each coworker they have a conversation with.

Beyond your union: a leaflet can be used to quickly alert and educate other workers, supporters, and the public at large about your issue.

A leaflet should be brief and to the point, focusing on ONE MAIN POINT. Ideally it should be eye-catching and should raise issues in a way that's easy to understand at a glance.

What to include:

- The issue
- The union response
- What concrete action members can/should take
- Contact information for further questions

SAVE QUALITY FOOD SERVICE!

Management threatens layoffs
Ten experienced workers will be laid off if food service is outsourced to an unknown contractor.

Outsourcing hurts us all
Together we can proetect quality food service for those who eat here and quality jobs for those who work here.

- **Sign the union petition.**
- **Join us to deliver the union petition to management:**

12 noon, May 1, Boss's office

Call Jane Steward at 55-union for more information and to get involved.

What works? Short, Worksite, Workers' Interests[1]

Union members are most likely to pay attention to union information with the following characteristics:

- Leaflet handed out at work where it's possible to discuss it.
- Information conveyed by phone if not possible to do so in person.
- Content based on issues that are clearly relevant to workers
- Focused on what the member can do to help achieve goals

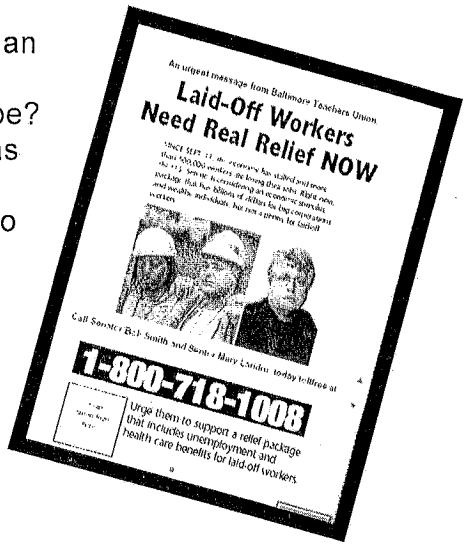
When surveyed, members who received leaflets from stewards at work retained more information than those who received the same information in a mailing to their homes.

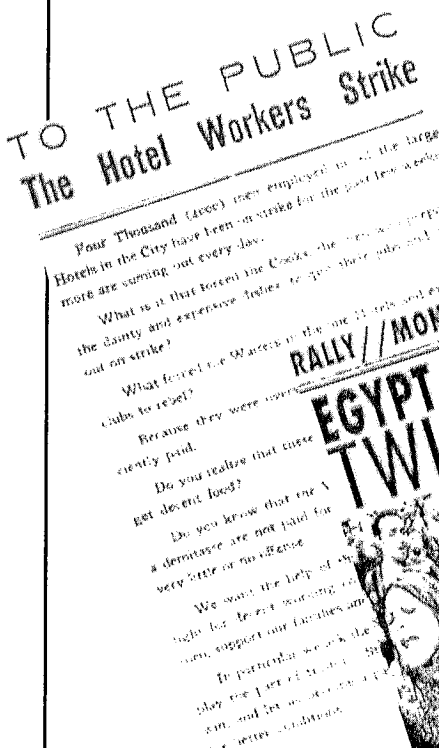
" . . .you're right there among your co-workers if there's anything standing out ... or whatever the issue is. You have other people to discuss it with." –*SEIU union member commenting on experience of receiving union leaflets at work*

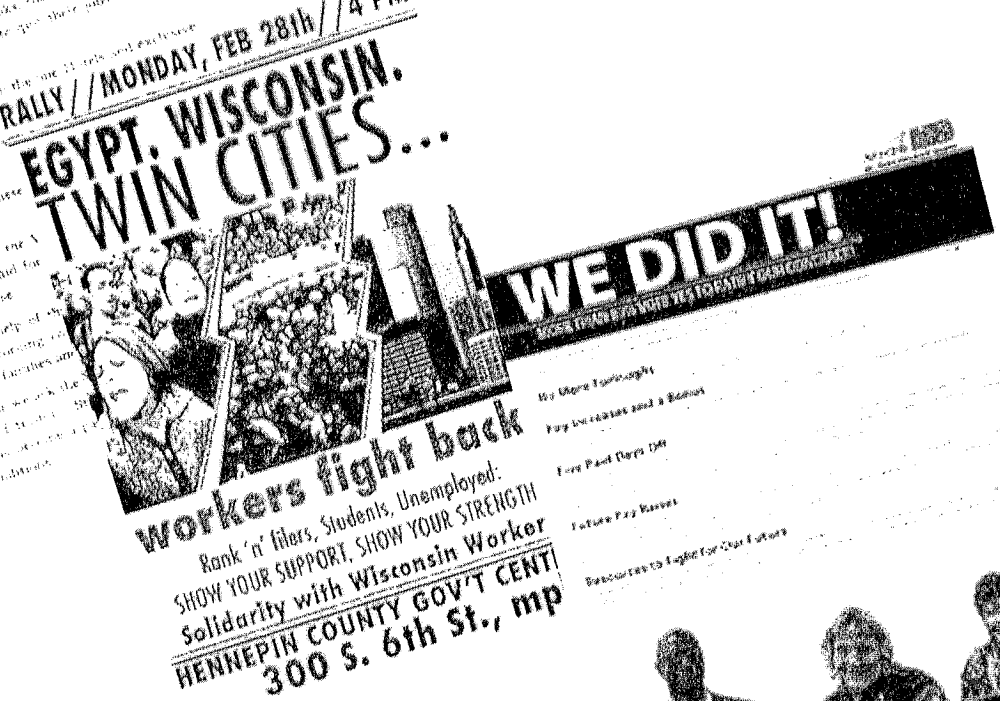
[1] Conclusions based on responses gathered in SEIU member focus groups, 2005.

What works? Leaflet checklist

- Does the headline connect to issues (not just the union as an institution)?
- Is the message clear in a few words, visible in large text type?
- Are pictures/voices of involved workers included to serve as role models?
- Is there a large, bold type message stating what you can do to get involved?
- Does it include contact info. for more information
- Are stewards/activists trained to use leaflet to promote discussion on the issue?
- Can the leaflet be used with interactive surveys, petitions, pledge cards, or post cards—small actions that people can take immediately when someone first hands them the leaflet?







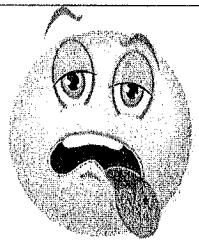
Tips on Designing Leaflets[2]

Find a good picture
Pictures aren't just decorations. The right picture can hook casual lookers and illustrate your key points. Sometimes the most effective picture subjects are right in front of you—your members!

Write a headline
The headline should answer the question, "Why should a busy person bother to read this?" If it doesn't, most people won't look further. Think about your audience: How does your issue touch or relate to them? What's the biggest problem or question you have to address?

Turn outline points into subheadings
You should be able to see a leaflet's outline when you look at it, before reading all the details. Short sentences can give details underneath each subheading.

Put the main idea or action last
This is your punch line; put it at the end, bold enough to stand out.



Can you afford the health care you need?

- **We're paying more and getting less**
  Abwaoplijfkdjf;oinbalfkngа;lskdj;flkj;liu lkj;lkajga;lkdjf;laskdjf;l kj l;ksjalf kj;aslkdj. A;slkdj;lkaj;dlfkajs;ldkfja;sldkfj;laskdjfl;skj;lkjf. ;lakdj;lkjas;ldkfja;lskdjf;alskdjf;laskdjf.
- **Thousands die each year**
  Abwaoplijfkdjf;oinbalfkngа;lskdj;flkj;liu lkj;lkajga;lkdjf;laskdjf;l kj l;ksjalf kj;aslkdj. A;slkdj;lkaj;dlfkajs;ldkfja;sldkfj;laskdjfl;skj;lkjf. ;lakdj;lkjas;ldkfja;lskdjf;alskdjf;laskdjf.

Support the Campaign for National Health
Call Senator Nay today!

BEFORE you begin: Make a "sketch"

- Sketch out how the leaflet will look—how long you want it to be, where pictures might go, and how big the headline should be. Write out the headline, subheadings, and punch line at the end.

Write and rewrite

- Imagine one specific person as your audience, and write out your basic message the way you would if you were talking to them. Keep refining the exact wording. Be merciless in cutting out every unneeded word or phrase.

Stick to the point

- You must simplify some points and leave out others to make information fit neatly into a leaflet. It's much easier to put out a long, confusing leaflet than a short, effective one. **Take the time to make it short** and useful!

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[2] Some information in this section adapted from Nancy Brigham, *How to Do Leaflets, Newsletters & Newspapers* (PEP Publishers, 1991).

Person-to-Person Leafleting[3]

Leaflets can be mailed, left in break rooms and lunch rooms, hung on union bulletin boards, or left on cars in parking lots, but...

One-on-one, person-to-person leafleting has the most advantages:

- Leafleting by hand establishes important personal contact with co-workers
- Once a flyer is in the hands of a co-worker, management cannot throw it away
- When you hand out leaflets at work, your legal union rights are being asserted for all to see
- Handing out leaflets provides an opportunity to ask for member feedback, answer questions and discuss topics, or to collect addresses for your e-mail list, sign up non-members for the union, collect signatures on petitions, etc.
- Your own confidence increases as you get positive feedback from co-workers
- Leafletters get a taste of union solidarity when they work together cooperatively

Whenever possible, hand out leaflets in teams (2-3 people). Leafleting in teams provides moral support for new participants, exhibits a stronger union presence, and insures witnesses are available if management ever tries to deny your legal right to distribute literature.

Carry a pen and notepad along with you to jot down names and contact information of people who want more information, have questions you can't answer, or who want to get involved.

Distributing Literature at Work: It's Your Right!!

Federal law (and Iowa state law covering the public sector) and Supreme Court decisions have affirmed employees' rights to:

Read, distribute, and discuss union literature at work (during non-work times, such as during breaks or lunch hours).

[3] Adapted from Bob Kutchko, "Informational Leaflets," at http://members.aol.com/bobkutchko/UnionTips/page11.html

WHY HAVE A UNION NEWSLETTER?[4]

- Few members attend union meetings to get exposure to the union and its concerns because other sources are competing for members' time and attention.
- **Employers are making a more intimate pitch to employees.** The union has to compete with the employer to appeal to employees and show members how the union is serving them.
- **New technology is changing the pattern of work and life.** The union must keep members informed of what it is doing to meet changing conditions.
- **Issues are more complicated.** Seniority, severance pay pensions, health plans, incentive rates, job classifications, safety regulations, and other factors of life on the job can be complex matters. Members can't depend on word-of-mouth or bulletin boards to understand issues and digest important background information.
- **Prosecution of grievances** is one of the greatest protections a union can give its members. Many grievances are so complex that union members seldom understand what is involved merely through listening to the grapevine. If left to the grapevine, personalities may obscure the real significance of the issue to the whole membership.
- **Labor law** imposes obligations on unions and union officers to channel to members official publication of union reports, notification to members of official actions, and the reporting of elections.
- **Regular contact with the community** to let the public know what the union is doing can be accomplished through special newsletter mailings to community leaders and media.
- **Publications are a powerful tool** for building a strong union. They let the membership know that the union is involved in a host of activities in addition to grievance handling and collective bargaining. They create a strong sense of "who we are" and foster the union values of sticking up for each other in tough times.
- **A newspaper or newsletter provides detailed stories** that can be read at leisure and rechecked later to confirm a fact. Because it's generally sent or taken to the member's home, it may get read by family, friends, and neighbors--which helps to spread a union message throughout the community.
- **Most important of all**, an attractive, lively, readable local union publication is a continuing line of communication to all the members. It strengthens the local's position as a "familiar friend." "Merely by publishing a newsletter, a local apparently accomplishes a 24% shift in turning negative feelings into positive member support for (...) the local union."[5]

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[4] *Adapted from a CWA Public Relations Manual*

[5] CWA president Morton Bahr, commenting on results of a nationwide telephone survey conducted by Lake Research for Communications Workers of America, February 1996, on local union newsletters.

THE NUTS AND BOLTS OF A LOCAL UNION NEWSLETTER

• The newsletter budget

Cost items

How big? You must decide right off on the size of your newsletter. It can range from a single page, to front and back, to a multi-page format. You may want to start small, but you will soon find that you have lots of material to include and should leave yourself the option of expanding.

How often? Frequency can range from once every two weeks to once or twice a year. Many locals aim at monthly or quarterly publication dates. Obviously costs rise with frequency.

Printing
Where? Local is better, and getting to know your printer is essential.
Union bug? Make every effort to locate and use printing companies with unionized workforces. Remember that you must tell the printer that you want the union bug and indicate where on the publication you wish it to appear.

Distribution
Decide:
1) mail to homes? If you choose this preferred option, costs can be considerable. Look into the following cost cutting measures.
--bulk mail permit. If you mail to more than 200 people, this is worth getting.
--self mailer? Perhaps you can format your newsletter to accomodate a blank area with address and return address
--mailing labels?
--envelopes?
2) distribute at work? This is much cheaper, obviously, but has its limitations, especially if workers are spread out, rather than at a single location.

• Equipment you will need

>For a cut and paste effort, scissors, glue and imagination

>For a more sophisticated look you will need: a computer with word processing and laser printer, desk top publishing, copier with capability to alter the size of copies so you can enlarge and shrink photos and graphics.

>For professional printing--guidelines to tell them what you want. Talk to the printer and get help with the equipment you will need to make the instructions clear.

• People to help you

Skills: Try to recruit people with this combination of skills: writing, editing, design, computer, time to help with folding, stuffing, distributing. Often, the more small tasks you can get people to do, the more members will feel a sense of ownership and interest in the newsletter. Even in very large locals, sometimes just one person does all this successfully.

Networking and schooling: Remember to provide educational opportunities to the people who work on the newsletter. Many international unions have newsletter conferences, editor's organizations or self-help groups and publications designed to help out. The University of Iowa runs an annual "labor press" conference which usually combines classes on issues and workshops on specific skills. The Iowa State Labor Press Association brings together newsletter editors from unions across the state in a network of people who share newsletters, ideas and articles.

NEWSLETTER CONTENT: WHAT *MUST* GO IN? WHAT *SHOULD* GO IN?

The following are probably the bare bones minimum of what has to go in your newsletter:

* next meeting--time and date: what will happen
* last meeting--what happened
* who are our officers and how to reach them
* local union election information: candidates, voting information

But once you have these bases covered, you will want to do more.....

What <u>should</u> go in your newsletter is suggested by the mission of the labor press as created by Iowa labor editors:

- to inform members of events in their local union, their community, and the nation
- to present an alternative source of information tailored to the needs of working people
- to build the solidarity of the local union
- to educate and mobilize members around labor's political issues and agendas

GETTING PEOPLE TO READ YOUR NEWSLETTER: Easy tips for layout and design

"Layout is getting material into your publication in some semblance of order that hopefully looks good. There's one hard and fast rule: it always takes longer than expected." [6]

Basic principles of layout include:

- Most important story or stories first or in key locations
  "key locations" -- front page, back page, inside centerfold, first right-hand inside page. "Top of the fold" is more important than under the fold.
- Same recurring information in same location every issue
- Banner and masthead on front page, usually at the top
- Articles in clear shapes on each page
- Typed material in columns
- Same column style through-out
- Columns narrow enough to read quickly
- Boxes should line up with the sides of the typed column
- Internal bold headings to break up long articles
- White space--use it generously
- Graphics: large, bold, surrounded by white space
- Headlines: ditto!
- Balance: use strong diagonals
- Don't use more than two different fonts (type faces or styles)
- Every photo has a caption: short, relevant
- One large photo better than several small (exception: photo essays which take up an entire page--union picnic, for example)

[6] Borrowed and adapted from CWA Local Editors' Handbook.

BREAKING UP YOUR COPY MAKES IT EASIER TO READ

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Boxes help.....

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Margin: .5 inch on all sides

Lower case headlines, Arial font, as big and bold as you like!

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Photo and headline relate to each other

Should reach margin to margin: never be more than 2" high.

Your mast-head: The name of your newsletter.

In smaller type, the date, volume (year) and number of this particular issue ("Volume II, Number 3" means the second year of publication, and the third issue put out this year.) The name, address and phone number of the local should also go here.

Photo or graphic

Standard feature here every issue

For example: grievance report / time and place of next meeting.~~~~~~~~~~~~

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No more than one-half to two-thirds of type per page!
Save space for graphics, headlines and white space.

Everyone reads me!

No photo without a caption!

ADDING CONTENT TO YOUR NEWSLETTER

How do you get stories or articles? What kind of stories are appropriate? Developing an "editorial policy."

Every newsletter has a policy on what goes in and what doesn't. Stating it can save you much grief. Nancy Brigham and Maria Catalfio, authors of the essential *How to do Leaflets, Newsletter & Newspapers*, suggest wording for an editorial policy:

> **Editorial Policy** *"While we welcome your contributions, we ask that they be constructive. All articles should contribute positively to the welfare of this union and its members, and we will accept no attacks on any union leader or member. We will accept a thoughtful discussion of all related issues in the letters column, and reserve the right to reply to those that seem to reflect a misunderstanding of the union and its policies."*[7]

Think of your newsletter as consisting of three fundamental elements:

- **Graphics and photos.**
- **Notices and lists (of meetings, events, officers, etc.)** Lists and notices are easy to get and easy to print.
- **Articles (regardless of length, and whether they are features, news stories, or reports, they are basically paragraphs describing or informing).** These are not so easy to come up with, and then need to be written! Here are some ways to get articles.

Getting articles--some ideas

Let the members speak. Some ways this might be done:

- **Letters to the editor.** Try to start a "letters" section. If people will contribute, this may become the most popular part of the newsletter. Obviously, applying your editorial policy will be critical to keeping the letters from becoming personal attacks or things which hurt the union. But criticism of policy which is expressed without personalities will usually be a union building exercise.
- **Ask for articles.** Don't just wait for them--they will probably never come. You must ask! Contact individuals who you know have a gift for writing and ask them to submit occasional pieces to the newsletter. Be sure and let them know you will help them get started and that you may have to edit for length.
- **Interviews.** Who? Average folks about major events; leaders; big shots, members. Talking to people at work, at the union meeting, at political and social events is always a way to liven up your newsletter.

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[7]) Brigham and Catalfio, *How to do Leaflets, Newsletters & Newspapers*, 1991, p. 22.

Borrowing articles from other sources.. Most of us couldn't be editors if we didn't borrow and use material from each other and from our national and international union press. Most of these publications want us to use their articles and encourage us to do so. But the challenge we should take up is how do we get our members to read articles written for a different audience and on issues which may seem at first glance to be distant from the local scene?

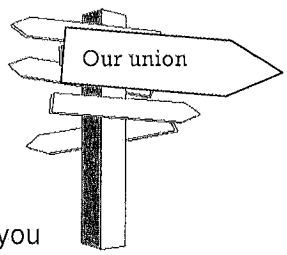
Tips for borrowing: Turning "canned" articles into exciting stories

Let's face it: as local union newsletter editors, we often do not write our own material and in fact, we shouldn't have to! We are often using material taken from other newsletters or from International or national union publications, from the state and national AFL-CIO, or from other labor-friendly press sources and websites which want us to use their material freely.

Can we use their material? Most of these publications and websites want us to use their articles and encourage us to do so. The Iowa Federation of Labor, AFL-CIO, for example, regularly distributes clipart and articles to assist the local editor, so do UAW LUPA and many other national or international unions. Many of these articles contain information on national or state political issues which we would find difficult to produce on our own. The articles are usually jam-packed with important facts and are written from a union point of view. Our members need this information! But how do we get our members to read articles written for a different audience and on issues which may seem at first glance to be distant from the local scene?

The answer is: localizing the articles

Some basic principles:



1. Local focus. Give the article a local focus or slant. Write up a paragraph which points out how this issue is relevant to your members.

2. Interview your members. A great way to do this is to interview someone from your local who can comment on the issue and how it affects them, their family or department at work. Then you get the double advantage of being able to have a local person's name in the article.

3. Change the headline. Look at the headline. Can it be "jazzed up"? Given a local twist?

Example:

- Main title of original article: >>>>>>>>> **"Unemployment worsens in fourth quarter"**
- Your "jazzed up" substitute title: >>>>>> **"Jobs now harder to get"**
- Your subtitle with a local twist: >>>>>>>> **"River City impact: we are the most vulnerable workers!"**

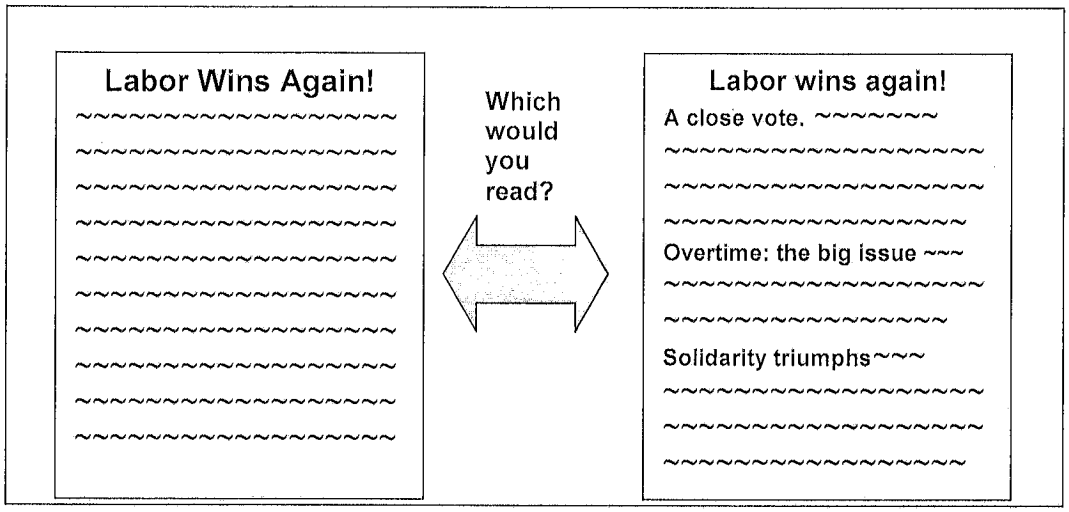
4. Change the Length. See if the canned article can be shortened. If so, don't hesitate to cut, but be sure you keep the main points in!

5. Pull quotes. Pick a sentence from the article which is especially "quotable" and put it in a box somewhere in the article. Readers will nearly always read the pull quote first. It serves as a half-open door which arouses readers' curiosity and invites them into the article as a whole.

6. Placement. You may have (or create) a special section for political articles. Many newsletters like to have the important political articles as lead articles. Think of having them on a right-hand facing page for special emphasis.

7. Graphics. Can you find a graphic or cartoon which ties into the article? You might even consider adding a comment under the graphic: "More? see below!"

8. Internal headlines. Break up an article by putting the first sentence in bold—or create your own internal headline for the paragraph and make it bold. Readers are much more likely to stick with an article which looks like a series of short pieces.



Breaking up a long article with internal headlines makes it more likely readers will read...and keep reading!

<u>Write your own material</u>. This is the option that is most frightening to most of us. But it can also become the most personally rewarding part of being the editor. Learning to write well is no more difficult than learning to ride a bicycle or develop your biceps. It just takes repeated practice! Begin with just a paragraph on something you think really should be in the newsletter, but which no one else will write.

The 25 rules of effective writing *R. Flesch*

1. Write about people, things, and facts
2. Write as you talk
3. Use contractions
4. Use the first person
5. Quote what was said
6. Quote what was written
7. Put yourself in the reader's place
8. Don't hurt the reader's feelings
9. Forestall misunderstandings
10. Don't be too brief
11. Plan a beginning, middle, and end
12. Go from the rule to the exception, from the familiar to the new
13. Use short names and abbreviations
14. Use pronouns rather than repeating nouns
15. Use verbs rather than nouns
16. Use the active voice and a personal subject
17. Use small, round figures
18. Specify. Use illustrations, cases, examples
19. Start a new sentence for each new idea
20. Keep your sentences short
21. Keep your paragraphs short
22. Use direct questions
23. Underline for emphasis
24. Use parentheses for casual mention
25. Make your writing interesting to look at

Readability: Test Your Prose R. Flesch *How to Write, Speak and Think More Effectively*

General "readability" can be developed by using words that look lively and are attention getting. Symbols, short paragraphs, proper nouns (those which require a capital letter, such as names of people) make your writing look interesting and inviting to a reader. You can test readability:

Count off several randomly selected 100-word samples of your own original writing.

Go through the text, counting the incidence of the formats below. Give the writer one point for each time he or she uses:

Formats:

> Any word with a capital letter.

> Any word underlined or italicized.

> All numbers not spelled out.

> All punctuation marks except commas and hyphens and periods after abbreviations (as in "etc.").

> All other symbols such as $, %, #, &, @, *, +.

> Beginning of a paragraph.

> Ending of a paragraph.

Readability Chart

Points	Readability Level of Prose
Up to 20	Formal
21 to 25	Informal
26 to 30	Fairly popular
31 to 35	Popular
Over 35	Very popular!

The ONE MAIN THING: Your headline

Headlines are the second thing your readers will look at in your newsletter. (Graphics are the first.) Headlines are your main chance at getting folks to read the important information or feature material in the body of the article. So they must grab the reader's interest, attention, curiosity—and do it in no more that 3 to 8 words! When you finish an article – or get one from a contributor – read it over with a special eye to writing the headline. What is especially important or exciting about the article? What is the ONE THING that this article is mainly about?

Headline basics

Short — just a few words--3 to 8--say the experts. The headline should probably not be a complete sentence. "Comments from Executive VP Burrus on why he believes workers deserve higher wages and cost of living adjustments" is too long, too boring, and makes the reader feel she has the message just by reading the headline! "Burrus: Employer wage proposal insulting." Then your lead sentence can identify VP Burrus for those who don't know him.

Punchy — hard-hitting and direct. Don't meander around the topic. Get it out and done with.

The KISS approach — keep it simply simple! Short words, simple construction—a phrase, a quick question. No convoluted thoughts and meanings.

Target the "one thing" — make sure the central, most important message in the article comes across loud and clear. "The election process" doesn't tell you much or get you at all excited about reading the article. "Our election process needs help: Yours!" involves the reader, suggests that it is our union election process we are talking about, and conveys the urgency of the writer's perceived argument for changing the system. **Avoid cute headlines which provoke the reader's interest, but do not indicate what the story is about.**

Sub-headings okay. Sometimes you can grab attention in the headline and then explain the "one thing" in a subhead. The headline grabs you; the subhead explains. The headline is bigger and bolder; the subhead smaller. Not: "Management approach to automation: Slash and Burn" But "Slash and Burn: Management's approach to automation"

Use the present tense — even if what you're talking about has already happened. "Union wins big" rather than "The union had a big victory".

Be active — talk about events in action, not as static finished products. "Contractor's Association creates violence study group" not "Commission to study workplace violence."

Be big and bold — set the headlines in as big a font as you have room for.

Use lower case, first word only capitalized -- Not "CONTRACTOR'S ASSOCIATION CREATES VIOLENCE STUDY GROUP" or "Contractor's Association Creates Violence Study Group" but "Contractor's Association creates violence study group".

What is a "lead?"

A "lead" is the sentence (or perhaps two) which begins your article. It gives the reader a clear idea of what the article is about and helps the reader decide whether to read more or stop. You want your lead to hook the reader into the article. There are tips for doing this which you can add to your editing tool box.

Checklist for Writing Leads:

If you answer "No" to any of the following questions, you may have to rewrite your lead.

1. Is it specific (rather than vague or abstract)?
2. Is it concise? (No more than 3 lines typed)
3. Does it begin with the news? (If you began with the time and place it occurred, rewrite it!)
4. Does it emphasize the most interesting and important aspect of the story--the main thing that happened?
5. If it originated in a distant city, did you begin with a dateline?
6. Have you used a relatively simple sentence structure, avoiding a long beginning clause or phrase?
7. Has it been localized?
8. If you used a question, is it short, simple and provocative?
9. If you used a quotation, does it adequately summarize the story?
10. Does your lead state or suggest the story's importance and its impact on your readers?
11. Have you double-checked all facts in your lead to be sure they are correct, and not exaggerated or inaccurate?

BORROWING ARTICLES: LEGAL RESTRICTIONS[8]

What can you borrow from other sources -- legally?

The Federal law protects authors from unauthorized use of their publications. Copyright owners have the exclusive right to reproduce and distribute copies of their work.

In order to legally reprint an article, cartoon, chart, etc., from a book, magazine, or newspaper, you must call, or preferably write and obtain permission to do so. You need to tell them what material you wish to copy and how it will be used.

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[8] This article was borrowed and modified with permission from Nancy Brigham, *How to do Leaflets, Newsletters and Newspapers*, 1982.

Frequently such permission is readily granted for non-profit purposes, but certain guidelines may accompany that permission. For example, the Des Moines Register requires that only entire articles may be reprinted, and no "high-lighting" of any type may be added. Check with the daily paper in your area. Think twice before "borrowing" from it. If they're hostile to your goals and keep their eye on your activities, they're sure to holler when you reprint without permission.

"Always credit original sources, reproduce all copyright lines."

In some instances you may be able to obtain "blanket permission" to copy articles on an on-going basis from a given publication without having to ask each time. Again, you must designate the original source in your reprint.

It is also possible, and often more effective, to use the ideas and facts presented in an article or chart if you put the information into your own words. Permission is not needed to do this. A direct quotation may also be inserted if it is not longer than two or three paragraphs taken from a long article and credit is given to the source.

Some publications are not copyrighted and may be copied without permission. These would include many newsletters put out by organizations such as the AFL-CIO. It may be wise to check this before using the material, however. If it is used, be sure to give credit to the original publication.

An article which is copied for your personal use is considered legal -- a "fair use." Likewise, if you wish to copy something to hand out in a non-profit workshop where you are serving as "teacher," three requirements must be met:
1] it should be brief (not over 2,500 words), and must include a notice of copyright;
2] permission should be secured unless there is not enough time to do so; and,
3] there should be only one copy per person and the material may not be used over and over in subsequent workshops.

Reprinting photos and articles

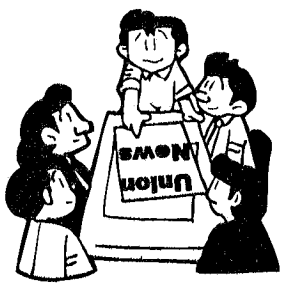
No editor depends 100% on original articles and graphics. You'll occasionally reprint interesting articles and cartoons from other papers and magazine. As for whether you need permission, the rules are a bit muddy. Such reprints are policed by the Copyright Act.

The political context

Since U.S. law is vague about "fair use," whether you're safe reprinting something may also depend on your political context. If you borrow a cartoon from a national magazine for a non-profit newsletter handed to a group of neighbors, chances are the big-timers won't know about it and won't care.

The bigger your circulation, the more careful you should be. Many copyright owners worry only about commercial reprints. So if your paper's a money maker, watch out. And don't sneak copyright cartoons into ads.

Doing a union newsletter should be fun. It should be a group activity that helps members develop skills and builds the union.



Key Resources and Information Sources for Leaflets & Newsletters

Leaflets, articles, and graphics available on-line

➔ **Remember that a leaflet is sometimes more likely to get read than a full newsletter. And that a one-page leaflet can become a page in your newsletter!**

AFL-CIO Working Families Toolkit
http://www.workingfamiliestoolkit.com
Fliers on national economic and political issues available to union members. Click "New user registration" to set up an account that enables customizing fliers with your local union name and logo. Fliers can then be downloaded and printed for free for use in your local. See instructions on last page of handout for more details.

International Labor Communications Association
http://www.ilcaonline.org/
"Articles on this site can be reproduced free of charge if you credit the authors and the ILCA." Site includes a searchable news article database and offers opportunity to swap and post your own newsletter stories.

Union Communication Services, Inc.
http://www.unionist.com/
Offers local unions subscriptions to a monthly news service and monthly graphics packet. Some free samples are also available on the web site.

Labor Cartoons

Huck/Konopacki labor cartoons
http://www.solidarity.com/hkcartoons/
Site contains copies of past year's labor cartoons from Gary Huck and Mike Konopacki. All cartoons are available for purchase for publication (fees determined based on size of publication's circulation). The site also offers a monthly or yearly subscription service (fees based on size of publication).

Carol Simpson DesignWorks
http://www.carol-simpson.com/cartoonwork.htm
Site contains a searchable archive of labor cartoons. Fees to buy cartoons for publication are negotiable (suggested price is $10-$25 for local publications).

Economic & Political Information on the Internet

→ All content listed in this section MAY be copied or reprinted in local union publications without permission (note the source to give credit).

AFL-CIO

http://www.aflcio.org

Find links to hundreds of pages on "Issues & Politics" and frequently updated alerts, press releases, and statistics. Sections of the site include:

- Congressional voting records
- Economic stats: http://www.aflcio.org/issues/factsstats/
- BushWatch: http://www.aflcio.org/issues/bushwatch/
- Executive Paywatch: http://www.aflcio.org/corporatewatch/paywatch/

AFL-CIO Working Families Toolkit: Ready-made fliers & newsletter articles!

http://www.workingfamiliestoolkit.com

Click on "Customize Fliers" to create a free account (requires an e-mail address and password). Once you have an account, you can download, customize, and print free fliers and newsletter articles on a range of issues.

Iowa Federation of Labor, AFL-CIO

The Iowa Federation of Labor is the key resource for Iowa political news of interest to unions. The federation urges editors to freely use any material on this website in their local newsletters.

http://www.iowaaflcio.org/

Find copies of IFL publications, as well as links to:

- the IFL Political Action Update and Iowa Federation of Labor News
- on-line resources on Labor History
- other sites with resources on economic and political issues

Iowa Policy Project

http://www.iowapolicyproject.org/

The Iowa Policy Project is a non-profit and non-partisan organization that researches economic and public policy issues in the state of Iowa. Find *The State of Working Iowa* reports, studies on Iowa taxes, and many other reports on this site or call 319-643-3628 for copies of reports. Union newsletter editors are welcome to reprint IPP materials in local newsletters.

Economic Policy Institute

http://www.epinet.org

"The Economic Policy Institute is a nonprofit, nonpartisan think tank that seeks to broaden the public debate about strategies to achieve a prosperous and fair economy." Find reports on jobs, wages, tax policy, education, trade, and other issues.

United for a Fair Economy
http://faireconomy.org
"United for a Fair Economy raises awareness that concentrated wealth and power undermine the economy, corrupt democracy, deepen the racial divide, and tear communities apart. We support and help build social movements for greater equality." Find reports and educational materials on tax policy, economic inequality, corporate accountability, and other issues.

LaborNet resources page
http://www.labornet.org/links.htm
Collection of useful resources and many links to other labor-related pages.

→Don't forget to check your international union's web site! Materials from your international union can also be freely incorporated into your local publications.

Magazines & Alternative News Sources on the Internet

→Remember that most content on the sites below is copyrighted and can't be reprinted without permission. You can, however, quote short passages from these articles as long as you give credit and cite the name of the original publication.

American Prospect **(http://www.prospect.org/)**
" The aim of The American Prospect is to contribute to a renewal of America's democratic traditions by presenting a practical and convincing vision of liberal philosophy, politics, and public life."

Common Dreams Newscenter **(http://www.commondreams.org/)**
"An eclectic mix of politics, issues and breaking news with an emphasis on progressive perspectives that are increasingly hard to find with our corporate-dominated media."

In These Times **(http://www.inthesetimes.com/)**
". . . coverage of the labor movement, environment, feminism, grassroots politics, minority communities and the media" and "investigative reporting about corporate malfeasance and government wrongdoing, insightful analysis of national and international affairs, and sharp cultural criticism about events and ideas that matter."

Labor Notes **(http://www.labornotes.org/)**
"Since 1979, Labor Notes has been the voice of union activists who want to 'put the movement back in the labor movement' through rank and file democracy".

LabourStart **(http://www.labourstart.org/)**
"Online news service maintained by a global network of volunteers which aims to serve the international trade union movement by collecting and disseminating information -- and by assisting unions in campaigning and other ways. Its features include daily labour news links in 17 languages and a news syndication service used by more than 630 trade union

websites. News is collected from mainstream, trade union, and alternative news sources by a network of nearly 350 volunteer correspondents based on every continent."

The Nation Magazine **(http://thenation.com/)**
"The Nation will . . . make an earnest effort to bring to the discussion of political and social questions a really critical spirit, and to wage war upon the vices of violence, exaggeration, and misrepresentation by which so much of the political writing of the day is marred." – from *Nation* prospectus, 1865

The Progressive **(http://www.progressive.org/)**
". . . journalistic voice for peace and social justice at home and abroad. The magazine, its affiliates, and its staff steadfastly oppose militarism, the concentration of power in corporate hands, the disenfranchisement of the citizenry, poverty, and prejudice in all its guises. We champion peace, social and economic justice, civil rights, civil liberties, human rights, a preserved environment, and a reinvigorated democracy."

Workers Independent News Service (WINS) **(http://www.laborradio.org/)**
WINS gathers news by and about working people and creates programs and feature stories for commercial, public, community and college radio stations throughout the United States (must subscribe for regular news, but site offers some free items.)

Z Magazine **(http://www.zcommunications.org/zmag)**
"...an independent monthly of critical thinking on political, cultural, social, and economic life in the U.S."

Using the AFL-CIO "Working Families Toolkit" to Download or Customize Fliers

1) Go to http://www.aflcio.org/issues/legislativealert/toolkit/ (or go to www.aflcio.org and search for "working families toolkit")

2) Under "Resources for Leaders," select "**Customize Fliers**"
[which will take you to a Login page]

3) If you're not already registered, at Login page, choose "**New User Registration**" to set up a free account. Requirements to register:

- You must be a union members
- You must have an e-mail address
- You must make up a password when you register

5) Once you have an account, sign in at the Login page by entering your e-mail address and password. This will take you to a page of leaflets & fliers on various issues:

- To see a flier in full size, click on the image of the flier or on **View PDF***
- To customize a flier (add your union's name, logo, photos, etc.) click on **Customize It** and follow instructions. After you customize a flier, a .pdf file of the flier will be sent to your e-mail address as an attachment. Then you can open the file and print it out.
- Explore other materials available by clicking on categories listed on left-hand side of the page.

***Note: You need Adobe Acrobat Reader to open, view, and print leaflets and fliers from this site. This is free software—if your computer doesn't have it already, you can download it at http://www.adobe.com/products/acrobat/readstep2.html**