



The Teamsters Communications Manual



Training and Development Department
International Brotherhood of Teamsters

TABLE OF CONTENTS

Introduction	3
Messaging	5
Writing.....	7
Leaflets/Fliers.....	12
Brochures	16
Mailers.....	18
Newsletters.....	20
Photography.....	26
Facebook.....	28
Twitter	34
Instagram.....	39
Press Advisories.....	42
Press Releases.....	43
Press Conferences.....	45
Speaking with Reporters	49
Letters to the Editor/Op-Eds	50
Radio	52
Podcasting	54
Websites	55
Videos and YouTube	60
Text Messages.....	62
Email Blasts	66
Robocalls.....	71
Conclusion	72



INTRODUCTION

Welcome. Congratulations on taking an exciting step toward enhancing your local union’s communications efforts. Whether you are looking to build a communications structure from the ground up, enhance an existing structure, review some skills you’ve already learned, or find out how to move forward in the digital age through the use of social media, everything you need is right here on the pages that follow.

Communication is critical to the success of your local union’s efforts. This communications manual provides you with all the tools at your disposal to communicate with the membership, unorganized workers, the press, allies, community members and the general public.

The section on messaging (pg. 5) is the fundamental starting point for your outreach efforts. What is it that you have to say? Who is your audience? These are important questions to ask in developing your message, so that you can write and shape what you have to say and deliver it clearly and effectively.

Once you have your message, it is time to decide on the methods you will use to communicate with your audience, and that is determined by the ways in which your audience wants to be reached.

You will also want to consider your local union’s resources when reading through this guide. How much can you spend? How much (wo)manpower does your local have? Even with a low or no-cost option like creating a local union Facebook page, you will need to consider the amount of time each day that your local union staff will need to spend to monitor and maintain the page.

We live in a fast-paced world, with a quick-moving 24-hour news cycle. Our media and attention spans are saturated. With so many ways to communicate with each other—email, text message, voicemail, Facebook—what works best? Should you use every communication method that is available or narrow the field down?

It can appear daunting. Do not let these possibilities overwhelm you. The options provided in this manual present a wide view of all the methods available to you to communicate. If you can only choose two or three methods out of the many in this manual to communicate, and do so for the right reasons, you are on the path to success.

This manual introduces the concept of messaging and provides the options available to you to communicate. So, think about your message, get creative, have fun with it and get ready to communicate!



MESSAGING

Communication is critical in our union. Whether it is with the membership, the media or the general public, what we say matters. Before starting any kind of communication, it's important to think about the message. What is it that you want to say? It sounds simple, but so many people miss this critical first step.

With all the methods we have today to communicate, from one-on-one interaction to radio to television to social media, it can all seem a bit overwhelming. But it's perfectly manageable. The purpose of this manual is to take some of the mystery out of how we communicate and offer guidance for effective communication.

Some important questions to ask are:

- Why are you communicating?
- What do you want to communicate?
- Who are you trying to reach with this message?

The first steps involve answering these questions.

Let's say for example that you want to announce that your local union has organized a group of warehouse workers. The message to the workers might be to congratulate them on their unity and get the ball rolling on proposal meetings. The message to the media and the general public could be to announce that your local union has had yet another win, the second in two weeks. The message to community groups might be to thank them for their support and enlist their help in a fight with another employer who is treating workers unfairly.

In each instance, you communicate the same good news, but tailor how you present that news. With members, you might put out a flier and go door to door. With members of the press, you could send out a press release. With members of community organizations, you might pick up the phone. And if you post anything on social media, such as Facebook and Twitter, it's likely that all members of the public will see your news. Once you know how these various actors prefer to be communicated with, that will help in knowing how to communicate with them.

"I keep six honest serving men. (They taught me all I knew): Their names are What and Why and When and How and Where and Who."

– RUDYARD KIPLING

What is the Message?

The message that you've crafted should be clear and concise. It should only take a couple sentences to get to the heart of your message.

What does your message accomplish? Does it inform and persuade? Provide factual information? Is the tone strong and determined? Does the message convey urgency?

The best defense is a good offense. Your message will likely set the tone for whatever issue you are talking about. A good message will have conviction and people will know where you stand.

Other Tips for Messaging

Get Personal

Depending on your audience, a message that conveys a personal story will have a stronger impact. For example, let's say your local had a victory winning jobs back for a group of members who were laid off. Your message will be bolstered by the personal story of a member or two who you might quote explaining their hardships while out of work and how relieved they are to be back on the job. Personal stories will win empathy and make your message relatable to other members and the broader public.

Don't React

When your message is being countered by another party, such as an employer, it's important to try to stay on the offensive. This is not always easy and sometimes you will be forced to respond to a negative message from your opponent. Again, consider your target audience. If you think the latest opposing message will resonate with them, then you might need to respond. If not, stick to your core message. When your opponent is responding to you, it means you're likely winning the messaging battle and staying on the offensive. Even when you do react to the counter message, make sure you spin your response back to your core message.

Sample Core Message: *Our hardworking members at XYZ Shipping deserve to share in the success of this company.*

Counter Message: *The union's demands are unreasonable and will lead to job losses for the community.*

Response: *It's outrageous that a company like XYZ Shipping, which has enjoyed record profits in the last two years, would threaten our community with job losses. The company's success is due to our members' hard work. It's time the workers got their fair share.*

Frame Your Message

Framing is an important part of getting your audience to agree with your message. It allows you to generalize issues and make them matter to people who might not be directly affected by them. If you want to frame your members' issues for broad appeal, consider how the issues connect to the larger community. For example, the threat of municipal layoffs affecting your members can be framed as a threat to public safety. Or proposed pay cuts for school bus drivers can be described as an attack on kids and education. Another approach is to link the issue to a broader trend. So you might talk about big management bonuses by an employer who has frozen workers' pensions. This could be framed in the context of Wall Street fat cats stealing workers' retirement money while giving themselves big bonuses. In other words, it's a national issue that should matter to everyone – not just your members at one particular company.

WRITING

Whether you are writing for social media, producing a flier or newsletter, or writing a letter to workers or members, effective writing is always important. Remember the ABC's of good writing—Accuracy, Brevity and Clarity.

You need to have your facts and information correct; you should be as concise as possible and your writing should be clear and easy to understand.

Tips for Better Writing

- Organize your thoughts before writing;
- Think about the message you want to convey;
- Who is your audience? Think about what they would want to read;
- Make your sentences clear and concise;
- Use active verbs;
- Use words your readers can picture;
- Translate the jargon;
- Avoid repetition or unnecessary words; and
- Keep sentences and paragraphs short.

When you are writing a news story for your members, for example, you want to try to include the five W's in the first sentence—what is known as the lead or “lede” in journalism. This includes the “who, what, where, when and why.” You do this because readers are pressed for time these days, so they may not get beyond the first paragraph or two. By including a summary in the lede, the reader will get as much information as possible and quickly.

Example: Workers at the ABC Warehouse in Little Rock, Ark., who are fed up with low wages and poor benefits, voted today to join Teamsters Local 1234 so that they can win a strong Teamster contract to help them and their family members have a better life.

Give Your Writing a Voice

The story should also have quotes by the key people involved—a worker, the local union leader and perhaps a community member who helped support the campaign.

Example: *“Despite the company waging a vicious campaign against us, we stood strong and united,” said Janice Franklin, a worker at ABC for the past six years. “We are focused on our goal—winning a strong Teamster contract that will improve our lives.”*

Example: *“I am proud of the workers at ABC Warehouse,” said Frank Johnson, President of Teamsters Local 1234 in Little Rock. “They came to us seeking fairness, respect and dignity on the job, and we will work hard to negotiate a contract that addresses their concerns.”*

Example: *“The men and women who work at ABC are our neighbors and friends and their work is important to the entire community,” said the Rev. Joel Fisher, pastor of First Baptist Church in Mayfield. “We supported their campaign for justice and we are proud of what they achieved.”*

Examples of news stories can be found at www.teamster.org in the “Headline News” section. These stories are concise and written clearly for the media and for the general public.

Local unions are welcome to post news items from Teamster.org on your local union’s news feed. In addition, the Teamster Magazine is available online at Teamster.org in html form, meaning magazine stories can be copied and pasted directly from the site to your local union’s website.

Questions To Ask Before Your Start

Questions to ask yourself before sitting down to write anything should include: who is your audience, what message are you trying to convey and what actions do you want to launch?

For example, if you want your members to show up for a rally to protest a proposed anti-worker law, you need to give them a reason to show up.

A key part of this and persuading in general is to show versus tell. Show your readers how the proposed law would hurt them versus just telling them. The best way to do this is to have a worker talk about how the proposed law would have hurt him. For example, the new law would have prevented him from joining the union, winning a strong contract and improving his life, so have him tell his story.

Example: *“If this law was in place when I joined the Teamsters, we would have lost our campaign and none of us would have a union contract right now that guarantees our rights on the job and protects our wages and benefits,” said Tom Jackson, an employee at Acme Printing. “We would have been voiceless, and if this law passes, it will make thousands of workers without a union voiceless. We cannot allow this law to pass.”*

By showing your readers why this rally is important, it will increase the chance for a good turnout, which is your goal. A similar strategy can be used if you want members to take other action.

Avoiding Jargon

We use a lot of jargon in the labor movement that not everyone understands. Even some of our own members can get lost in the obscure terms, phrases and acronyms we use to communicate.

Writing clearly and getting your message out to a bigger audience means we need to translate our everyday jargon. Don't assume that your audience knows what you mean when you say "CBA," "card check," "decert," "TA", etc. Think about who your audience is and ask yourself if they will know what you mean.

Elements of a Written Piece

In general, written pieces have a title or headline. This title or headline should grab the readers' attention.

Examples include:

"Lifblood of the Union" (headline).

"More Red Cross Workers Join Local 63" (subheading).

Another example is "Back to School" (headline).

"1,000 Collier County School District Workers Join Local 79" (subheading).

The first sentence, known as a lead or lede, summarizes the story.

The main body of text: This is the text that is below the headline and lead that provides the bulk of information. If you are writing a news story, include quotes. If you are writing a flier as part of an organizing campaign or contract campaign, include quotes from workers that help frame your message.

Example: "Our campaign to organize with the Teamsters is all about getting the fair wages and fair treatment that we all deserve." – John Preston, driver.

Conclusion: This may include a summary of the next steps, or a box showing readers where they can get information (phone number, website, etc.).

Style Sheet for Writing

Grammar Guide to Commonly Used Teamster Terminology

anti-union

anti-worker

bargaining unit (n), bargaining-unit (adj.):

"The bargaining unit accepted the contract."

"The bargaining-unit work was being done by management."

BLET: Acceptable on second reference to the *Brotherhood of Locomotive Engineers and Trainmen*.

BMWED: Acceptable on second reference to the *Brotherhood of Maintenance of Way Employes Division*. Please note the spelling of Employes.

carhaul: Always one word, as is *"carhaulers."*
Capitalize when using as *Carhaul Division*.

co-worker

Executive Board

GCIU: Acceptable on second reference to the *Graphic Communications International Union*.

General President:

- Preferred: *"Teamsters General President Jim Hoffa."*
- Preferred after a quote: *"said Jim Hoffa, Teamsters General President."*
- "James P." can be used instead of "Jim" but use it sparingly.
- When referring to James P. or James R. Hoffa, never refer to them as "Jimmy."
- James P. Hoffa is not a "Junior" and James R. Hoffa is not a "Senior." He and his father had different middle names so they cannot have the "Junior" or "Senior" designation.

health care: Always two words.

IBT: Do not use. Instead, use *"the International Brotherhood of Teamsters"* or *"International Union."* Also, avoid using just the word *"International"* to describe the union.

Joint Council: Always uppercase.

(continues on page 11)

local: When referring to a specific local, it is implied that it is a Teamster local. Therefore it is unnecessary to specify.

- Avoid using “Teamsters” “Union” “Number” or “#” in a local’s name.
- Capitalize “*local*” when referring to a specific local. Do not capitalize “*local*” if a number does not follow it. Examples: “*Local 662 is located in Eau Claire, Wisconsin.*” “*She is now a member of the local.*”

master contract, master agreement: Lowercase unless specifically referring to an agreement by name.

“*The master agreement was settled for UPS workers.*”

“*The UPS Master Agreement was violated by management.*”

nonunion

part time, part-time: Hyphenate when used as a compound modifier.

“*She works part time.*”

“*He has a part-time job.*”

Secretary-Treasurer: Always hyphenated and always capitalized.

tankhaul: Always one word, as is “*tankhaulers.*”

Capitalize when using as *Tankhaul Division.*

Teamsters Union: Always capitalize.

Union, union: “Union” is capitalized when following the name of a union, such as “*Teamsters Union,*” “*Steelworkers Union*” and “*Longshoremens Union.*”

Lowercase in all other instances.

UPS: Acceptable on first reference to *United Parcel Service.*

workday: One word. Same with “*workweek.*”

workers’ compensation: Never “*workman*” or “*comp.*”

workforce: Always one word.

work-to-rule: Always hyphenated.

LEAFLETS/FLIERS

While communication via social media, such as Facebook and Twitter, has exploded in recent years, there is still a great need and use for traditional fliers, also referred to as leaflets. Fliers are an integral part of today's organizing campaigns.


What Are Fliers Useful For?

Fliers are useful for organizing and contract campaigns, for getting workers and members to take action and to gain support from the community, including allies and leaders in the community.

In organizing campaigns, traditional fliers are useful because they give the organizer something new to distribute to workers. A flier handed out to a worker can spur a conversation between the organizer and worker about a particular issue highlighted on the flier.


Fliers are also useful because they may be distributed in the employees' break room or other designated areas where union materials are allowed. Fliers are also useful during visits to workers' homes – something that can be handed to the worker at the door and discussed.

A few good examples are shown here and page 13.



COME JOIN US!

Central Parking Workers of Boston Urge Us to Join Them in the Teamsters Union



We, the workers at Central Parking in Boston, want you to vote Union YES on October 23, 2012. We voted Union YES at Central Parking and it is time for Standard Parking workers to vote Union YES so that you can have a more secure future.

Boston Parking Workers UNITED

If you have any questions, please call Bobby Aiguier at (781) 974-2921 or Fuad Osman at (202) 528-5787.

Come to the Rally January 27!



Collier County School District employees are urged to attend an organizing rally at noon Saturday, January 27 at Sugden Regional Park. Come show your support for forming a union with the Teamsters.

Ken Wood, an International Union Vice President and President of Teamsters Local 79 in Tampa, will host the event at the park, located at 4284 Avalon Dr., in Naples.

Jeff Farmer, the Teamsters national Organizing Director based in Washington, D.C., is scheduled to attend, along with other union leaders from throughout the region.

There will be entertainment and refreshments.



For more information, call Randy Pines at (813) 376-3334 or Jody Rodriguez at (202) 439-7164. Se Habla Español.

Flier Do's and Don'ts

A flier should be fairly short – one page. Or, if it's in two languages, then English will be featured on one side and the other language will be featured on the back. The message should be concise, focus on one or two subjects and should include contact information or 'what's next?' information.

Fliers should include the following:

- A short, catchy headline;
- A good photo or graphic;
- Four or five paragraphs of text, focusing on one or two issues;
- Worker quotes, if available;
- A clear voice. For instance, in organizing and contract campaigns, workers like to hear from their co-workers. The fliers should avoid sounding like they are coming from a third party. Where it concerns official business, like welcoming new members, providing negotiations information or membership meeting notifications, such messages should come from the local union leadership. Your local union leadership should determine the appropriateness of the 'voice' in which fliers are written.
- Contact information or 'what's next' (forward-looking) information.

The Truth About Strikes



Our Vote is Soon, Which Will End Company's Lying Campaign

In its desperation, the company has tried to scare us about strikes and how strikes will hurt our livelihoods. This is typical of Con-way's anti-worker, anti-union tactics. However, it will not work.

Remember, strikes are rare and typically a last resort. More than 95 percent of all Teamster contracts are negotiated without a strike being called.

Only us Con-way workers can authorize a strike, nobody else. We have to vote to authorize a strike, nobody can impose it on us.

The company is trying to scare us because the company doesn't have a vote in this election. Only we do.

The company is also twisting the facts about dues. Teamsters' dues are 2.5 times the hourly pay rate or 2.5 hours per month. But as Teamsters, we will have the backing of 1.4 million members in the U.S., Canada and Puerto Rico.

Let's get the job done and vote Teamsters YES!



WHAT: Our Teamsters Election

WHEN: Thursday, December 11
5 am to 10 am AND 6 pm to 8 pm

WHERE: Second Floor Conference Room
16001 NW 48th Ave., Miami Lakes

For more information, call Teamsters Local 768 at (305) 642-6255.

How Do I Start Putting Together My Own Basic Flier?

The IBT has designers on staff who use the program QuarkXpress, a design publishing program, and can offer assistance. But locals may also design their own basic fliers in Microsoft programs. Some basic pointers for designing fliers in Microsoft Word are:

- Use larger font for the headline (avoid extravagant font styles – stick with something clear and bold, such as Arial);
- If you have a subhead, make it smaller than the headline but larger (or bolder) than the main body text;
- Consider using text boxes for headlines to more easily control the placement of text;
- If you have a lot of text in the main body, try breaking it into two columns to condense the content;
- Don't feel like you need to fill up the entire page. White space is good and will allow your message to come across more clearly than a cluttered flier.

Here are two examples of fliers designed in Microsoft Word:

Come Join Us!

A Message From FedEx Freight Workers Who Have Voted 'Teamsters YES!'

As you work now to form your union, we urge you to stay strong and to not be influenced by the company's vicious anti-worker, anti-union tactics.

This election is about improving your lives. We recognized this, which is why we voted to form our union with the Teamsters in Croydon, Pa., South Brunswick, N.J., and Charlotte, N.C.

The company is spending hundreds of thousands of dollars around the country to send in highly paid union busters. In some cases, these paid liars will talk about how they once were Teamsters. They now enjoy the benefits of their years as Teamsters, yet they want to spread lies in an effort to get you to vote "no."


The best way to stand up to this bullying is to remain strong, united and focused.

Our victories in Croydon, South Brunswick and Charlotte did not come easy, but in the end we knew that we wanted to be treated fairly and we want the backing of the 1.4-million-member Teamsters Union.


As you know, shortly after the organizing got under way at FedEx Freight, the company announced an 80-cent-per-hour raise a few days after Teamsters Local 107 in Philadelphia filed for an election, and the company got rid of its overly punitive driver scorecard.

It seems like more than mere coincidence that FedEx Freight decided to increase our wages right after the campaign started. However, we all need to realize that anything the company promises or gives us can be taken away just as quickly without a legally binding contract. That's why we voted to become Teamsters and why you should as well.


We support your organizing efforts and we look forward to standing with you as we work to improve our lives together.



"This campaign is about winning the respect we deserve and getting our rights and protections in a legally binding Teamster contract. We deserve this fairness."
– Mike Thieme, FedEx Freight driver, South Brunswick, N.J.



"We deserve better benefits, including a strong pension, and fair work rules. I was a former Teamster at US Foods, so I know that the Teamsters deliver. The union gets the job done for working people. This is about providing a more secure future for our families."
– Gary Loftus, FedExFreight, Croydon, Pa.



For more information, call Teamsters Local XXX at XXX-XXX-XXXX

Teamster Power at UPS Freight!


NEW CONTRACT INCREASES WAGES, STRENGTHENS PENSIONS, PROTECTS

For years, workers at the non-union Overnite had no say in wages, benefits and working conditions. The rules changed all the time, and raises were inconsistent. After UPS purchased Overnite, it became UPS Freight. The workers organized with the Teamsters, and have successfully negotiated two contracts.


As a result of negotiations with the company, workers' wages have increased. They have stronger pensions, reduced health care costs and overtime improvements. They also have a strong grievance procedure and job protections, including returning laid-off road drivers back to work at all terminals where subcontractors are being used.

None of these can be taken away by the company because they are written in a binding contract.


UPS Freight workers have Teamster Power on their side, and their lives have improved.




"Things have changed quite a bit since we became union. A lot of things we didn't get paid for before, we get paid for now, like delay time, breakdown time, things like that. Our seniority is 100 percent better now. Overnite would play favorites. That doesn't happen anymore. Now, we have a contract and we have rules. It's a lot better for everyone."
– Joe Smith, UPS Freight road driver, Teamsters Local 355, Baltimore



"Our current contract has everything we wanted. The local had good communication with us, so the workers were unified during the negotiations and the vote. We were always in contact with our business agent from day one. The union really made us part of the team."
– Sal Cardenas, UPS Freight driver, Teamsters Local 63, Covina, California



"My message to FedEx Freight drivers is clear—for a better work life, become a Teamster. I worked at Overnite and I have seen tremendous improvements since we became Teamsters. FedEx Freight will try to scare you about strikes and make all sorts of allegations. But they won't tell you about how our lives have improved as Teamsters."
– Dave Osborn, UPS Freight city driver, Teamsters Local 135, Indianapolis



For more information, call Teamsters Local XXX at XXX-XXX-XXXX

Types of Fliers

Fliers are useful in organizing campaigns, contract campaigns and as a way to get members to turn out for events, such as rallies, among other uses.

Here are some examples of fliers for these various uses:

Come to the 'Fairness NOW!' Rally on June 25

We are the legal taxi drivers in Washington, D.C. and we are tired of the illegal private sedan service companies being allowed to operate illegally! The D.C. Council has failed to enact fair regulations governing the private sedan companies.

We have given the D.C. Council ample time to create a level playing field between the illegal private sedan services and the legal taxi drivers, who follow the laws, rules and regulations that were put in place to protect the riding public. We have testified before the Council's Transportation Committee and submitted written testimony. We have shown the Council how these companies have an unfair advantage and are operating illegally with no rules.


The Council has failed to act, and now it is considering voting on legislation which will reward these illegal operations with little to no regulations. This will continue to give the private sedan services a huge competitive edge. They are stealing our work every day!

It is our time to act! We demand fairness NOW!

We will send a message to the D.C. Council that we are fed up! Our livelihoods are threatened every day by the illegally operating private sedan services.

We have watched our fellow taxi drivers protest around the world. We applaud them. Now it is our time.

We call upon the DC Government to demand the private sedan services cease and desist operations immediately!



TEAMSTER TAXI CAB

The Washington, D.C. Taxi Operators Association

STRONG & UNITED

RALLY FOR FAIRNESS NOW!

WHEN: 10 a.m., Wednesday, June 25

WHERE: East Potomac Park (park along Ohio Drive S.W.—this will be the staging area
We will drive as a convoy to the U.S. Capitol and back to the Wilson Building/Freedom Plaza.

Please join us on June 25. The more drivers who participate, the stronger we are!
For more information, call Teamsters Local 922 at (202) 526-9250 or visit www.dctaxidrivers.com



Pilgrim Parking Owners and Managers BROKE THE LAW!

THE FACTS:

- The National Labor Relations Board decided to block the election and investigate Pilgrim Parking because they believed Pilgrim owners and managers broke the law and violated workers' rights.
- Many of your brave co-workers refused to be intimidated by the owners and managers, and testified against them during the investigation.
- Due to Pilgrim Parking's owners and managers breaking the law and violating workers' rights, Pilgrim is required by the government to post a letter at each work location citing the violations.
- The National Labor Relations Board will schedule another union election for you in the near future where you will be able to make your choice to gain the respect, job security and work rights you deserve.

"Pilgrim Parking violating our rights and breaking the federal law is why we must form our union with Teamsters Local 25."

—Yassine Kourbi



If you have any questions please call Fuad Osman at 202-528-5787, James Curbeam at 202-359-4553, or Bobby Aiguier at 781-974-2921.

BROCHURES

Brochures come in different formats, but a common one is known as the “tri-fold.”

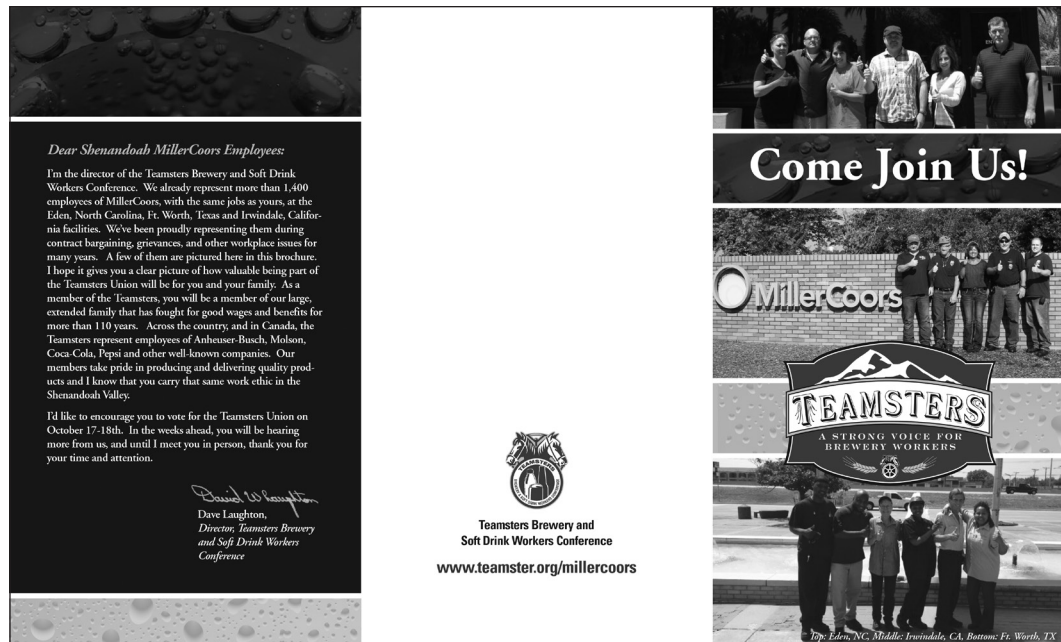
The advantage of the tri-fold format is that it can fit in the shirt pockets of workers. In general, it is a small piece of literature that opens to a larger format. This allows a lot of information in a relatively small design.

This format has a cover page, often with a large photo, that opens to the left. The inside page opens to the right, revealing the three middle pages of the brochure.


The page on the left usually has a headline with text below. Sometimes, a headline goes across all three pages to show that the text below is connected by a common theme or message. It’s also a good idea to include photos, sub-headlines and perhaps a separate box with related information.

The fifth panel of the six includes additional text. Finally, the last panel, the sixth panel, usually features contact information.

Here are some examples of tri-fold brochures:




Brochures (continued)



Join Us _____

YES, I'd like more information on how we can gain a strong voice.




International Brotherhood of Teamsters
25 Louisiana Avenue NW
Washington, DC 20001

Phone (home) _____ Cell _____

Email _____

Job Title _____ Job Site _____ Hire date _____

Please make any corrections to your address. Fill in the rest of your information and return this card today. We respect your privacy. All responses will be kept confidential.



The Teamsters Union

Teamster members elect officers at all levels of the Union and vote on contracts, making the Teamsters Union, with 1.4 million members, the largest democratic union in the world.

Local Unions
The Teamsters' structure starts with the member. Through participation in their Local Unions, members form the backbone of the Teamsters Union. With more than 400 Local Unions through the United States and Canada, members have direct representation in their geographic area.

International Brotherhood of Teamsters
The International Union provides leadership and direction for the entire Union. Whether negotiating national contracts or devising strategy with Local Union leaders, the International Union's trade divisions and departments work to ensure victory at the bargaining table for Teamster members.



Visit www.teamster.org to get the latest information on the International Brotherhood of Teamsters.



International Brotherhood of Teamsters
25 Louisiana Ave., NW
Washington, DC 20001
www.teamster.org
James P. Hoffa, *General President*
C. Thomas Keegel, *General Secretary-Treasurer*




The Teamsters

MAILERS

A “mailer” is another way to reach your audience by mail. Mailers can be described as large fliers which are sometimes printed on thicker paper and folded once or twice, depending on the layout. They generally include room for mailing information, including return address and postage, so the piece can be mailed without an envelope. Mailers can be designed in Microsoft Publisher or other design software.

Unlike a newsletter, a mailer isn’t ideal for reporting information to your members. It’s more closely related to a flier for a campaign. Again, there is emphasis on visual content such as photos and graphics, and unlike a postcard, you have room for a much longer message.

Here are several sample mailers to give you an idea:



Teamsters Local 856
453 San Mateo Ave.
San Bruno, CA 94066


We're Voting for Teamster Strength at Mt. Diablo!

Vote TEAMSTERS!


Our ballots will be mailed from the Public Employee Relations Board on **February 6**. Completed ballots must be mailed back to the PERB by **March 6** for a final vote count on **March 7!**

This is OUR Chance...


- ...to Fight back against soaring **health care costs**
- ...to Demand long overdue **pay increases**
- ...to Address poor **working conditions**
- ...to Join Concord and Orinda city workers who have made the switch to strong Teamster representation!




"We look forward to having a union that delivers results – wage increases, reduction in medical costs and better representation. We see that in the Teamsters."
- Benedicto Projillo, Custodian



"It's time for us to stand united and fight for a fair contract that is worthy of us and the work we do. That's why we are going with the Teamsters."
- Jim Cordice, Technician



"I am excited to vote in the Teamsters and finally have the quality representation we need and deserve at Mt. Diablo."
- Judy Engle, Food Service



"We need to become Teamsters because then we can work to finally achieve a respectable contract. And most importantly, the Teamsters will represent every member equally."
- Suzanne Molnar, Bus Driver

For more information, please visit www.teamsters856.org.

Mailer samples (continued)

For more information, contact Lilita Cortez at 202-497-5346, or 202-497-7224, Matt Emrick at 202-497-5346, or the Drive Up Standards hotline at 866-832-6787.

Livermore: Break room on employer's premises - 72 Pickenbaker Cir., Ste. A
 Hayward: Break room on employer's premises - 27577 Industrial Blvd., Ste. A


WHERE:

8:30 a.m. - 11:30 a.m. AND
 1:30 p.m. - 6 p.m.


WHEN: Friday, February 17
 5 a.m. - 7 a.m.


WHO: Durham Drivers

Make Your Vote Count!




Teamsters Local 853
 2100 Merced St., Suite B
 San Leandro, California 94577

On February 17, 2012
WE'RE VOTING
 **YES** for Teamsters
Local Union 853!




AND HERE'S WHY...
 Fair wages • A voice on the job • Benefits • Respect • Safer Buses



Teamsters Local 14
 1250 S. Burnham Ave. 2nd Floor
 Las Vegas, Nevada 89104

Time For A Change at CCSD

CCSD Support Staff
IT'S TIME FOR A CHANGE



NEWSLETTERS

Newsletters are among the most widely used methods that organizations use to communicate to their members. Much like a magazine or newspaper, newsletters typically contain more than one story. Content may be written in the form of a news article to report on activities and issues of interest to your local. A newsletter is also a great way to get members engaged in the union by encouraging them to write their own stories for publication.

SPECIAL END OF SCHOOL YEAR 2014 ISSUE

Drive Up Standards NEWSLETTER
Connecting School Bus Workers From Coast to Coast

WWW.DRIVEUPSTANDARDS.ORG • WWW.TEAMSTER.ORG

Illinois Teamsters Secure Strong Agreement



More than 70 Teamster school bus workers in western Illinois have ratified a new three-year contract with First Student.

Teamsters Local 722 in LaSalle negotiated the strong agreement for the school bus drivers, attendants and aides, all of whom organized for power with the union over five years ago. The new agreement represents the workers' second Teamster contract that, in addition to wages and benefits, includes the protections of the Teamsters' grievance procedure and protections contained in the Teamsters-First Student national master agreement.

"Local 722 commends our members with First Student for sticking together, not only in their decision to join the union but in their resolve to bargain a fair and equitable contract," said Steve Mongan, President of Local 722. "School bus workers are such an important part of our communities and the Teamsters couldn't be prouder to fight for and secure the rights they deserve."

The Local 722 members serve students in the Sterling Public Schools system and Rock Falls District 13. Their recently ratified agreement, which expires in 2016, includes wage increases for each year of the contract.

KNOWING YOUR CONTRACT

Teamster Contracts Provide and Protect



Do you know your Teamster contract? Are you aware of the rights and protections that are afforded to you through your contract?

It's important to know what is in your contract because it can mean the difference in your job and how you are treated. If you don't have a copy of your contract, your shop steward or business agent should be able to provide it and answer any questions you may have.

If you work at First Student or Illinois Central School Bus, you fall under a master agreement that covers all existing and future Teamsters.

But even if you don't work at either of these companies, these master contracts provide good model language for raising standards in our industry at any number of companies.

After many years of hard work and building power, in 2011, the Teamsters Union negotiated a national master agreement with First Student, which was ratified by 91 percent of the members. This contract covers more than 20,000 Teamsters. In 2012, Teamsters Local 777 and Local 179 in Illinois turned to the First Student national agreement for some model language to cover the more than 1,000 Illinois Central School Bus workers. Each yard continues to negotiate supplemental agreements that cover economics and needs specific to those individual groups.

"The groundbreaking master agreement with First Student represented a

continued on page 2

The Teamsters "Drive Up Standards" newsletter is by and for school bus drivers, monitors and mechanics. This newsletter is published quarterly in print and online at www.driveupstandards.org.

Benefits of the Newsletter

- It helps keep your members up to date on the activities of your local;
- It covers multiple topics so more members will relate to the content;
- It fosters member participation through stories written by members on topics relevant to their co-workers or union members in different shops; and
- It can be sent by mail and distributed on social media so you can reach more people.

Articles for Newsletters

Newsletters may include a wide variety of content, from feature stories on specific members to updates on contract negotiations. To get started, outline some ideas for articles on issues you think your members will want to read about. Consider what the current hot topics are for your local. Maybe you have negotiations coming up at a major employer or maybe you recently won an organizing election. News about

negotiations and organizing might be priority content to feature on the front page of your newsletter. But also think about other stories to include, like articles to educate members about their rights or a story written by a member about a grievance that was successfully resolved in their workplace.

The following is a sample list of stories for a newsletter:

1. United Airlines Flight Simulators Vote to Join Local 19 (*lead story*)
2. Teamster Airline Mechanics Escalate Action for Joint Agreement (*secondary story, national*)
3. 60 Years in Aviation: TAMC Member John Thomas Retires (*feature story*)
4. Teamster Coalition Lobbies Congress, Continues Fight Against Outsourcing (*national story*)

5. Happy Holidays from the Teamsters (*short message / greetings*)
6. Negotiations Roundup (*updates on contract negotiations*)

Your newsletter doesn't have to follow any precise model for stories. For example, you can have as few as two articles or as many as 10 in one newsletter. You might also decide to prioritize your articles differently depending on what is important at your local. So perhaps a story on specific ongoing contract negotiations will appear ahead of a story on a recent organizing or contract victory. It's up to you.

Another item for your newsletter could be announcements. The newsletter is a great place to include reminders about monthly membership meetings or how to connect to the union on your local's Facebook page. Announcements generally appear in small boxes alongside news items.

Finally, the newsletter is an opportunity to speak to your members. You can include a regular column from the principal officer with a message to the membership.

Tips for Newsletters

► Use Quotes

It can be tough to get readers' attention with dry reports about negotiations and similar topics. Try breaking the monotony by including a quote or two to add different voices for readers. You may not always be able to do this for contract updates with lots of bargaining details or similar reports. But it's a good idea to incorporate quotes whenever possible, such as a quote from the principal officer, business agent or a member involved in a story.

► Let the Members Speak

Along with using quotes in regular articles, the inclusion of stories written by members themselves brings more life to your newsletter. Encourage members to submit short pieces on issues related to the union. For example, a member might have attended a recent labor event or was involved in a grievance that was successfully settled at work. Urge them to write a paragraph or two about it for the newsletter.

► Include Photos

Pictures will also bring more life to your newsletter. Whenever possible, include photos to go along with stories, especially the major front page stories in your newsletter.

► Be Concise

The general rules of writing apply for newsletters. You should aim for brevity as members are not likely to want to read long reports. Sometimes the intricate details of a meeting or bargaining session are necessary to report, but usually it's better to focus on the most important aspect of a story and try to omit or shorten other details.

► **Be Consistent**

If you put out a newsletter in the winter and another in the spring, ideally you should have newsletter issues for the summer and fall – at least, that’s what people will expect. Try to be consistent with the timing of newsletter issues so it becomes a part of your local union structure.

► **Connect to the Web**

Make sure you include info in your newsletters connecting readers to your website, Facebook page and other online media. On the flipside, you should post your newsletter online if possible. Most website platforms will allow you to upload PDF files so members can download them. Post an announcement on Facebook and Twitter (if you have an account) to let members know a new newsletter is out and ready to read. Include a link to the file (or webpage where the newsletter is posted).

How is it Done?

If your local does not have design software or capability, don’t worry. You can use Microsoft Word and Microsoft Publisher to lay out basic newsletters. Publisher allows you to choose from different newsletter templates, giving you space for a masthead and columns for stories.

Be sure to include the basic elements: a masthead with the name of your newsletter (i.e. “Local 13 News Bulletin”), headlines (sub-headlines are optional depending on the article) and page numbers. If a story is continued on another page, include text at the bottom directing readers to the rest of the article.

How Does it Look?

Here's an example of a good newsletter and its elements:

IMPORTANCE OF MIDTERM ELECTIONS

A MESSAGE FROM GENERAL PRESIDENT JAMES P. HOFFA

On Tuesday, Nov. 4, Teamsters everywhere should vote for the candidate or candidates who are best for working families. If you haven't already, start educating yourself on who is running for office and whether your union has endorsed a candidate.

Four years ago, hardworking Americans learned firsthand the consequences of staying home instead of supporting politicians who value their contributions to our nation. Since then, we've increasingly seen the views of billionaire businessmen like the Koch brothers take priority over those of the middle class. At a time when many workers continue to struggle to support their families, we can't afford to sit this election out. So the Teamsters are ramping up our efforts to elect candidates who will listen to the rest of us.


There is no shortage of reasons for Teamsters to care about the midterm elections in November, but here are a few big ones: right-to-work legislation, the minimum wage, and the Trans-Pacific Partnership (TPP)—an unfair trade deal in the vein of NAFTA.

This year, the Teamsters Union has also started an on-line Election Action Center at www.teamster.org/election-center.




Center. On the site, you can find out how to register in your state, as well as access the union's Congressional Voting Scorecard. As Election Day nears, we'll be putting more information and resources on the page.

James P. Hoffa



WAREHOUSE NEWS

James P. Hoffa, General President | Ken Hall, General Secretary-Treasurer | Steve Vairma, Division Director



FIGHTING TO PROTECT WAREHOUSE JOBS

ORGANIZING IN SYSCO-US FOODS MERGER

The Teamsters Union is battling with two giants of the food distribution industry over a pending merger that has the potential to kill thousands of jobs, both union and nonunion.

Our members at Sysco and US Foods have serious concerns about job security, seniority and other important issues that will arise if this merger is allowed to move forward," said Steve Vairma, an International Vice President who is also Director of the Warehouse Division. "We will do everything in our power to protect their jobs and their union contract."

Sysco's \$8.2 billion buyout of US Foods is currently under review by the Federal Trade Commission (FTC) and a multi-state committee of attorneys general, tasked with examining the effects on competition. Teamsters represent more than 7,600 Sysco warehouse workers and drivers and nearly 4,000 at US Foods covering 70 warehouses across the U.S.

Some 2,800 Teamster jobs are at stake if Sysco's acquisition of US Foods moves forward. The union has identified 91 overlapping broadband facilities in 40 markets. Sysco claims the merger will save \$600 million from "synergies" but it has been silent about what this will mean for thousands of workers and their families. Both Sysco and US Foods have a history of anti-union behavior, so workers have good reason to be worried about Sysco's plans.

The companies are the two largest providers of foodservices supplies in an industry built on contracts with restaurants, airports, hospitals and hotels. They also have multimillion dollar federal and state deals with the military, schools, universities, prisons and other agencies.

A recent survey conducted by the Teamsters makes it clear that workers are not the only ones concerned about the merger. Customers, competitors and public interest groups have criticized the pending acquisition, raising concerns about its effect on competition in the food industry.

The union is focused on keeping members engaged and informed with a number of leafleting actions that have been held at warehouse facilities and customer locations.

The stakes are high for Teamsters throughout the warehouse industry as well. "The outcome of this fight will have an industry-wide impact. We have made great strides in this campaign to protect the jobs of our Sysco and US Foods workers, but we need to work harder than ever to hold the companies accountable," Vairma said.

Teamsters General President James P. Hoffa recently reminded the FTC and state investigators of possible antitrust issues involved if Sysco is allowed to acquire US Foods.

"Our members know the structure and operations of the businesses firsthand and provide a perspective vital to any examination of the effects a merger would have on this industry," Hoffa said.

Vairma added, "We will not rest until we've done whatever it takes to protect our members' jobs and organize new members."

← Masthead with logo

← Cover story with photo and headline

Check out the Teamsters New Election Center

25 Susanna Avenue, N.W.
Washington, DC 20001

Teamsters Warehouse News

1899 Fanning
30 Westmoreland
U.S. Postal
Building

Panel for mailing (only necessary for self-mailing newsletters)

It's Our Future - Get Involved!

A MESSAGE FROM DIRECTOR STEVE VAIRMA

With so many important issues affecting Teamsters in the warehouse industry, your solidarity and involvement as union members and voters is more essential than ever.

This election season, we have the opportunity to hold elected officials accountable for policies and decisions that impact working families. And we have a chance to elect candidates who genuinely care about the future of America's middle class.

As we all know, Teamster members and the labor movement as a whole have been under assault by the corporate class. We've seen our already weak system of labor laws further eroded, leaving workers unprotected against the greedy designs of CEOs who put profit over people. We've seen right-wing politicians - funded by wealthy anti-union ideologues - pass more laws that seek to make workers powerless by weakening their unions.

Our best defenses against this war on workers are political action and organizing. Members of our Division face unprecedented challenges and opportunities. We are called upon to defend the jobs of thousands of workers in the Sysco-US Foods merger and bring more workers the strength and security of a Teamster contract.

What we do in this election season and beyond matters. The future of our jobs, our union and our families is on the line.

Teamsters, Investors Tell McKesson Enough is Enough

A Teamster proposal to address a multi-million dollar executive pay giveaway at McKesson received 44 percent support from investors in July. The pharmaceutical distribution giant has promised to automatically vest all outstanding stock awards for top executives if they lose their job in a change of control of the company, which could mean more than \$252 million in unearned compensation being levied on top executives on their way out the door.

McKesson's CEO John Hammargren will walk away with nearly \$300 million should he lose his job for any reason. Last year, Teamsters attended McKesson's shareholder meeting to draw attention to the gross pay disparity between McKesson workers and executives.

"The pay is so low at my distribution center that a majority of my co-workers cannot afford to participate in the company's health plan or 401(k) plan," said Glenn Gray, a 10-year McKesson distribution worker from Lakeland, Fla.

Shareholders voted by 78 percent to reject the company's executive pay plan that year. McKesson cut Hammargren's pension by \$45 million and fired Glenn Gray. After an exhaustive investigation, Region 12 of the National Labor Relations Board issued a complaint against McKesson for the unlawful and retaliatory discipline and termination of Gray, as well as for coercion, harassment and intimidation of union supporters.

This year, Gray presented the Teamster proposal at the company's annual meeting. He urged the board to resign in its excessive pay policies for executives and invest instead in its employees.

McKesson, a multi-billion dollar distributor of pharmaceuticals and medical supplies, pays its workers in Lakeland, Fla. just \$13 an hour.

"Our members in the grocery distribution industry help maintain the supply chain that feeds hundreds of thousands of families across the Puget Sound region and the West," said Tracey A. Thompson, Secretary-Treasurer of Local 117. "We worked hard with these companies to achieve a settlement that is both good for business and values our members' labor. That's why grocery warehouse workers at Safeway ratified their contract 140-1."

With the three contracts ratified in July, Fred Meyer was the only Teamster grocery distributor in the area that had not settled its contract. After workers and allies leafleted at Fred Meyer stores in four states to raise awareness about their concerns, a tentative agreement was reached with the assistance of a federal mediator. The new contract at Fred Meyer, which was ratified on September 27, maintains affordable health care and protections against subcontracting.

ELECTION DAY MOTIVATES TEAMSTERS

STAY CONNECTED

Visit teamster.org/election-center, the union's new online tool, for the Teamsters Congressional Voting Scorecard and other features. For more information about DRIVE, the union's political action committee, visit teamster.org/content/about-drive.

GETTING OUT THE VOTE ON NOVEMBER 4

The November mid-term elections are right around the corner, and the Teamsters are gearing up to help elect candidates to Congress and in state capitols that put workers' interests ahead of those of big business.

Teamsters General President James P. Hoffa and Secretary-Treasurer Ken Hall are visiting states across the country in an effort to get members out to vote. And they will use the 2010 election cycle as an example of what can happen when they don't show up at the polls.

"Four years ago, hardworking Americans learned firsthand the consequences of staying home instead of supporting politicians who value their contributions to our nation," Hoffa said. "Since then, we've increasingly seen the views of billionaire businessmen like the Koch brothers take priority over those of the middle class. At a time when many workers continue to struggle to support their families, we can't afford to sit this election out. So the Teamsters are ramping up our efforts to elect candidates who will listen to the rest of us."

Teamster leaders and members across the country are already preparing to make sure every Teamster knows the issues, who stands with them and what is at stake in this election. And the level of activity will continue to escalate right up until the election.

Hundreds of Teamster members will be visiting their fellow members at their workplaces to discuss the election and the issues. The Teamsters Union has the most aggressive work-site communication programs in organized labor, with voter registration taking on a more important role.

There are many reasons for Teamsters to be motivated to vote this November. They may not be the issues that get highlighted on the evening news, but they are matters that could affect workers' wallets when it comes to pay and job security. Issues like right to work, the minimum wage, worker misclassification and the Trans-Pacific Partnership will all come before the next Congress.

On Election Day, 36 states will hold gubernatorial elections. In the United States Senate, 33 seats are being contested. Wherever there is an important election for working families, the Teamsters Union will be there.

← Announcement box with web address to online media

Additional newsletters samples



TEAMSTERS WIN LONG BATTLE AT DAYCON

I took five long years and a ruling by the highest court in the nation to finally win justice for Teamsters at Daycon Products. Following a Supreme Court order in favor of workers at the Maryland-based janitorial supply company, Teamsters who struck the company in 2010 received \$1.3 million in back pay and have a new contract after working for years without one.

"After almost five years we are pleased that this long fight with Daycon has come to an end," said Tommy Ratliff, President of Local 639 in Washington, D.C., which represents Daycon workers. "It was a long, hard fight and we committed the entire local union to supporting our members at Daycon. But in the end we were able to get work with fair pay. Daycon work ratified their new contract 28, just three Supreme Court rulings after Daycon's order by the National Labor Board and the U.S. Supreme Court."

ferred to return to work. The Board ordered Daycon to reinstate all of the strikers back to their positions and awarded them back pay and all lost benefits. Several strikers were recalled sporadically over the next few months, but the remaining strikers were not recalled to work until the end of 2012.

The fight didn't end there. Daycon appealed to the federal appeals court, which issued a decision in November 2012 affirming the NLRB's ruling. Daycon then sought the Supreme Court review in 2013 in an attempt to overturn the NLRB decision on a procedural issue that it never raised throughout the case. The Supreme Court issued its order on July 2, upholding the original NLRB order in favor of Daycon Teamsters.

Throughout the legal battle, Daycon consistently challenged rulings in the Teamsters' favor. Meanwhile, the NLRB and Local 639 moved forward with efforts to recover back pay owed to workers. On June 16, NLRB Administrative Law Judge Eric Fine awarded more than \$1.3 million in back pay plus interest to the workers.

"This has been an exhausting struggle for both sides. We are pleased that all of the hard work paid off and we are encouraged that the company has straightened things

for the District of Columbia to reinstate workers and pay \$1.3 million in back pay.

"We are happy that our members are back at work and have finally received the back pay they were owed. And our members are happy to once again have the protection of a strong Teamster contract," Ratliff said.

The fight at Daycon began in April 2010 when 45 Teamsters held an unfair labor practice strike after the company prematurely broke off contract negotiations. After only 10 negotiating sessions with the union, Daycon declared it had reached an impasse and unilaterally implemented its last bargaining proposal. In July 2010, the workers offered to return to work unconditionally, but Daycon refused to

we were able to get work with fair pay. Daycon work ratified their new contract 28, just three Supreme Court rulings after Daycon's order by the National Labor Board and the U.S. Supreme Court."

A MESSAGE FROM DIRECTOR STEVE MACK

Defend Workers: VOTE!

As we move into the thick of midterm elections, we are reminded of the many important issues affecting Teamster members in Industrial Trades and the entire labor movement. The very survival of our middle-class lives of policy debates that directly impact the industries we work in, including outsourcing, trade policies, subcontracting and misclassification.

That's why your engagement and solidarity as Teamsters and as voters is more essential than ever. We have the opportunity this election season to set a higher bar for elected officials to prove their commitment to working families.

It's no secret that the entire labor movement – Teamsters included – has been under a relentless assault by corporate America. Our labor laws have been eroded, giving corporations free rein to put their profits ahead of people. In Washington, politicians are bought off by billions to pass more laws that hurt workers.

Meanwhile, the offshoring of American jobs continues thanks to corporate-friendly trade deals like the Trans-Pacific Partnership that is being negotiated behind closed doors. More employers are turning to subcontracting schemes and misclassification to cheat their workers and put the burdens of doing business on back of low-wage labor.

The good news is that the Teamsters Union is leading the fight against these anti-worker trends. We've organized thousands of taxi drivers and we're pushing back against unfair competition by unregulated private sedan services. Hundreds of parking workers in Boston have joined our ranks and we continue to raise standards for school bus workers nationwide.

Political action and organizing are key to defending workers and building our power in the Industrial Trades and beyond. So continue to stand with your Teamster brothers and sisters. And on Election Day, I hope you vote for candidates that cater not to corporations but to workers like you.



Industrial Trades News From Across The Nation

Mobile Mini Workers Vote Unanimously to Join Local 541
Workers at Mobile Mini in Kansas City voted unanimously for Teamster representation on September 10. The workers do installation, maintenance and transport work for the company, which provides containers for storage and mobile office structures at construction sites.

Avis Shuttle Drivers Join Local 839 in Pasco, Wash.
Avis Budget Group shuttle drivers at the Tri-Cities Airport voted 84 in favor of Teamster representation in July. The unit of 12 drivers came together to win the same benefits enjoyed by their Teamster coworkers who are Avis customer service staff and car washers. With shuttle drivers now in the union, Teamsters Local 839 now represents all 24 Avis workers at the airport.

Teamsters at Western Eagle Ratify Contract
Members at Western Eagle Packaging Products in Livermore, Calif. voted overwhelmingly in July to ratify a strong first contract, guaranteeing health care benefits, job security, and other gains. The 58 new members of Local 853 produce the foam packaging that protects electronics and other products when shipped in the mail. "We're very pleased to have negotiated an impressive first agreement for our members. They'll now have health care for the first time and job protections that they never had before," said Rome Aloise, International Vice President and Local 853 Secretary-Treasurer.

National School Bus Organizing Campaign
The Teamsters' National School Bus Campaign continues to be the most successful organizing effort of the union nationwide, bringing more than 35,000 school bus workers into the union since 2006. For more information, visit www.driveupstandards.org.



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Weekly News for Working Families

For more information, to listen or subscribe, visit www.teamster.org/podcast

NEGOTIATIONS ROUNDUP

Piedmont

Negotiations resumed on Monday, November 10 in a brief two-day session that was not viewed as overly productive. However, the parties did come to a clearer understanding of each other's position on their differences.

The union and company negotiators are seeking innovative ways to resolve the outstanding issues. No new dates for discussions have been scheduled.

UAL

The IBT Negotiations Committee and leadership, as well as the company's negotiations committee, were directed to attend meetings to give status updates at the National Mediation Board headquarters in Washington, DC on December 2. In attendance for the union were Rank-and-File Committee Representatives John Laurin, Jack Haran, Vincent Graziano, Mitch Hunt, Paul Recerra and Jay Koreny. For the Airline Division, Director David Bourne, Paul Alves, Clacy Griswold, and Bob Fisher were present. Present for United Airlines were Sr. VP HR Mike Bonds, Sr. VP IR Doug McKean, Joe Ferreira, Don Wright, Marcel Delhommeau, and Mike Hansen.

The meeting began with an overview and a summary of the Railway Labor Act, along with a presentation on how formal mediation works, its function, responsibilities, and au-

thority of the mediator.

Mr. McGuckin reviewed his background in aviation conveying that he was in the United States Air Force for 28 years, first as an aircraft mechanic and then as a pilot. From there he joined up with Braniff Airlines and Peoples Express. He became a pilot advocate joining the ALPA MEC at Braniff as well as spending 12 years as a union negotiator at US Air. Mr. McGuckin retired from US Air in 2006 and went to work as a mediator in 2007 for the National Mediation Board.

A discussion between the IBT delegation and Mediator McGuckin as to his expectations moving forward, as well as his authority to take control and give direction during the mediated process, followed these presentations. A similar discussion was held separately with the company delegation. Also discussed, although not in detail as it was not intended to be a negotiating session, were the relative positions of the parties and how we arrived at where we are in the process, as well as what would be required by the mediator in order for the process to continue moving forward.

The IBT rank-and-file delegation met in caucus after these discussions and expounded on the direct remarks by the mediator about how the parties will proceed. The committee determined it would be in the best interest of

the membership to continue discussions with the company through the mediator beginning in the first several months of next year.

The full 13-member Rank-and-File Negotiating Committee will meet in Houston in early January to prepare a comprehensive proposal with the input of our economists, actuaries, and legal counsel.

Upon completion of this task it is expected that while under the auspices of the Mediation Board future bargaining dates will be set by Mr. McGuckin early next year.

Arbitration Update: Continuation of the Resource Utilization Letter (RUL) Arbitration has been delayed at the request of the company through the arbitrator. The reason the company gave it to the arbitrator was that the attorney working the case was replaced. The company explained their need to bring new counsel up to date on the previous testimony and documents presented in this case. Arbitrator Berger granted this request for continuance.

At this writing, the arbitrator has offered several dates in the early part of the year but the new date has not yet been agreed upon. The sub CAL medical arbitration is in executive session and a ruling should be released soon. The briefs are in for the sub UAL medical arbitration so this case should move soon to executive session.

TAMC ONLINE

Check out previous issues of the *Teamster Aviation Professional* at www.teamsterair.org/tamc/newsletter.

To receive the newsletter via email, sign up at <http://ibti.io/tamc-nl>.





TEAMSTER AVIATION PROFESSIONAL

Newsletter of the Teamsters Aviation Mechanics Coalition

Volume 5, Issue 4

Season's Greetings
to Teamster Aviation Mechanics and Our Families!

As we close out another year of challenging negotiations and persistent lobbying to advance the labor and safety standards of our craft, we would like to extend warm wishes to all of our members this holiday season.

Without a doubt, the 18,000 members of the TAMC are the most active and professional aviation mechanics in the industry, engaged at every level from the bargaining table to the halls of Congress.

We hope all Teamster aviation mechanics enjoy a safe and happy holiday season with family and loved ones. We look forward to another year of action to raise the standards of our profession and the entire industry.

- TAMC Steering Committee



NetJets' Teamsters Refuse to Subsidize Travel for the Wealthy

Business Jet Operator Wants to Cut Prices for Rich Customers by Cutting Pay, Benefits

In a scheme to lower prices for the rich and famous, Berkshire Hathaway's NetJets, Inc., continues to demand compensation and benefit cuts from more than 600 workers represented by the Teamsters, including mechanics and related members. The Columbus, Ohio-based business jet operator is owned by Warren Buffett's holding company and provides business and leisure travel to the global super-rich.

NetJets' own website states that a "core negotiation requirement" is "to pass as much of the savings [from employee concessions] as practicable to Owners and potential Owners..." NetJets refers to its wealthy customers as "owners."

"By admitting that it plans to pass on the savings from employee benefit and compensation cuts to the rich and famous, NetJets has shown itself to be completely out of touch with the struggles faced every day by hardworking Americans," said Paul Suffoletto, President of Teamsters Local 284 in Columbus, Ohio.

In an interview posted at www.saperchits.com, a NetJets Vice President Cory Valentine said, "I have many customers that fly with us only because of their dogs. Once there was a dog flying by itself, with no humans, and they needed a piece of grass for the dog on the aircraft to go to the restroom while it was on the aircraft."

Local 284 – representing NetJets' aircraft mechanics, maintenance

continued on page 3

The DOT Rules on Prescription Drugs

A tip to the doctor is the last thing many would call a job security risk, but in a safety sensitive position such as an aircraft mechanic, following your doctor's orders could cost you your job. This almost happened recently to one of our members in the Airline Division.

A member had been on a prescribed medication for an ongoing minor condition for many years. This member's pills normally would run out at about the same time their prescription would expire. For various reasons, the regular physician directed the patient to follow the normal medication schedule but cut the dosage in half. The member did exactly that, cutting the pills in half with the doctor's full knowledge. This resulted in a scenario where the member had a supply of medication long after their prescription ran out.

As fate would have it, the member was called in for a random urine analysis and the medication showed on the test. The agency who administered the test sent the results to a Medical Review Officer (MRO) who asked to see a valid prescription for the medication that created the alert. When the member could produce only an out-dated copy, they were held out of service pending further review and investigation.

Please be aware that the DOT guidelines regarding prescription drugs have been modified and are strictly enforced by the MRO. No exceptions will be made.

Prescribed medications and over-the-counter drugs:

1. Must be prescribed to YOU by a licensed physician
2. Treating/prescribing by the physician has to be in good faith judgment and the use of the prescriptions must be the authorized dosage and consistent with the safe performance of your duties
3. The substance must be used at the dosage prescribed
4. If you are being treated by one or more doctors you must inform the treating doctors of all prescribed medications
5. Federal law does not recognize the legitimate use of medical marijuana, even if the marijuana is legally prescribed in a state

Best Practice: To assist your doctor in prescribing the best possible treatment, consider providing your physician with a detailed description of your job. A title alone may not be sufficient. Many employers give employees a written, detailed description of their job functions to provide their doctors at the time of the exam.

Remember: Some agencies have regulations prohibiting use of specific prescription drugs, e.g. methadone, etc. If you are using prescription or over-the-counter medication, check first with a physician, but do not forget to consult your industry-specific regulations before deciding to perform safety sensitive tasks. Also be sure to refer to your company's policy regarding prescription drugs.

The ordeal for this member is unfortunately still not over. While it was easy to explain away what caused the positive test result, the fact remained that this mechanic was taking a controlled medication without a current and valid prescription. Following protocol, the member will have to jump through a few more steps before finally being allowed to return to work. This mechanic will eventually be returned in agreement with the carrier, but keeping those prescriptions current could have saved a great deal of frustration.

For more information, go to the DOT.gov website and refer to your carrier's policy regarding testing.



Paperwork: Can't Live With It, Can't Live Without It

As Aviation Maintenance Professionals, we all know that no matter what we do on the job there will be paperwork involved. Regardless of whether we are working a job, reading GMM revisions or doing recurrent training, there is a paper trail attached to every aspect of our jobs.

Airlines are constantly upgrading Information Technology, adding new fleet types, changing GMM requirements and morphing maintenance programs. The deluge of information and paperwork changes can be maddening. It causes confusion and frustration which can and has led to FAR violations, FAA licensing action, discipline, and in some cases termination.

Experienced mechanics can look at a problem and often have the solution before even glancing at a piece of paper. Therein lies the problem.

Regardless of the scope of the work, documentation is essential. You must know your airlines' paperwork and procedure requirements and follow them. If there are discrepancies, bring them to management immediately. Double check! Is the part you are installing effective for the tail number you are working on? Do you have the correct manual references for the job at hand? Are there "Lock Out/Tag Out" procedures? Does the job you are performing have GMM procedures that must be followed along with your Maintenance Manual Reference? Is there special tooling or equipment required for the job, is it in good working condition and are the calibration dates still good? And all of this must happen before you ever pick up a wrench.

Even with the best of intentions, oversights can happen. If you cannot perform the job as written, DON'T. If you don't have the proper tooling, don't improvise. Document your work every step of the way. Don't take short cuts. Don't sign for work you did not perform unless you are in compliance with FAR 43.9 (<http://ibti.io/far439>) and your company's paperwork policy regarding signing for others' work. Remember, if you sign for it, you own it. Report all procedural discrepancies to management and use the ASAP/MSAP program at your airline to report it. Most importantly, if you become aware of a mistake, report it immediately and fill out an ASAP/MSAP report.

Many of us have been in the industry for two or three decades. We have seen and adapted to constant changes in technology on the aircraft we maintain. Along with those changes comes the ever-evolving paperwork which we must adapt to as well. Pull your paperwork, follow your paperwork, question your paperwork if it appears discrepant and, above all, Protect Your License.

NetJets' Teamsters Refuse to Subsidize Travel for the Wealthy

continued from page 1

controllers, aircraft cleaners, aircraft fuelers, flight attendants, stock clerks and flight dispatchers – has been in negotiations with the company for the past four years.

"The middle class families I represent will not agree to compensation or benefit cuts so a Wall Street banker or CEO, let alone their pets, can fly cheaper on a private Gulfstream jet. I love dogs, but millionaires and billionaires who can afford to fly their unaccompanied pets on luxury private jets don't need a subsidy from working families who have real-life concerns, like paying for housing, buying groceries, and saving for their retirement and kids' education," Suffoletto said.

In November, NetJets threatened to fire workers over the Teamsters' decision to publicize the names of wealthy customers who stand to benefit from the company's attack on the wages, benefits and working conditions of middle class employees.

"We think the public will be very interested in what is happening at NetJets when we start to attach names and faces to some of the customers that stand to receive a subsidy for luxury travel at the expense of middle class Americans," said Teamsters Airline Division Director David Bourne in an Oct. 27, 2014 press release.

Contract talks with NetJets have stalled because of management's demands that workers accept compensation cuts and pay more for their health insurance. Meanwhile, the company is boasting increasing revenues, record profits and foreign expansion in China.

"Even in this era of inequality and unrestrained corporate power, NetJets' behavior is corporate greed and arrogance on a scale rarely seen. We are going to resist this attempt to transfer money from the paychecks of our members to the wealthiest people on the planet, no matter what it takes," Bourne said.

PHOTOGRAPHY

A GOOD Picture Says a Thousand Words! Here are several tips for quality photography.

Get close to your subject...

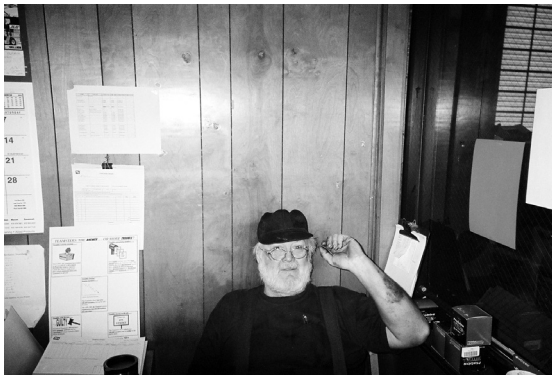
- You don't need people's feet, or the parking lot they are standing in.

But not TOO close.

- Most cameras can't focus on a subject that is just a few feet away.
- Take several shots of your subject from different angles.

Group Shots

- Pack the group together, and get close! Buildings, flags or vehicles are not as important as being able to see faces.
- Take multiple shots. In the first shot at least one person will have their eyes closed.



BAD PHOTO: Too far away, cluttered and reflective background, subject sitting down.



GOOD PHOTO: Close up of subject at work with outdoor lighting.

Action Shots

- Try to take a variety of pictures of people doing their jobs.
- Take close-up shots of people in their work environment, where the person is the focus of the picture.
- If possible, take more distant shots with the subject working, where the environment is predominant.

Backgrounds

- Choose either a pertinent background, or a neutral, non-reflective background. Cluttered or busy backgrounds will distract attention from the subject.

Good Backgrounds: Worker's vehicle or workplace, worker's home, sky.

Bad Backgrounds: Garish curtains, shiny banners, dark living rooms.

- Don't use a dark background for someone with dark skin. Night shots should have a background, not just a dark sky.

Lighting

- The best lighting is sunshine. Make sure the sun is behind you, and on the face of your subject. Don't take a picture of someone right next to a lamp or bright window.
- If using a flash, don't get too close, or the subject will appear washed out, with little detail to their face. If you want a close-up, stand back and use a zoom lens.
- If using a flash, don't place your subject right up against a wall. This will cause a harsh shadow behind the subject that in black and white can look like part of the head.
- If possible, avoid fluorescent lighting which makes your subject look flat and green.

Posing

Don't be afraid to ask the subject to move to a better spot. They should be standing, not slumped into a couch. They shouldn't be close to someone who will not be in the final picture.

Image Size

The more pixels the better! Unlike web images, pictures that will be printed need a high pixel count to print clearly. Before you rely on your cell phone to take a picture, send a sample image to a computer so the quality of the image can be determined. Most cell phones take good photos outside in sunlight, but take fuzzy and grainy photos indoors. If you are shooting indoors use a flash, or at least find the brightest spot available.

Web Images

Images found on the web are typically very low resolution, and are rarely usable for print. For example, an image that is four inches wide on the web will need to print at about one inch wide in order to be clear. It is rare that an image found on the web can be used in printed literature.

Saving and Sending Photos

Always save your images in the largest size possible. Some software, including email software, often downsizes an image to make it easy to store or email, making a large, crisp photo too small for print.

The email system at the IBT has a firewall that will not allow attachments larger than 8 MB, which leads some folks to downsize their photos so they can send several images at once. It would be much better to send only one or two and preserve the file size. If your image is too large to be emailed please contact the Communications staff member assigned to your campaign for instructions to load photos to an FTP site.

FACEBOOK

Why use Facebook? Facebook is a great way to connect with members. Your members may not come to meetings because they work at a remote location where they're isolated from local officials and members. But they are probably on Facebook. As of April 2016, 72 percent of online Americans were on Facebook, and users access the social network 15 times per month on average. More than half of all Internet users who don't use Facebook live with someone who does.



Facebook is also **very easy to update**. You don't need sophisticated web skills to post to Facebook. There is also plenty of content that's interesting to union members that you can borrow from other pages.

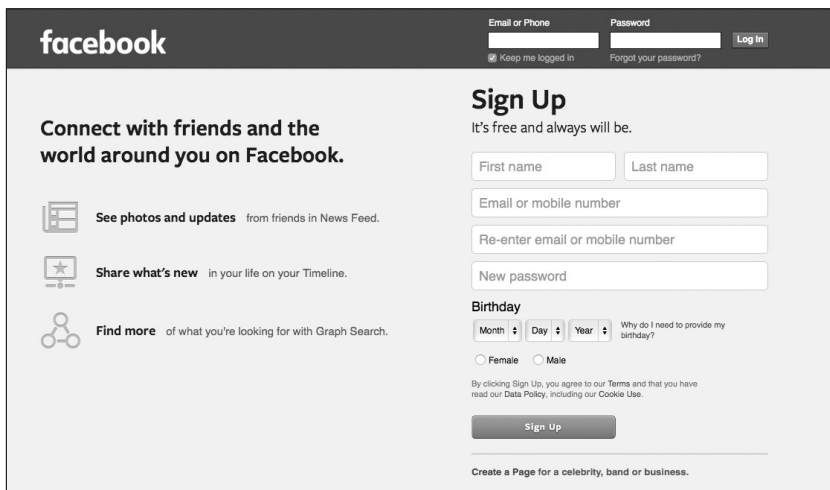
The IBT has successfully used Facebook to:

- Recognize successes and achievements, such as organizing or political victories;
- Welcome new members;
- Support strikers;
- Broadcast events such as marches and other activities;
- Recruit volunteers;
- Report the news;
- Control rumors;
- Promote a sense of community (for example, "Truck Driver Appreciation Week");
- And more.

How Do I Start a Facebook Page for My Local Union?

1. If you don't already have a Facebook account, go to www.facebook.com to set one up. This will bring you to a sign-up screen where you will enter your name, email address,

birth date and gender and select a password. Before you can create a page for your local union/organization, you will need to first create a personal profile page for yourself, as the administrator.



The screenshot shows the Facebook sign-up interface. At the top, there are fields for "Email or Phone" and "Password", with a "Log In" button and a "Keep me logged in" checkbox. Below this is the "Sign Up" section, which includes fields for "First name", "Last name", "Email or mobile number", "Re-enter email or mobile number", and "New password". There is also a "Birthday" section with dropdown menus for "Month", "Day", and "Year", and radio buttons for "Female" and "Male". A "Sign Up" button is at the bottom of the form. To the left of the sign-up form, there are three promotional cards: "Connect with friends and the world around you on Facebook.", "See photos and updates from friends in News Feed.", "Share what's new in your life on your Timeline.", and "Find more of what you're looking for with Graph Search."

2. Facebook will ask to search your email account to see if any of your contacts are on Facebook. When you click “Allow,” Facebook will pull up a list of people you know who are already on Facebook. Add them as friends by clicking the “Add Friend” button. If you don’t want to add friends, don’t click “Allow.”
3. Facebook will bring you to “Step 2” and “Step 3” where it will ask you to fill out more profile information and then allow you to upload a photo of yourself.
4. Click “Save and Continue” and Facebook takes you to your new profile page! Now you can continue to edit your profile and add more info about yourself (i.e., your interests, hobbies, etc.). Also, in “Account Settings,” set up the privacy settings you want for your profile. You now have a Profile on Facebook, but that’s just for you.
5. Log on to Facebook and go to **<http://www.facebook.com/pages/create>**.
6. In the “Create A Page” section, choose “Company, Organization or Institution” as a category. Select “Labor Union” in the category drop-down menu and name your page in the following box (i.e., “Teamsters Local 15”). Then click the “Get Started” button. In the Set-Up menu, write in a sentence or two describing your local in the “About” box. Next, you’ll be asked to add a photo (many locals upload their logo as their image). The other two steps of the Set-Up (Add to Favorites and Preferred Audience) may be skipped.
7. You may want to share the burden of administering your new Facebook page by adding administrators. Go to the drop down menu from “Settings” under the blue bar at the top of the page. Click on “Page Roles” and post the email of the person (or people) you want to run the page. Click on “Admin” and click on the level of control you want them to have. “Administrator” can add or delete people as page managers; the other levels cannot.
8. Go back to “Settings” to manage various aspects of your page, including age and location restrictions, who is able to post to your wall, discussion boards, links, notes and other applications.
9. Your page is now live on Facebook, but it will not be searchable until 30 people “Like” it. You can ask people in your local, either verbally or by email, to “Like” your page so others can find it.
10. Now you’re ready to go.

Who Sees My Local’s Facebook Page?

You can decide who sees your Facebook page and who doesn’t. When you set up your Settings, go to “General” and decide who can post comments or reviews to your Facebook page. Go down the list and indicate whether your page is visible to everyone or just to people who “Like” it.

(continues on page 30)

When you advertise your Facebook page to other Facebook users, you can select what demographic and geographic groups you want to reach.

What Is a Facebook Event Page?

Facebook events are a great way to spread the word on upcoming events or occasions, since they are able to reach many people in a short amount of time. Your local union may want to create an event page for such events as rallies, membership meetings, barbecues or similar happenings.

The Facebook event page provides an “RSVP” list, which displays lists of invitees grouped by their response. Invitees are either placed in “attending,” “not attending,” “may be attending,” or “hasn’t responded” lists.

To set up a Facebook Event:

1. Click “Events” in the left menu on your group page.
2. Click “Create” in the top right.
3. Fill in the event name, details, location and time and choose your privacy settings. Keep in mind that you must include an event name and time.
4. Click “Create.”
5. You’ll be taken to your event where you can share posts, upload photos, invite guests and edit event details.

How Do I Keep My Local’s Facebook Page Clean and Civil?

There are a number of ways to control what people post to your local union’s Facebook page. You can ban certain words and even people’s names. You can ban people who use offensive language, insult others or dominate the page. It’s a good idea to include a Facebook policy on your page that gives guidelines on what people can or cannot say. The policy could also warn people they can be banned from the page for inappropriate and/or offensive behavior.

Controversy can spur interest in your page, but avoid the kinds of controversies that inspire nasty comments. Members will often self-police the comments. Often when someone posts an anti-union comment, others will reply in strong support of unions. It’s important to keep an eye on comments to make sure they don’t get out of hand. A successful Facebook page allows for interaction and comments, as long as they are respectful and follow the rules of the page.

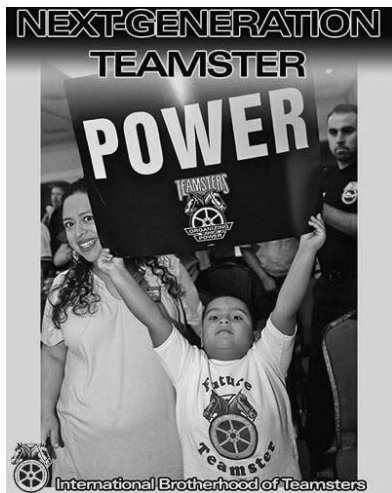
It is important to be proactive in taking the time each day—or at least a few times each week—to administer and monitor your local’s Facebook page. Facebook is a 24/7 social medium that requires attention. It is a good idea to plan even before you create your Facebook page who will maintain and monitor the page. Do not leave your Facebook page idle too long.

Visual and Interactive Facebook Posts

Memes: Facebook posts have several elements: Text, image and link. Images with text on them are called “**memes**,” and you can find a lot of them on websites and social media sites.

“Memes” provide a short and attention-grabbing message that can be shared online, and go “viral.” The most effective memes are emotional, powerful, thought-provoking and/or humorous. Attach the meme, while providing introductory text above the meme that can call to action or link to an article or website for further information. This is helpful as memes do not include a lot of text in the graphic. Think of the meme more as advertising than an article.

Here are some examples of memes created by the IBT Communications Department:



Photos and Video

Other visual content for your page includes original photos and video posts. Facebook has increasingly prioritized video content in its algorithms. What that means is video posts will tend to get more attention (likes, comments and other engagement) than other types of posts because they tend appear in more users’ newsfeeds.

Photos are a great way to show members what your local is doing, whether they are photos of a rally, a group shot of newly-organized members or other important events. To post photos, simply begin writing a post; click the camera icon on the bottom of the post to upload photos from your computer or mobile device. You can attach multiple photos to a post and include text to describe the event.

Short videos of a rally or other event can also be uploaded to a post by clicking the same camera icon. Videos taken on a cell phone can be posted quickly this way. You should also include some text in the video post so your audience knows what they are watching.

(continues on page 32)

TIP: For best results, upload video files directly to your post, as opposed to linking to an external video website like YouTube. Videos that are directly uploaded will reach more people and play automatically in Facebook whereas users have to navigate to another website to see YouTube videos on Facebook.

Facebook Live

Facebook now has a live broadcasting feature that has quickly become very popular among users. Facebook Live allows your audience to tune in to an event in real time to see what's happening. As you are broadcasting, you can see the number of people who are watching, as well as reactions and comments as they roll in. To use Facebook Live from your mobile phone, just start a post and click the "Go Live" icon at the bottom of the post.

Facebook Live is a great tool for events like a march on the boss in which many interested workers may not be able to attend but would like to follow it live on their Facebook newsfeed. It also gives you a glimpse of how your audience reacts to various moments.

Links to Online Articles

Another basic form of Facebook content for posting is simply sharing articles or updates from other places on the Internet. Many websites have share buttons that allow you to share a story directly from their site to your Facebook page. You can also copy and paste the link to a story in your post. A preview of the story will usually appear once the link is recognized, and as always, you can add your own text. (For example: "Check out this article from the Times-Record on the contract we just won for our brothers and sisters at Waste Management, Inc...")

Where to Get Content

Your local's Facebook page will succeed if it allows members to interact with each other. The most interesting content to your members will be news and information about them. Be sure to welcome new members, thank retirees and highlight charitable events, picnics and parades. Suggest themes and ask your members to post photos of themselves. For instance, photos of Teamster trucks and photos of Teamster veterans are popular.

Many union Facebook pages use news stories on their page. If you see a news story you like on the web, click the Facebook "Share" button and the photo that illustrates the story will appear on your page as the image. The headline and text will automatically pop up and people can click on both the link and the image to go to the story.

It's important to add new content, preferably once a day or more, to your page. Your content doesn't have to be original. There are lots of places to find items of interest to union members that you can post on your local's page. Some suggestions:

- IBT Facebook page;
- Other pro-worker Facebook pages;
- Other Teamster Facebook pages;

- Facebook pages about your state;
- Members' Facebook pages;
- News media websites; and
- Friendly lawmakers' websites/Facebook pages.

How Do I Advertise/Boost Posts on Facebook?

Facebook makes it very easy to boost posts or advertise your page on Facebook because you have to pay for it. On the upper left-hand side of your Facebook page is a button that says, "Promote Page." You would promote your page to get more followers. Click on the button and follow the steps. You will be asked to decide how much to pay every day. Facebook gives you a dropdown menu that lets you estimate how many clicks per day you'll get per every \$10 you spend. Be forewarned, though: Facebook uses a bidding system, so at times when consumer businesses are advertising heavily it will cost you more to advertise. Avoid advertising your page or boosting posts just before Christmas, for example.

You can also target who to advertise your page to by age, interest and location. The IBT has had good results advertising to friends of Teamsters.

Boosting posts is very similar. Go to your post and on the bottom right is a blue button that says, "Boost post." Follow the directions. By boosting your post, you will send it to more Facebook news feeds than to just the people who "Like" your page.

Do's and Dont's of Facebook

Do

- Give your Facebook page a name that clearly identifies who you are;
- Include a Code of Conduct;
- Update your status often;
- Use photos often (include description);
- Link and upload interesting news and video;
- Have a dedicated administrator;
- Moderate; and
- Let members self-police.

Don't

- Give your Facebook page an obscure name;
- Leave yourself unprotected;
- Expect the page to grow on its own;
- Let the page go inactive;
- Just post text;
- Talk down to your members;
- Limit posts to dry news updates;
- Post sensitive personal information; or
- Lie or stretch the truth.

TWITTER

What is Twitter?

Twitter is an online social networking service that lets people send and read short 140-character messages called “tweets.” Registered users can read and post tweets, but unregistered users can only read them. Users can access Twitter through the website or app on their smart phones or on their computers.



Twitter is used by celebrities to promote themselves, but it is also used by elected officials, organizations, diplomats, journalists and unions. It is useful for following breaking news, for communicating with reporters and for finding and engaging allies in achieving organizing and political goals.

When Twitter users engage enough followers to make a topic or event “trend,” they can force attention to protests and rallies, and other events that mainstream media might not otherwise cover.

Why Do Teamster Local Unions Use Twitter?

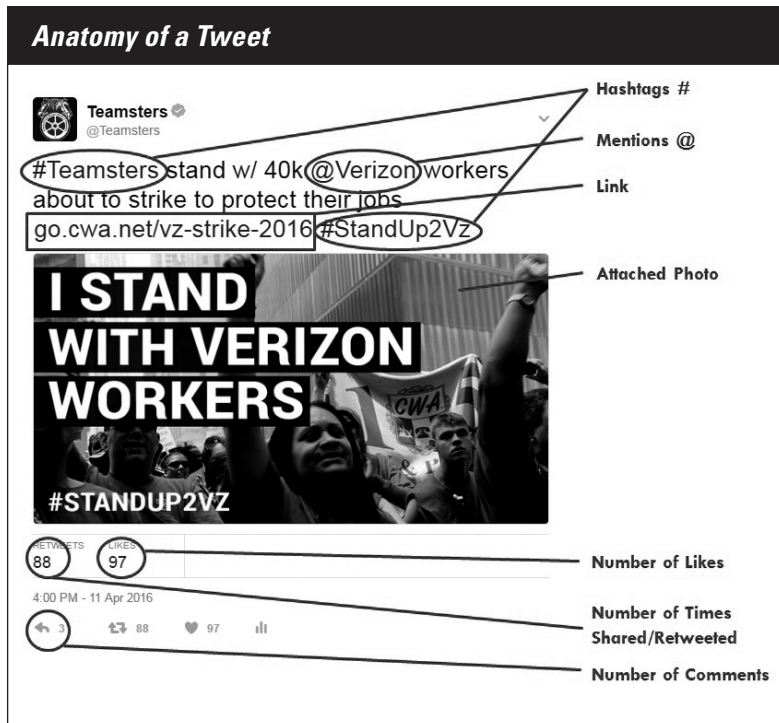
Teamster local unions use Twitter to communicate with other Teamsters, affiliates, members of the press and the general public. Twitter helps amplify their message. The IBT, with more than 43,000 followers, can easily “retweet” an affiliate local’s message, gaining it a broader audience.

Locals also use Twitter as a tool of political engagement. Most elected officials, including members of Congress, are on Twitter.

Twitter can be used to reach anyone or any organization already on Twitter.

How Can I Use Twitter to Communicate with Different Groups?

You can find Twitter users and groups of like-minded Twitter users by searching for them by name, or by searching using a hashtag. A hashtag is a search term used to categorize tweets. Here are a few examples: #StopTPP; #Fightfor15; and #PortStrike. Once you’ve found other users, you “Follow” them on Twitter and their tweets will appear in your feed.



How Do I Start a Twitter Account for My Local Union?

1. First, set up your account by going to www.Twitter.com. You should also download the Twitter app on your mobile device if you haven't already. Find the sign up box on the homepage.
2. After signing up, you will be directed to a page that confirms your name, email and password and asks you to select a username. You can pick one of the usernames that Twitter suggests or come up with your own (for example: @TeamstersLocal13). Finally, click **"Create my account."**
3. Next, go to your email and find the confirmation email from Twitter. After you click the link, Twitter will bring you to your home page.
4. You can **customize your profile** – upload a picture, add bio information, and link to your local's website – by clicking your username and, on the next page, click the **"Edit profile"** button on the top right-hand side of the page.
5. **Now it's time to start following and tweeting!** The best way to start is by using the search tab at the top of the page. You can find friends, other locals/organizations or search issues like #WageTheft by typing in the search bar.
6. Click the **"follow"** button on the profiles of friends and other groups to start seeing their tweets in your Twitter feed. You can also check out the other users your friends are following.

Twitter Jargon

Tweet - A Twitter message, a 140-character update about anything and everything. Messages are public unless a profile is protected.

DM or direct tweet – A private message to you that only you and the sender can see. You can only direct message users that are following you.

Follow – People you follow whose tweets will show up in your timeline. The more people or groups you follow, the more interesting Twitter is.

Followed – People who are following your tweets.

Handle – A user’s “Twitter handle” is the username they have selected preceded by the @ symbol, like so: *@Teamsters*.

Notifications – A timeline displaying all the ways that users have interacted with your account, including likes, retweets, mentions (in which your handle is mentioned in someone else’s tweet), or adding you to a list.

Lists – Groups of other Twitter users. This feature allows you to tie specific individuals into a group on your Twitter account. For example, some of the accounts you follow may be reporters while others are members and community organizations. You can put all the reporters into one list, making it easier to tweet at them for attention on an issue your local is trying to get covered in the press.

@ – A mention or reply to someone else’s Twitter message, i.e. “.@ *TeamsterPower Great post about the Teamster organizing win at Toll*” or “*Great rally with @IBTlocal4 and @RepJohnDoe. Let’s keep up the fight!*”

RT or retweet – A message that is repeated because someone thinks it’s particularly good, i.e., “*RT @TeamsterPower Great post about the Teamster organizing win at Toll.*” You can also automatically retweet or quote a message by clicking the retweet button on the bottom of a tweet.

- hashtags – These are used to tag tweets with a theme or event, i.e., #*TeamsterVictory* could be used in a tweet so everyone knows it’s related to a Teamster victory.

Trending topic – A subject (preceded by a hashtag) that is one of the most popular on Twitter at the moment.

Tweet Basics

140-Character Limit

Because you are limited to 140 characters per tweet, you'll see the use of a lot of abbreviations and short-hand writing.

Replying on Twitter with the @

If you want to talk with someone publicly, then just use @ followed by their username (i.e., @TeamsterPower). This can also be used to mention a person. If you want the tweet to show up in another person's replies listing, then you need to make their @ handle the first thing in your tweet, putting a period before the @ symbol like so: .@Teamsters.

Links

Twitter is a great tool for sharing articles and linking to other media in order to get your message out. Because of the 140-character limit, Twitter will automatically shorten URL links that you put in your message – don't worry, the link will still work once you send out the tweet. Depending on the site you are linking to, Twitter will automatically generate a preview image and headline to the article you are linking to, which will appear with your tweet.

More Tips for Beginners

Use the # symbol to make your tweets more visible. This will help others more easily find your tweet based on the subject matter. However, too many hashtags in a tweet can make it harder to read, so be strategic about which key words to hashtag in your tweet. Consider what is trending on Twitter and popular with your audience, and think about what hashtags people are likely to search for and follow.

Example: *.@Teamsters251 #MA waste removal workers at Republic/Allied vote to join #Teamsters bit.ly/K6BVkq. #labor*

The above tweet is a good example of an effective post. It's short and simple. The hashtags – #MA, #Teamsters and #labor – direct people searching for tweets related to Massachusetts, Teamsters and/or labor news to this tweet.

How to Get More Followers

- **Use other social media profiles** – If you have an existing online profile somewhere outside of Twitter (big or small), use it to springboard into Twitter. If it's a blog or website, announce that you are on Twitter and add Twitter share buttons to your page. If you're on Facebook, let your followers there know you are on Twitter and where to find you.
- **Tweet often** – The more active you are on Twitter, the more likely you are to have others find and follow you.

- **INTERACT!** – The secret to building your follower list is interaction! Retweet and “like” content from other users. Many will return the favor by following you and sharing your content with their audiences.
- **Tweet timely** – Tweeting at the times when your followers are online increases the chances of them seeing and sharing your tweets.

Live Tweeting

- **Choose a hashtag** or find the hashtag that the organizers for the event have picked. It should be short so that plenty of characters are left for the content of your tweets. People generally put the hashtag at the end of every tweet that is about the event. This way, anyone following that stream will see your posts. Make sure to queue up a Twitter search for the hashtag even before the event begins.
- **Pay attention.** It may seem obvious, but the whole point of tweeting from a conference, rally or other event is to choose the statements made by speakers that are the most interesting to your followers. **TIP!** Start the day with a fully charged laptop, smartphone or iPad. Bring extra battery power and/or a charger!
- **Use attribution.** Whenever you can, use the speaker’s Twitter handle to attribute a statement to them—this allows an interested follower to immediately see their bio, picture and website. If you can’t find the Twitter handle right away, just search Google for “their name” + “Twitter.”

Tweeting Reporters!

How do you tell when to talk to a reporter on Twitter and when not to? Like emailing them or calling them on the phone, there are certain things to consider first. You don’t want to come off as desperate or annoying.

- **Keep it relevant.** One of the basic rules to any contact with a journalist is relevant information. Pitch newsworthy developments and stories about your organization.
- **Twitter** is a great way for you to **develop a relationship with your journalist contacts.** You can directly engage them in conversation and retweet their links.

- **Add context** to your tweets by including other media like photos and videos in your tweets. You can link to websites that speakers are mentioning or take a picture or video yourself from your mobile device.
- **Keep the conversation going** by watching for statements that triggered interest among your followers or that many people in the event’s livestream retweeted. To the extent that it is possible, reply to those who tweeted the same statements, either agreeing to an important point that was made or by asking a follow-up question of your own.

Add Media to Your Tweets

Tweets that have visual content usually get more retweets and likes than tweets without photos or video. When possible, use the “Add Photos or Video” button to upload an image or video file to your tweet. You can either use an image or video already taken and saved on your device or, if you’re using the mobile app, capture the image or video within Twitter to immediately attach it to a new tweet.

INSTAGRAM

What is Instagram?

Instagram is a photo- and video-sharing social media site. Instagram is a mash-up of Facebook and Twitter that allows users to follow other users and to comment on photos.

Images are powerful. The visual format of Instagram allows for local unions to post any images that show Teamster strength and unity. These images could be from rallies, actions, meetings and more.



Here's how to use Instagram:

STEP 1: Getting the App and Setup

- Go to the "App Store" on your mobile device; click on the search button within the "App Store" and type in "Instagram". Download the app. It is free to download.
NOTE: Instagram is designed exclusively for mobile devices (phones and tablets). While you can see content on Instagram from a computer, you cannot post or interact with posts from a computer.
- Launch the app by tapping it on your home screen. Click the "Sign up" button at the bottom of your screen and enter your email, username, password, phone number (optional) and upload a photo (optional) to create your account. You can choose to add a bit of personal information in the "about" section, as well, including a personal website, and link your Instagram account to your Facebook account by entering the username and password associated with your account.

Step 2: Navigating Instagram

- Once you have created your account, you can choose to import contacts and find friends from your contact list on your phone, Facebook account or simply search for names and usernames. Following people allows you to see their photo posts in your feed.
- To follow any user, all you have to do is click the "Follow" button near their name.
- In the Home tab you can scroll through posts by all of the users you are following. To get to this tab, tap on the icon that looks like a house in the bottom left hand corner.
- In the Search tab – the magnifying glass symbol next to the Home button – you can see photos and video from other users that are getting attention from the Instagram community. These are typically the Instagram posts with the most "likes."

- Just like Twitter, you can search for topics by hashtag or text on Instagram. You can also search for users.
- Just like Facebook, you get a notification every time you get a “like” or “comment” on one of your photos or videos. You can view these notifications by tapping the heart icon at the bottom your screen.
- Whether you are scrolling in your home tab or viewing images in the search tab, you can show your interest by liking or commenting on them. To like a photo/video, you can either tap the heart shaped button just under it or you can double tap the image. To comment on a photo or video, click the small comment-bubble icon and type your comment when the keyboard appears.
- To see an archive of your uploaded photos as well as a complete list of who you’re following and who your followers are, you can visit your “Profile” tab on the far right side (the icon that looks like a person). Here you can see all your photos, edit your Instagram user profile, and add or disable social networks.

Step 3: Putting Your Photos and Videos on Instagram

- Clicking the “Share” tab will allow you to capture photos and video. You can also post photo files from your device’s albums by selecting “Gallery” in the Share tab. This is the tab in the center at the bottom of the screen. Note: while you can post still images that are already saved on your device, videos need to be recorded within the Instagram app and can be no longer than 60 seconds.
- If you don’t have the photo you want to post already on your phone, you can take a new photo or video and upload it directly to Instagram. After clicking the “Share” button, select “Photo” or “Video” to take the photo or start recording. Click “Next” to move onto the next screen.
- You can choose to edit, crop and add different effects to your photo.
- Instagram provides multiple filters that you can use to edit your photos. You can only select a single filter, and to test them you simply tap each filter icon and your image will be altered. If you decide you don’t want any filters, the tile on the far left will revert your image back to the normal settings.
- After you are done editing and hit “Next”, enter a brief description of your photo in the “Write a caption” text input field. Add hashtags (e.g. #teamsters) to provide a searchable query for others to find your photo or video. You can also select the “Add location” tab to tell your audience where the photo was taken.
- Click any of the social networks underneath “Sharing” that you want to post your photo on. If you don’t want to share your photo anywhere except on Instagram, simply skip this step.
- Click “Share” to complete the process and post your content. Your photo or video will appear in your feed and also the feeds of other Instagram users that are following you. It will also be posted to any of the social networks you selected.

Photo Grids

- While Instagram does not allow you to combine multiple photos to a single post, there are additional apps such as “Layout” that are free which you can download.
- These apps connect directly with your Instagram account so that when you are selecting photos from your gallery, you can tap the layout icon. This brings you to a layout page where you can select multiple photos and choose different layout options.

Sharing

- Instagram also does not include an option to share a photo or video that you like in the way that other social media networks do like Facebook and Twitter. However, you can download additional apps like “Repost.” It is free and connects to your Instagram account. Repost will allow you to edit photos that you are sharing from other users, and (unless you pay extra) it will include a tag at the bottom of the photo that shows the original user who posted it.

A Privacy Note: If you would like to require authorization before other Instagram users can follow you and view your photos, click the “@YourUserName) tab, scroll to the bottom of the page, and switch the “Photos are private” toggle to ON. You will be prompted to confirm the decision. Click “Yes, I’m sure.”

PRESS ADVISORIES

A press advisory is a brief alert that invites reporters to cover an upcoming news event. It is sent out in the days leading up to an event and is generally followed up with a phone call.

A press advisory can provide notification to reporters about a rally, meeting, protest, picket or other action.

A press advisory should be clear, concise and peak reporters' interest. Your goal is to make the event newsworthy and interesting for reporters. They should be able to look at your press advisory and quickly understand the "who, what, where, when and why."

Remember to avoid technical jargon or abbreviations in your press advisory.

Sample Press Advisory

Note the advisory example to the left begins with a clear headline and subheading. The location (dateline) is included. The lede (first paragraph) states the most important information first.

This press advisory clearly states what is happening (a rally); where it is happening (outside Facebook's offices); when it is happening (Tues., Nov. 18); and why it is happening (to deliver a petition and demand the company respect the rights of its contractor's bus drivers to organize).

It does not take long for a producer/ editor/reporter to quickly determine if this is an event that he or she would want to cover.



NEWS FROM

Teamsters Local 853

2100 Merced Street, Suite B. San Leandro, Calif. 94577
Tel: (510) 895-8853 Fax: (510) 895-6853

For Media Planning
Nov. 17, 2014

Contact:
Rome Aloise (510) 895-8853
raloise@teamsters853.org

TEAMSTERS JOIN DRIVERS, COMMUNITY LEADERS AT RALLY FOR JUSTICE FOR FACEBOOK DRIVERS

(MENLO PARK, Calif.) – On Tues., Nov. 18, community, political, religious and Teamster leaders, and Facebook drivers, will rally outside of Facebook's offices in Menlo Park, Calif., to demand that Facebook respect the rights of its bus drivers to organize a union without interference.

Thousands of supporters have signed an online petition telling Facebook CEO Mark Zuckerberg that Facebook drivers deserve the freedom to form a union. Supporters will deliver this petition, calling on Facebook to stop condoning anti-worker, anti-union behavior by Loop Transportation, its transportation contractor. Under Facebook's purview, a team of anti-union consultants have come in to discourage the drivers from organizing.

The effort of Facebook drivers to organize a union has drawn attention from all over the world. Drivers are forced to work split shifts, often waiting six hours in between picking up and dropping off other Facebook employees—all unpaid. Organizing a union is the first step toward a living wage and respect for these drivers.

To view the petition, go to: http://act.credoaction.com/sign/facebook_bus_drivers.

WHO: Community, Elected, Faith and Union leaders

WHAT: Rally and delegation to turn in community petition to Mark Zuckerberg

WHEN: Tuesday, November 18, 2014
8:30 a.m.

WHERE: Facebook
1601 Willow Road.
Menlo Park, Calif.

VISUALS: Blown up version of petition to Mark Zuckerberg with nearly 5,000 signatures; rally signs and community members outside Facebook campus.

PRESS RELEASES

A press release is a written statement that announces an issue or event that is newsworthy. It is written in the third-person.

As opposed to a press release, a press *advisory* goes out in the days leading up to an event to notify reporters of the event so that they will report on it. During the event, a press *release* is issued to provide reporters and the public with more information on the event, including quotes.

Your press release could be about an organizing victory, a contract victory, a contract fight, a strike, protest or on any number of topics. Press releases can also proactively highlight what the union is doing to benefit the membership and the community.

Is your local union taking part in a 5K run to benefit breast cancer research? Is your Teamster truck transporting food to a local food bank during the holiday season? There are many ways to get the word out about the good things your local union leaders and members are doing, and a press release is just one of those methods.

Try to keep your press release short (preferably no longer than one page, or two, if necessary). Proofread your press release before sending it to the media. The IBT Communications Department can assist with press release distribution to the wires.

Elements of a Press Release:

Masthead: The masthead contains the logo, along with the name of the union, address and contact information.

Date: The date should be included at the top of the release.

Contact information: The name, phone number and/or email address of a spokesperson is featured on the press release so that reporters can follow up. Make sure you decide ahead of time who is the best person to speak to this topic and come to an agreement within your local. The spokesperson should be fully briefed, knowledgeable and articulate on the topic of the press release.

Compelling headline and subheading: A strong headline will attract the attention of reporters. The headline should be brief, easy to read and newsworthy.

Dateline: The location where the event took place is included.


Introductory paragraph (lede): The first paragraph of the press release is important. Reporters are busy and they will focus on the opening to determine whether they will read the rest of your press release. Keep the opening clear and concise. Get all of your important points in the first paragraph. Supporting information can be presented in subsequent paragraphs.

Subsequent paragraphs: Further explain the event or issue in the second, third, fourth and following paragraphs. Keep paragraphs short and readable.


Compelling Quotes: In addition to the facts, make sure to include quotes in your press release. Good quotes express opinions and thoughts. These statements help illustrate and provide context for the facts in your press release. Do not quote for the sake of quoting.

Boilerplate language: It is helpful to include a short paragraph at the bottom of your press release with information on your local union, such as how many members your local union has and in what types of industries. Also include links to any professional websites or social media sites that you have, such as Facebook or Twitter accounts for your local union.

Here are two sample press releases, one from the IBT and one from a Teamsters local union:



TEAMSTERS NEWS
International Brotherhood of Teamsters
25 Louisiana Avenue, NW • Washington, DC 20001 • www.teamster.org
202-624-6911 • fax: 202-624-6918



For Immediate Release
Sept. 5, 2014

Contact:
Galen Munroe (202) 624-6911
GMunroe@Teamster.org

US FOODS WORKERS IN CORONA, CALIFORNIA VOTE TO JOIN TEAMSTERS LOCAL 63

As Potential Sysco Acquisition of US Foods Looms, Workers at California Warehouse Vote for Teamster Representation

(CORONA, Calif.) - On Thursday, Sept. 4, US Foods warehouse workers in Corona, Calif. voted by more than a 2-1 margin to join Teamsters Local Union 63 in Covina, Calif. The workers are concerned about job security as Sysco attempts to acquire their employer.

While Sysco executives predict \$600 million in savings from cost synergies at the warehouse and distribution level, the proposed acquisition is creating anxiety among employees who fear consolidation will mean job losses.

Prior to the election, a majority of the 75 warehouse workers at US Foods' Corona facility voiced support for union representation by signing authorization cards, as Sysco, the nation's largest industrial food service provider, seeks to acquire US Foods, the second-largest. The \$3.5 billion transaction faces antitrust review by the Federal Trade Commission, and has drawn scrutiny from state attorneys general and customers concerned about the effects on competition.


"The workers in Corona, like the thousands of other workers across the United States, are tremendously concerned about this merger and this vote reflects that concern," said Randy Cammack, Teamsters Local 63 Secretary-Treasurer and International Vice President. "Workers are worried about their jobs and customers who rely on US Foods are also very concerned. We look forward to negotiating a strong contract that addresses the workers' concerns."

"I voted to become a Teamster to secure our jobs and to have a voice in the warehouse," said Roy Garcia, an eight-year employee.


The International Brotherhood of Teamsters was founded in 1903 and represents more than 1.4 million hardworking men and women in the United States, Canada and Puerto Rico. The IBT represents more than 11,600 members at Sysco and US Foods.

"Like" us on Facebook at <https://www.facebook.com/SyscoUSFworkers> for more information on the Sysco/US Foods campaign.

-30-



TEAMSTERS NEWS
International Brotherhood of Teamsters
25 Louisiana Avenue, NW • Washington, DC 20001 • www.teamster.org
202-624-6911 • fax: 202-624-6918



For Immediate Release
Nov. 25, 2014

NEWS FROM
Teamsters Local 264
35 Tyrol Drive, Cheektowaga, N.Y., 14227.
Phone: (716) 668-8007 Fax: (716) 668-8122

TEAMSTERS LEAD BUFFALO SNOW STORM RELIEF EFFORTS

Teamsters Local 264 Members Come to the Aid of Fellow Residents

(BUFFALO, N.Y.) – Teamsters from across the Buffalo, N.Y., area are taking action to provide relief and much needed services after a powerful storm that dumped seven feet of snow on western New York.

"Our members went above and beyond. They worked around the clock plowing roads; selecting and delivering bread, milk and other essential food products to local stores and supermarkets; delivering gas and diesel to service stations; and staffing the correctional facilities," said Brian Dickman, President of Teamsters Local 264 in Cheektowaga, N.Y. "Our thanks go out to all members of Teamsters Local 264, both in the public and private sector, who worked tirelessly to make a difference for the people in our community."

The historic storm over Buffalo, N.Y., last week claimed 13 lives, caused damage to many homes and businesses and left residents stranded for days. As temperatures now rise and the area braces for flooding, Teamsters Local 264 members are continuing to help their community get back to normal.

"Everyone is chipping in and doing their part to put the safety and well-being of others ahead of their own," said John Randolph, a nine-year veteran deputy sheriff with the Erie County Sheriff's Office and Vice President of Teamsters Local 264. "A lot of Teamsters worked triple shifts so they could help their fellow brothers and sisters get home to their families during the storm."

Teamsters Local 264 represents more than 4,300 workers from municipal snow plow drivers to correctional officers to food delivery drivers. Teamsters Local 264 members work at Tops Markets, US Foods, Tripfolds, Upstate Milk, Allied Frozen Foods, Stroehmann and Schwebel Bakeries, Crossett, UPS, Certo Brothers and Try-It Distributing, among other employers.

Founded in 1903, the Teamsters Union represents 1.4 million hardworking men and women throughout the United States, Canada and Puerto Rico. Visit www.teamster.org for more information. Follow us on Twitter @Teamsters and "like" us on Facebook at www.facebook.com/teamsters.

-30-

44 | TEAMSTERS COMMUNICATIONS MANUAL

PRESS CONFERENCES

Why Hold a Press Conference?

A press conference (also referred to as a news conference) is an organized event that is held to announce news to members of the press. Reporters are invited to attend the press conference to hear an announcement or information about a newsworthy topic.

In order to have a successful press conference, members of the press need to know that the event is taking place! A press advisory, prepared in advance of the press conference, is critical to letting news outlets know about the event. See page 42 to learn more about press advisories.

Press conferences can be held on a range of topics, including, successful negotiations that led to the end of a strike or the kickoff announcement for a major campaign. A brief press conference can also precede a rally, protest or community action that the union has organized.

What Are the Advantages of Press Conferences?

A press conference is a way for your message—the union perspective—to be delivered to a variety of news outlets simultaneously. If your conference includes comments from rank-and-file members, this allows reporters to hear from people directly affected by the situation. A press conference is also one way of building your local union’s relationship with the media.

What Preparation Should Be Done in Advance of a Press Conference?

A successful press conference incorporates the following components:

1. Message;
2. Speakers/Program of Speakers;
3. Date/Time;
4. Location;
5. Press Advisory; (see page 42)
6. Press Release; (see page 43)
7. Photos/video recording; (see pages 26 and 60)
8. Audio system;
9. Turnout; and
10. Other considerations specific to your event.

What Is Your Message?

Even if you have a valid reason to hold a press conference, before doing any of the planning, you must work to hammer out what the message is. In other words, what idea do you want to communicate?

Your message should be communicated succinctly—ideally in one sentence. For example, “The Teamsters are fighting back against XXX company’s plan to cut wages.” Or “The Teamsters have won a new contract with improved wages, benefits and safety standards at XXX company.” Or, “Teamster Members’ Bake Sale Raises Funds For Homeless Family.” A clear and compelling message will help attract media coverage to your issue.

Who Are Your Speakers?

The principal officer of the local union is usually the main speaker and serves as the “Master of Ceremonies” – in other words, the person who starts off the conference by welcoming everyone to the event and explaining the purpose of the event. The master of ceremonies ties it all together, providing the overarching issue and message. This person understands how the issue impacts Teamsters and the greater community.

Members of the unit affected by the news can be great additions to a press conference. Having members speak directly about the situation adds validity to the issue by giving the issue a face and a voice.



Community supporters such as elected officials could also be asked to speak at the press conference. They could make statements in support of the workers. This is called third-party validation—and may help the news about the press conference be carried by a news source that wouldn't have regularly reported on union news. Think about who your allies are—a local politician, local clergy, an environmental group and/or a safety advocacy organization? Would you want them to speak in support of your issue or members?

It is generally better for speakers to speak—not read—from notes. Speakers should think about what they want to say ahead of time. It always helps to have notes/talking points (typed in large font) prepared ahead of time, to refer to if needed.

What Are the Logistics?

First, you will want to decide on the date and time of the event. When are you most likely to gain press coverage in your area? Most reporters will want to come to a morning or early afternoon event. However, news coverage will depend on the news cycle, so there is never a guarantee of coverage. You increase the chances you will gain media coverage by having a clear message of interest to the community and by letting press know about the event ahead of time.

You may consider putting together a “press packet” that includes a fact sheet about the issue and a press release about the event. This can be handed to reporters as they arrive.

You will need to choose a space where the press conference can be held, ideally a convenient and accessible location.

Indoors or Outdoors?

If the weather is good, consider holding it at the rally site, or in front of the local union hall. This way, there is a built-in backdrop for the photographs or video.

If the weather is inclement, holding the press conference inside the union hall is another option. If you have produced signs or banners for the rally or strike, ask members to hold these in back of the main speaker.

Branding your event

Depending on the formality of the event, you may want to use a podium or stand of some type for the main speaker. This way, microphones from the media can be attached to the stand/podium, and the speaker can place their notes on it.

If there is an existing rally sign for the event, be sure to post one of them on the podium. At the very least, print out a large copy of the Teamster union logo and post it on the podium. These can be used, too, if you are at a hotel property that supplies a podium. Often their podium has their name on it and having the Teamster logo on the podium is a better identifier for photos than “Hilton.”

Loud and Clear

As far as an audio system, you may not need one if the room you are using is small or the expected crowd is small. If it's an outdoor event, you may consider renting a small audio system with a wired microphone and two speakers. This will help distribute the sound to a larger area.

Wherever you hold the press conference, try to have electrical outlets handy that the press/media can plug their equipment, phones and laptops into.

Final Thoughts

The most important thing, as always, is knowing your message. Once you can identify what you want to say, you can identify how you want to spread that message. This may take on the form of a press conference, or it may not. If you do decide to hold a press conference, the basics described in this section will serve as a general beginner's guideline. If you have questions or need assistance, contact the IBT Communications Department.

When Speaking with Reporters:

- Stay on message;
- Be clear and concise;
- Television reporters look for powerful sound bites (10-20 second statements);
- Use the opportunity to give the reporter information from the workers' and union's perspective;
- Know your facts and numbers (e.g., how many workers are affected; how long the unit has been Teamsters; etc.);
- Recognize that reporters work on deadline;
- Learn about the reporter—what types of articles have they put out in the past? How have they covered union issues?;
- Develop a relationship where the reporter can count on you to provide factual information. This will go a long way toward establishing a fair and balanced perspective on working family issues;
- Feel free to share the good work your local union performs in the community—for instance, Teamsters assisting with disaster relief efforts;
- Make sure your local is not “third-partied.” The local union is made up of the membership and the focus should be on the people who make up the union;
- Do not lose an opportunity to make sure that your local's side of the story is told;
- You don't always have to provide comment, but keep in mind, if you're reacting, you're already losing. Try to get your side of the story out first;
- Do not be afraid of the media! They want good stories and good voices;
- If a reporter puts out an article that misquotes you, or publishes inaccurate information, you may want to contact the reporter to make certain they have the facts;
- If you need any assistance with talking to reporters, please contact the IBT Communications Department at **202-624-6911**.



LETTERS TO THE EDITOR/OP-EDS

What is the Difference Between a Letter to the Editor and an Op-Ed?

Opinion editorials, or 'op-eds,' are proactive submissions to media outlets, like newspapers and online publications that allow you to deliver your message in a long-form essay format. They are written in your own voice and are used to proactively place your message in a publication to sway public opinion on your issue. While guidelines differ from one publication to the next, most op-eds are limited to 600-800 words.

Letters to the editor are traditionally a reactive submission to news that has been reported by the media outlet. Letters to the editor can promote debate on an issue between readers and help keep a story in the news cycle long beyond the initial coverage. Standard limitations on length of letters to the editors run anywhere from 150-200 words.

Who Should Write This?

Every situation is different from the next, and you should strategically choose who you will attribute an op-ed or letter to the editor to accordingly. An op-ed or letter to the editor can be equally effective from a rank-and-file worker as from a union official. However, in some situations, an op-ed or letter to the editor is more effective when attributed to one or the other.

Is the issue more about on-the-job issues like safety or management intimidation? If so, a piece from a worker would help humanize the issue with readers.

Is a company taking a hard line in negotiations despite enjoying record profits? A union official would likely be the better choice to communicate these issues.

Whomever you choose, perhaps the most important part of drafting an op-ed or letter to the editor is ensuring the message is clearly delivered and the piece is well-written.

How Do I Pitch This to a Local Publication?

Most publications accept submissions electronically either by email or through the website. Instructions and guidelines can usually be found in the editorial section on their websites.

Please note, there will likely be a day or two for review by the media outlet before you receive word about whether or not your op-ed or letter to the editor will be published.

A sample op-ed is shown on page 51.

Taxi Drivers Join Teamsters To Unite For Fairness | By Jesse Black

A growing number of D.C. taxi drivers like me have had enough of being ignored by the District government. We want to be able to share our views on how we can better serve our customers while still protecting our ability to earn a living. So that's why we've formed the Washington, D.C. Taxi Operators Association.

Working with Teamsters Local 922, we are joining together to speak out with one loud voice. At our official organizing meeting Oct. 29, more than a thousand drivers took time out of our day to pack a union hall and proclaim together that we want to unite and fight back against the D.C. Taxi Cab Commission, which has limited our participation in its rulemaking process. We cheered when Local 922 President Ferline Buie told us the Teamsters would demand respect for us. We just want a bigger role in discussing changes that affect our livelihoods.

We aren't against putting fair rules in place. But we strongly believe we should be included more in the process to craft regulations that affect us and our passengers. As it stands, the taxi commission hands down standards with little regard to those it affects.

For example, we had no say on credit card machine vendors that we could use and it is costing us. First, these service providers are taking a larger portion of our pay than some services available to the general public. They are also taking an extremely long time to get our money. Add to that the monthly service fee, and these numerous charges are really cutting into our take-home pay.

To compound the problem, this week one of the eight payment service providers selected by the commission backed out of three agreements with taxi companies to install new credit card machines. The company's inability to fulfill its contractual obligations left more than 900 of my fellow drivers without the ability to process credit cards in their taxis.

Also outrageous is the demand that we replace the dome light that appears on top of every taxi. The commission pushed for the changes because it makes the driver's ID number visible to the public so they can be reported if needed. However, the commission took away a key function of the light, which notified the public that they should call 911 because a crime is in process. As a result, we are paying upwards of \$500 for less safety.

But that's not all. A requirement that all taxis must be the same color is taking a big bite out of our bottom line, costing us up to \$1,100. Meanwhile, car services like Uber are a growing presence in the nation's capital and their operators are allowed to set their own rates and not follow any of these regulations that taxi drivers must. How is that fair to us?

I've been a taxi driver in this city for almost 40 years. For most of that time I was able to support my wife and four children comfortably on the salary I made, but no more. Drivers are being nicked-and-dimed by the taxi commission, and it is forcing us to work longer hours to scrape by. Some are just giving up. The typical driver like me earns about \$25,000 to \$30,000 a year after expenses, so all these costly regulations hurt us and our families. Drivers also typically work seven days a week and as much as 16 hours a day.

What we are asking for is not unreasonable. This is about equality and respect. We are not getting rich and don't expect to. But we need to be consulted more. The result will be better working conditions for cabbies and a better customer experience for passengers. That's something we can all agree on.

RADIO

The use of radio broadcasting provides local unions and workers the opportunity to spread the union message, educate and mobilize. Like the other methods of communication provided in this manual, it is up to you and your local union, with the resources that you have, to determine the best ways to communicate with your membership and the general public. A radio show is a time commitment for everyone involved from recording the show to editing/having it edited and working with the station.

If you think radio might be a good avenue for your local union, here is some basic information on how you can get started.

Before you begin broadcasting, identify your radio goals by answering the following questions:

- **Who do you want to reach -- your membership, the general public?** This will help to determine factors like air time. For instance, Monday morning air time will draw more listeners than Sunday evening. Think about what you have to say and what goals you want to accomplish with your program. Why is radio as a medium important for reaching those goals?
- **Who will voice the show?** Establish who will host, who will be regular guests and what you will cover. Acknowledge that a radio show is a time commitment for everyone involved, especially the on-air talent. Radio is meant to be a discussion, and therefore, should be participatory.
- **What topics will be covered?** Invite feedback from staff and members alike to come up with programming that is both timely and informative.
- **How will you broadcast?** Finding a station to broadcast on may be easier for those who live in metropolitan areas where there is more radio programming geared toward labor issues. But that might not always be the case. Know your media market and do your research to find the best home for your show. Also, work on a budget to make sure that putting together a regular broadcast is within your financial objectives.

Tips for Radio Content

Radio may include a wide variety of content and formats.

Interviews and call-ins are particularly unique to radio and should be applied to further discussion on certain topics.

Labor radio programs frequently address significant economic issues, focusing on topics impacting working people, such as wages, health care, retirement and working conditions. Other critical labor issues, such as the fight against right-to-work legislation and the war on workers, are also important topics. Your programming should cover timely issues as well as highlight positive news in the Teamster community. Don't be afraid to cover untraditional member stories and labor topics. The more interesting your content, the more listeners you will have for your program!

Do's and Don'ts of Radio

DO'S

DO be sure to get on **SoundCloud.com**;

DO engage with the members and find out what they want to hear;

DO use preexisting radio outlets already available in your area, especially those covering labor issues. They'll be happy to accommodate your local;

DO give your show or segment a name and find music to open and close your program; and

DO remember that a radio show is a consistent time commitment that requires the dedication and participation of everyone involved.

DON'TS

DON'T assume everything can be edited out. Encourage all parties involved to think ahead of time about what they want to say;

DON'T be afraid to re-air. If a show has content that is still timely, use it again to send to the station.



Benefits of Radio

- Radio helps inform your members, as well as the general public, on labor issues facing workers in your area;
- Radio provides for more in-depth coverage of current events and topics and can sometimes provide for more extensive coverage than print or television;
- Radio fosters member participation and community-building within the labor movement among union supporters; and
- It allows for more union and worker voices on the air in order to educate and mobilize.
- If your radio broadcast is featured online, you can forward that link to your members via email, your local union's Facebook page or any other method of communication your members prefer.

PODCASTING

Another option for broadcasting is podcasting

A podcast is essentially a radio show that you can get on the internet, so you can listen any time you want. You have two options: you can listen to a podcast through a website, which is called streaming. Or, you can download a podcast, which means you're saving it on your mobile phone, tablet or computer, and can listen to it anytime, even without an internet connection.

Podcasting can be done anywhere. Apart from a computer, you will need a microphone, headphones and recording software. Podcasts can be done by yourself with an audio editor and your own website, or through use of a third-party like Soundcloud to create and host it.



Six B's For Broadcasters

- Be Clear
- Be Timely
- Be Interesting
- Be Informative
- Be Entertaining
- Be Participatory

Benefits of Podcasting

- It can be accessed on-demand;
- It is relatively inexpensive and convenient to produce;
- It isn't limited by advertising or time constraints like traditional broadcasts.

The IBT puts out a successful podcast every week, attracting thousands of listeners. The podcast features timely issues of interest to Teamster members. The podcast is available for listening on **www.Teamster.org**. Local unions are welcome to post the link to this podcast on their local union websites.

WEBSITES

Websites are a simple way to make information about your local union, the Teamsters and unionism readily available to both your members and the general public. It is expected by most of the public that almost any entity will have a website, and the lack of a site is often considered a sign of lack of organization, strength or relevance.

Local websites can be very simple, requiring minimal effort to maintain, or they can be very involved, with regularly updated sections pertaining to current events or campaigns. The more complex the site, the greater the need for a staff member dedicated to maintaining the site so that its content does not go stale.

A website is no longer the only way, and in many cases the best way, of reaching viewers. In order to reach as broad an audience as possible for a wide variety of needs or purposes, a website should be used as one of several online tools. There are situations where using a Facebook page or a Twitter account would be a better choice for disseminating information or encouraging people to act.

When an affiliate uses all of these tools together, taking advantage of the ability to direct viewers and users from one platform to another, you can reach the most people on a platform that best fits your goals and the needs of your target audience.

What Content Should Be On the Site?

There is no standard answer to this question. The type of content included should really be determined as much by what resources are available to maintain the site, as opposed to what people feel should be included. It is always better to have a smaller site that is kept up to date than to have a robust site that serves multiple functions with many sections and pages, but routinely is out of date. Sites that feature a story about an upcoming event that happened months ago will instill the same negative attitudes as not having a website at all.

That being said, there are a few elements that should be on every Teamster website:

- **The name of the affiliate** – The top of the page, or the “banner,” should clearly state the name of the affiliate, such as “Teamsters Local XXX.”
- **The industries or companies the local represents** – Some locals only handle members from one company, while others cover a wide variety of businesses and industries. Providing this information can be as simple as a sentence that lists the industries and companies where the local union has members.
- **The geographic coverage** – What area, cities, counties or states does the local union represent?
- **Contact Information** – At the very least the address, phone number and email address should be readily available so that members or the press can reach you.

- **Current officers and top staff** – Viewers of the website should be able to determine who it is they should contact if they need help or answers.
- **The Teamster logo** – Promoting the logo helps people visually identify the Teamsters.
- **Links to Facebook, Twitter and other social media** – If your affiliate has a Facebook, Twitter, Instagram or other social media website, there should be a link that encourages viewers to visit these alternative methods of communication.

Many local union websites provide a wide variety of other content. This requires that the content be updated on a regular basis. The following list provides options and sources for content, and mentions the advantages and disadvantages for each.

- **Collecting Membership Information** – Keeping membership data up to date is very difficult, but providing a place on the website for members to update their address is easy to do. Also, if the local union is gathering email addresses and cell phone numbers for texting, a form can be created to collect that info, as well. These added methods of communicating with the members can be pivotal for contract campaigns, political action or reminders about affiliate events. Be aware that if you are collecting cell phones to send texts it is critical that no texts are sent to members that have not voluntarily provided those numbers specifically for receiving texts. Huge fines can be levied by the FCC if this rule is not followed. See the chapter on text messaging for more information on how to properly gather cell phone numbers for texting.
- **Message from the Principal Officer** – This can be a timeless message that would rarely if ever need to be updated, such as the need to organize, the importance of solidarity or a promise of strong representation. It could also be something that is regularly updated to deal with current events.
- **Affiliate News** – Larger affiliates often are involved in events that are newsworthy, and find their issues and campaigns in the news. If this is the case, and there is staff available to find these sources and link them to the website, an “In the News” section could be a featured item on the website. Be aware, however, that if news items pop up infrequently, this could make your site seem dated.
- **Calendar of Events** – Many website-building companies offer a calendar tool that allows you to highlight coming events, such as membership meetings, picnics or bargaining sessions. Again, this is something that would be better left off the site if there would be months with nothing on the calendar, making it appear at a quick glance as if the local union is doing nothing.
- **Photo Gallery** – Showing the faces of the members is a great way to drive home the notion that unions are about the members. Photo galleries are a feature provided by almost all website builders, and can often be broken down into different galleries to feature different events, members on the job, etc.
- **Links to Partner Organizations** – This could be a list of other labor organizations or of businesses that support the local’s members with special offers or discounts.

- **About the Teamsters** – Pages can be created to provide information on a variety of topics that will explain what unionism is about and the benefits of unionism. This type of content can be used by anyone to help dispel rumors typically thrown around by anti-union people and organizations. Some typical topics include:
 - **History of the Affiliate and/or the Union;**
 - **How to Become a Member**, including contact info or links to forms and instructions;
 - **Advantages of Union Membership** (can be a link to teamster.org);
 - **Information on Dues;**
 - **Member Benefits**, such as scholarship opportunities, or benefit packages such as Teamster Privilege. These can be links to Teamster.org;
 - **Member Rights**, such as FMLA or Weingarten Rights can be listed and explained. These can also be links to Teamster.org; and
 - **Charity Work.** If the affiliate is regularly involved in any type of charity, does volunteer work or sponsors local groups, events or teams, it should be noted on the site. This is great public relations, and can increase membership involvement.

Many website-building services also provide a shopping feature, so if your affiliate sells merchandise, such as T-Shirts, hats, watches, or other items, you can often create a web store that is integrated into your site, allowing you to sell merchandise directly from the site. Please realize that this usually involves creating separate bank accounts, and makes you responsible for timely packing and shipping of items. If your local union has an agreement with a vendor that sells your merchandise from their own website, you can easily provide a link on your site directly to the pertinent section of your vendor's site.

How to Build a Website

We are fortunately long past the days of getting the child of a friend to build our websites. There are many website-building companies online that provide templates and automatic features, making it relatively simple to build a site that is easy to maintain.

The companies will host your site, meaning they will store and back up your information on their computer servers. Most will allow you to purchase your domain name, or web address, through them, making them a one-stop shop for creating your website.

The best companies provide tools very similar to those available in Microsoft Word for building and editing your content. This is an effort to make editing the site less daunting and to cut down on training necessary to use the tools. The best companies provide online tutorials for using their tools, and many also provide quality customer support. Some companies, for an additional fee, will also help with design of the banner and other graphic elements of your site.

A very important feature that you want for your new website is “**responsive design**.” This means that the layout of your site will change to accommodate the size of the device being used to view the site. Different providers use different terms to describe this feature, such as “Automatic Mobile Websites” or “Mobile Site.” In a world where almost half of web viewing is done on cell phones and tablets, it is critical that your website be easy to read and navigate on these smaller devices. Most sites currently on the web are not responsive, but that will be changing in the next few years. So avoid having to re-design down the road by taking this step now.

Suggested Providers – For several years the IBT has been suggesting affiliates use Unions America as a website-building company. Unions America employees are Teamsters and the company provides a dramatic discount for setting up and maintaining sites for Teamster affiliates. At this point there are over 100 Teamster Local and Joint Council websites hosted by Unions America.

Unions America offers “Teamster Active,” which provides several Teamster header template designs to choose from or they can help design a unique look for your affiliate. More on their features and pricing can be found at <http://teamster.org/content/create-your-own-local-union-web-site>.

Unions America offers features to Teamster affiliates that cannot be found from other providers:

- **Teamsters Newswire** – an automatically updated news section with the latest stories from Teamster.org. Most of these links will take the viewer to pages on www.Teamster.org; some links would go directly to websites for newspapers and other news sources.
- **Latest Campaigns** – a scrolling graphic showing the featured campaigns and initiatives featured in the Action Center on the main page of Teamster.org. These would link to the page within Teamster.org for each specific campaign.
- **Labor Headlines** – An automatic news feed of articles from around the country and the world related to the labor movement.


Examples of good Unions America sites are shown on page 59.

There are very many other options for building websites. Large companies like Godaddy.com, Squarespace.com and Weebly.com all offer sophisticated responsive design templates and a wide variety of tools. They all offer good customer service and good pricing.

Conclusion

The biggest advantage of building a website is that you don’t need to build a huge, perfect site right away. The best approach is to build a modest site that you or your staff has time to maintain and that highlights the information you need to convey to your audience. You can then expand as your comfort level increases and your needs change. Do not get too caught up in making it perfect; material published on the web using a good website builder can easily and quickly be corrected.

Search



TEAMSTERS LOCAL 79

PROTECTING SOUTHWEST FLORIDA'S WORKING CLASS SINCE 1936

August 10, 2015

- Home
- Local 79
- Upcoming Events
- Joint Council 75
- Advertise With Us!
- Scholarship Programs
- Merchandise for Sale
- Contests
- Photo Gallery
- Contact Us
- Member Resources

Translate this page
Spanish

Welcome to Teamsters Local 79 Website


NEWS BOARD

BECOME A UNION ACTIVIST!

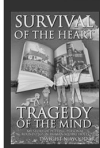
We are looking for members who would like to become a Union Activist as an Organizer, Political Committee or a Member on our "Teamsters Local 79 Scholarship Fund Committee".

[Click here to fill out the Union Activist Form.](#)

CONGRATULATIONS TO TEAMSTERS LOCAL 79 2015 SCHOLARSHIP RECIPIENTS!



Click here to order



Click here to Order Survival of the Heart. A portion of the proceeds will go to the Local 79 Scholarship Fund.

Author will make a donation to Local 79's Scholarship Fund for every book purchased.



TEAMSTERS LOCAL 355

Proudly representing members in Maryland, Delaware, and Virginia since 1933

August 10, 2015

Today in Labor History

Aug. 10, 1939: President Roosevelt signs amendments to the 1935 Social Security Act, broadening the program to include dependents and survivors' benefits.

General Membership Meetings:

Members attending the May meetings voted to suspend the meetings through the summer. Our next meeting will be held Sept. 13, 2015 - Baltimore
Sept. 13, 2015 - Salisbury

Member Login

Username:
Password:

Local and National Union News

Toyota is turning its back on Teamsters

Aug. 5, 2015 | Teamster carhaulers are involved in a battle for their livelihoods with Toyota, which is trying to destroy good-paying union jobs. Toyota, which has been making record profits recently, is trying to make greater profits off the backs of hardworking Teamsters by contracting with lower-cost, less experienced carhaulers. The Teamsters went through a similar fight five years ago, and thanks to the efforts of carhaulers across the country, the union beat back Toyota last time around... The Teamsters are fighting again. [Click here to learn what you can do to help your brothers and sisters.](#)



We need you to tell UPS to sever ties with ALEC

Aug. 4, 2015 | Call **(855) 974-4180** to have your voice heard by UPS's top executives, and let them know you want UPS to sever its relationship with ALEC. ALEC is bad for UPS and it hurts hardworking Teamsters like you who make UPS successful. How? ALEC's promotion of misclassification legislation at the state-level could put your UPS job in jeopardy by putting UPS's business model at a disadvantage against FedEx and the regional delivery Why would UPS be involved with an organization that hurts its own workforce. **Call now!**



VIDEOS AND YOUTUBE

What Types of Videos Can My Local Union Put Together?

There are many different types of videos your local can produce, depending on your needs and the resources you have available. These range from staged interviews to rally footage that can be posted to YouTube/Facebook instantly.

How Can My Local Union Record Video, Simply and Affordably?

Due to the recent advances in digital technology there are many ways to create your own videos inexpensively. Currently there are many affordable video cameras, DSLR cameras and cell phones that can produce decent quality video. With some of the latest cell phones you can actually post short videos directly to YouTube/Facebook.

There are also a number of free apps that will take the footage from your smart phone and create short montages and clips. This is just another option for creating short videos on the fly.

What Should I Know Before Recording?

It's important that the video grab the viewer's attention quickly so that they will continue watching. Make your video short, no more than 1 to 2 minutes, depending on the content.

The best videos feature a human connection, a compelling story and interesting speakers. Think about the story you want to put out to the world before rolling the camera. Who is your audience? What is your topic/subject? What is your message? What is the best way to convey that message?

When shooting, keep in mind that video is a visual medium. Do you have proper lighting? Are you holding the camera steady? Is the audio clear? When a person is speaking in front of the camera, make sure the background is free of distractions.

If you are more advanced in skill set, what can you do to make the video more interesting? Perhaps you could add music or graphics.

It is a good idea to "storyboard" or plan out your video before recording. This will cut down on the number of edits that need to be made and will make for a more powerful message.

Once you've recorded and edited, you can post your video to www.YouTube.com.

How Can My Local Union Set Up a YouTube Channel?

Setting up a YouTube account for your local is very easy and only takes a couple of minutes.

Here are the steps:

1. Navigate to www.YouTube.com. Click the blue *'Sign in'* button in the upper right hand corner of the page.
2. You will see a dialog box containing a field to enter your email and password. Below it in blue is a button labeled *'Create an account.'*
3. Fill out all the info, check the box *'Agree to the terms of service'* and click *'Next step'* at the lower right of the dialog box.
4. You then add a photo if you want or just click *'Next step'*. You will then be routed to a welcome page that will have the email address that you just entered and another blue button labeled *'Back to YouTube.'*
5. When you get back to the YouTube page you will be ready to upload videos by clicking the Upload button in the upper right hand corner.

The IBT has an official YouTube account, "TeamsterPower." Check out this YouTube page and feel free to re-post and share videos from this page.

What is the Benefit of Posting on YouTube?

By posting a video to YouTube you can reach more workers, members and the general public. Also, videos on YouTube are searchable.



TEXT MESSAGES

Texting has become one of the most effective ways to quickly get a message to a list of people. Most cell phone users have adapted to texting, and will usually look at texts as they arrive. Open rates are as high as 95 percent on average, compared to an average of 20 percent on email. One of the main reasons that email has a lower percentage open rate is that email is easy to put off until a more convenient time.

Officially called SMS, or Short Message Service, texting is a great tool for alerting members to a recent development, news story or imminent action.

A text can be set up in a matter of minutes and sent out right away. Texts can be sent to a group alerting them that a last-minute rally will be taking place at a specific location and time, and then provide a link that will allow them to view a map or a web page about the event.

A text could also go out alerting people that an important event has occurred, and then provide a link to a news story.

If used in conjunction with a federal, state or single action calling tool, texts can be sent to users with a click-to-call number, transferring users to a calling system that briefly informs the user of the call purpose and then automatically connects them to the target. This type of action is most useful for legislative issues important to membership.

The Journey of Building a Texting Program

It takes time and resources, both human and financial, to build an effective texting list. This is one of the main reasons that this tool is not constantly in use. There are two things that you must have before you can send someone a text: their cell phone number and their permission to text them. The permission is the biggest hurdle. The Federal Communications Commission (FCC) requires that permission is needed before a group can send a text to an individual. Permission can be granted in the following ways:

- A form can be filled out by the person, providing their name and cell phone number. The person checks a box stating that they are willing to receive text messages from the group. This can effectively be done at rallies, membership meetings, picnics, etc., and is best done by handing someone a form with a pen and waiting for them to fill it out and return it to you. This information will have to be entered into the texting system by hand and the permission cards should be filed as proof if there is a dispute.
- A form can be created and posted on a website that will allow individuals to provide the necessary information and permission.
- A person can be instructed to send a specific text to a text message system. This generates a reply text from the system asking for confirmation or additional information. By responding to this, the person has given permission. For example, Teamster members employed at First Student are encouraged to text "FIRST" to 86466. This immediately prompts a reply asking for the local number, and also provides instructions for getting help or to quit receiving messages.

IMPORTANT NOTE: If mass texts are sent without the recipients' permission, incredibly expensive fines can be levied by the FCC. Organizations have been fined millions of dollars for this offense. Regardless of what method is used to solicit a cell phone number, the FCC also requires that a note be included stating that "standard message and data rates from your carrier may apply."

Obviously no one method is going to quickly bring in a long list of cell phone numbers, so it is best to use them all, and be patient and persistent in your efforts to build the list.

Here are some sample materials that have people sign up for texts:

JOIN OUR FIGHT

First and Last Name

Cell Phone Number

Email Address

Zip Code

SUBMIT ➔

Mobile alerts from International Brotherhood of Teamsters. Periodic messages. Msg & data rates may apply. Text STOP to 86466 to stop receiving messages. Text HELP to 86466 for more information. Terms & Conditions

DON'T MISS THE BUS!

Join the Teamsters Network

Stay up to date on all the latest news and information. Be the first to hear about issues impacting you and your fellow Teamster school bus drivers, monitors and mechanics nationwide.

 **Drive Up Standards**
school bus drivers, monitors and mechanics nationwide

SIGN UP FOR TEXT MESSAGES!

Text **FIRST** to **86466** for First Student Text **COOK** to **86466** for Cook-Illinois
Text **DURHAM** to **86466** for Durham Text **ILC** to **86466** for Illinois Central
Text **BUS** to **86466** if you work for another school bus company


Follow the quick and easy prompts and you'll be immediately connected to the Teamsters network!
Standard message and data rates from your carrier may apply.
Fill out the opposite side of this card to sign up for email alerts from the Teamsters and to let us know who you are!

We Want to Hear From You!

Workers at FedEx Freight across the country are standing up for themselves and speaking out on issues of concern. Many have been working hard to form a union with the Teamsters, and momentum is growing.

As freight drivers and dockworkers, we are in a fight for our future together. We want to hear what you think. Please fill out the attached card and give it to the Teamsters Union representative.

For more information, visit your **Facebook page**, "Bring the Teamsters to FedEx Freight" or the Teamsters website, www.teamster.org



We Want to Hear From You!

If you could change one thing at work, what would it be?

As more and more FedEx Freight workers form an alliance, it is important for us to be united and informed as the campaign moves forward. That means getting updates about our brothers' and sisters' campaigns across the United States. To receive news and updates and be part of a growing movement for change, please fill out the following information:

NAME _____

MAILING ADDRESS _____

HOME TELEPHONE NUMBER _____

EMAIL ADDRESS _____

CELL NUMBER* _____

YES, I want to receive text messages from the Teamsters Union on my cell phone

Who Signs Up

Unless it is a small group, it will be practically impossible to get even a significant majority to sign up for texts. The reason texting can still be very effective is that the people who do sign up are typically active in their union environment and will often act as broadcasters of any message they receive. And again, they will hopefully encourage others to join the texting group.

The Anatomy of Texting: Sign-Up

There are two parts of texting: Sign-up and messaging. The following is a typical sign-up line:

- “Text ‘FIRST’ to 86466 to join the First Student Network”
- There are two important elements here: The keyword and the short code. In this case the short code is 86466. This is basically a brief phone number to the appropriate text system. This short code is owned by the IBT. (If you type in “UNION” on your keypad the number is 86466.)
- The keyword here is FIRST. The keyword directs the information for the new member to the proper list. It is not necessary to own your own short code; most texting providers use their own short code for their clients. It is good practice to find out what other companies or organizations might also be using the same short code. You do not want your affiliate to be recognized for using the same short code as an entity with opposing or embarrassing political or social views.

The Anatomy of Texting: Messaging

The actual message sent seems fairly simple until you try to send a message and run into the character limit. Text messages must be limited to 160 characters, which include punctuation and spacing. This takes some practice. The easiest way to determine the length of your message is to type it in Microsoft Word. In more recent versions of Word there is a small box in the bottom left corner of the window that says “Words: 1,068.” This means there are 1,068 words in that document. If you click on this box a small box will pop up that provides additional information about the document, including the character count with spaces. Once you get under the limit you can simply copy and paste.

The response from the texting service when you text “FIRST” to 86466 is a good example of length:

“Thanks for joining IBT-First Student Mobile! REPLY with your LOCAL NUMBER to get the latest news. Text HELP for help, Stop to quit. Msg&Data rates may apply.”

This is 157 characters.

Bit.ly: The Solution to Long Addresses

Many times you will want to include a link to something on the web, which will no doubt have an extremely long web address. For example, this is the URL (Uniform Resource Locator), or web address, to a news article on the New York Daily News site:

<http://www.nydailynews.com/new-york/bronx/bronx-produce-workers-threaten-strike-5-raise-bid-article-1.2077483>

This is 109 characters, which leaves you very little space to explain your purpose. The solution to this problem is a URL shortener and Bit.ly is the industry standard. Simply go to:

<https://bitly.com/shorten/>

Copy the URL of your target web page and paste it into the window on the Bit.ly page. The ridiculously long URL will instantly be shortened into a much shorter URL that you can copy and then paste into your text message. When the above 109 character URL was dropped into Bit.ly the abbreviated URL was a much more manageable 22 characters:

<http://nydn.us/1CcEZ6z>

Choosing a Provider

There are many web-based texting companies available online. To shop around, simply do an internet search for “Short message service providers.” Many services offer low rates for small numbers of text messages, which might be a good way to start. Since you might decide to switch providers due to an expanding list, better rates or better service, it is important to make sure that you will be able to collect your data from the on-line system you will be using with any of these companies so that you can transfer to another company if needed.

The IBT uses Revolution Messaging, a Washington, D.C.-based communications company, as its text messaging provider. Revolution Messaging provides a package deal to IBT affiliates that for a monthly fee allows for 10,000 texts to be sent a month. It also allows IBT affiliates to use the IBT’s 86466 short code, and allows you to create three unique key words.

Any of these companies will provide you with an online interface to use their system, which will allow you to set up your text, select your target list if you have more than one, and send. Many will give you the option to schedule a text so that you can set it up to launch at another time.

Conclusion

It’s all about collecting phone numbers and permission. Getting materials to your stewards and business agents to collect phone numbers is critical. This can be a form or even a business card with the info to join through texting or online. Gathering phone numbers will help to quickly grow your ability to reach your members using the quickest, and at this point most effective, way possible.

EMAIL BLASTS

Email blasts, also referred to as e-blasts, are an effective tool for reaching your members quickly with an urgent message, call to action or other such information. It's also a great vehicle for distributing information you might otherwise circulate offline, such as newsletters and leaflets. If your local union has not used email blasts before, consider the makeup of your membership and how your members communicate. In an increasingly digital world, your local could benefit from using online communications such as email on a more formal and regular basis.

What Is It?

An email blast is an email message sent to a mailing list or large group of people (i.e., subscribers). Email blasts often contain links to other content online and may include stationery, such as a banner image at the top.

Benefits of Blasting Email

- **Reach a Wide Audience** – Email blasts allow you to get your message out to a large number of members on short notice. You can email thousands of people with one message, depending on the mailing lists you have built.
- **Communicate Rapidly** – As opposed to snail mail or even a hand-billing of a flier, an e-blast can be written and sent out in a matter of minutes from the time you decide to send out a message. This can help generate a rapid response from members to turn out for an emergency rally, collect petition signatures or call on lawmakers to support a piece of legislation.
- **Target Specific Groups** – You can target specific groups within your local. For example, instead of sending an email to all your members with the latest newsletter, you may want to send an update on negotiations to members at a specific employer. You can divide your lists according to various criteria and create standing email lists for different subgroups within your local.
- **Link to Other Content** – Even a short email message can be a portal to limitless information online. By including links in your message, you can direct recipients to pages on your website with more detailed information, such as a copy of a tentative agreement.
- **Drive Traffic to Your Local Online** – By including links in your e-blasts to your local unions' website, Facebook page and other social media, you can draw more members to your local online.

Best Practices

- Your subject line is one of the most important parts of your email blast. It's the first thing readers will see and it's often the key determinant for whether or not they will actually open and read your message. Keep it short (50 characters or less). A punchy, provocative subject will help get people to open the message, but that's not always appropriate, especially if you're emailing a group an update on negotiations.
- If your email blast contains an "ask" (i.e., sign the petition, check out the flier, email your senator, etc.) which links to another page, don't bury it in the body of your message. It's a good idea to keep the important link of your message close enough to the top of the message so recipients don't have to scroll down to find it.
- If possible, including stationery like an email banner image will make your emails look more professional and interesting. Email marketing services generally allow you to upload a banner such as the one pictured here, which you will have to design separately.



- As always, shorter is better. Your members are less likely to read long emails. On the one hand, keeping the emails to about 500 words or less with a link to other content is a good rule of thumb. But if your members are less likely to click through the link, you may be challenged to include all information in the email message and keep it to 750 words or less.
- Finally, don't flood your members' inboxes with email. The more you do, the more likely they won't read any of your emails or they will unsubscribe. If someone receives more than one group email blast per day from you on a regular basis, then you're probably emailing too much. The exception to this rule may be during an intense period, like when a critical bill is moving through your state legislature or you're in the final hours of critical negotiations and need to keep members updated.

How It's Done

Compile Lists – The first step to using e-blasts is building and organizing your list of email contacts. Email marketing programs and software allow you to add emails and manage lists according to various criteria.

(continues on page 70)

When collecting members' email addresses, make sure you're also getting information on where they work and other important information so you can divide emails into separate lists for targeted email blasts. Circulate sign-up sheets and use online forms to gather members' email information and grow your list of emails.

Compose and Send – There are many different services that allow you to send e-blasts. Unfortunately, none of them are totally free. If you have a Unions America website for your local, you may already have the ability to send email blasts (available in Standard and Advanced Packages).

Whatever email service you choose, it's a good idea to include an "Unsubscribe" function at the bottom of emails. Most services will have this function included automatically.

What to Send


The beauty of email blasts is that they can be tailored to almost any content and message that you want to get out to your members. Leaflets; meeting notices; newsletters; picketing and rally info; negotiations updates; organizing victory announcements; petitions; asks for members to call their legislators; a message from your local's president – all of these can be disseminated via e-blast.

Entering regular text into the body of your email is easy enough, but how do you link to other offline content like a leaflet or newsletter? Most website platforms allow you to upload or attach files and generate a link for that file. So if you have a newsletter that just came out and you have a website for your local, you can upload the PDF file of the newsletter onto a page which will then give you a URL address for that file.

What It Looks Like

Please view the example of an email blast on page 69 that incorporates links for print files and online content:

Subject: **Our Lawsuit Moves to Federal Court**



Washington D.C. Taxi Operators Association
TEAMSTER TAXI CAB

Our Lawsuit Moves to Federal Court

The lawsuit filed by the Washington, D.C. Taxi Operators Association late Tuesday, November 5 has been moved up to federal court by the city. The city is also seeking to consolidate our case with another pending lawsuit challenging the regulations. We are going to evaluate this issue. Once we learn more, we will let you know—we expect to hear from the federal court shortly for scheduling.

[Click here to download the flier and share it with your coworkers.](#)

In the meantime, if your taxi has been recently towed or impounded, or if you have been issued any fines over the regulations, please call Joel at 240-286-6185 or Greg at (202) 359-9634. We are interested in hearing from drivers who have had to deal with hardships and unfair treatment.

Remember to make your voices heard at 9 a.m. Wednesday, November 13, immediately prior to the D.C. Taxicab Commission meeting, One Judiciary Square, 441 4th St. N.W., Washington, D.C. 20001. After the rally, we will then attend the Commission meeting.

For more information, visit <http://www.teamster.org/dctaxi> and <http://dctaxidrivers.com>. Text "Taxi" to 86466 to receive mobile updates on your phone.

You have received this email through your subscription to the Teamsters' email list. If you did not subscribe, or would no longer like to receive email updates, [click here to unsubscribe.](#)

empowered by  salsa

←..... **Subject Line**

←..... **Email Stationery/Banner**

←..... **Headline**

←..... **Body**

←..... **Link to Flier/PDF**

←..... **More Body**

←..... **Link to website
& contact info**

←..... **Unsubscribe function**

Analysis

Many email blast services such as Salsa and Convio allow you to see the “analytics” of your messages. That means you can see how many of your recipients opened your email, how many clicked the links in your email and how many may have unsubscribed.

This data is very useful in understanding the kind of content that your local union members and members of a specific work group are interested in. It also gives insights into the type of subject lines that tend to grab your members’ attention. This information will be helpful as you continue to use and fine-tune your local’s email blasting program.

The Pitfalls of E-Blasts

While e-blasts help you reach a large number of people, they can also limit your reach to certain demographics. The fact is that some members are less computer-savvy and don’t have email. Many digitally-oriented people now use texting for most of their communicating, and only occasionally check their email. Sending a text as well as an email can maximize your reach for urgent messages.

If your membership includes people who are not on email, that’s no reason to write off e-blasts altogether. E-blasts should be just one means of distributing your message. So, if you’re sending out a newsletter, you might e-blast it out and most of your members will read it via email. But since others are not on email, you may want to consider mailing the information out to members’ home addresses or posting it on the union bulletin board so that you can reach everyone.

ROBOCALLS

What Is a Robocall?

A robocall is a phone call delivered to a list of telephone numbers using a computerized autodialer. Robocalls are used by the Teamsters Union and other labor and political organizations, as well as public service and emergency agencies. The calls use a recorded audio message that is delivered to the recipient picking up the phone or it is delivered to voicemail.

What Can I Use Robocalls For?

If a local union wants to reach a large number of members or workers, robocalls are a fast, affordable option. Robocalls can be set up fairly quickly.

First, you write up a robocall script, with a run time of about 30 to 40 seconds. Have the person reading the script record the message. Play the message back to make sure it recorded clearly. Then, the robocall can be approved and released.

How Can I Set Up a Robocall?

The IBT works with a company for robocalls and there is a set of recording instructions for the calls that is available from the IBT.

If your call will be going to current Teamster members, the IBT has access to lists with phone numbers already. Just let us know whether the call is going to the whole local or just workers at certain employers.

If you are calling workers for an organizing campaign, you will need to provide a list of phone numbers in Excel format. Please note that it is against the law to call cell phones of non-members unless they have voluntarily given us their cell phone number. Any cell numbers that are obtained from a third party must be excluded from robocall lists.

Can the IBT Help Me?

When you want to do a robo call, call the IBT Field Action Department at **(202) 624-6993** for assistance.

What Information Is Needed?

First, you need to write up a script. Here is a sample script:

Hello, my name is John Foster and I am an employee of ABC Services in Glendale.

I have worked for the company for 23 years and I am tired of getting treated poorly and receiving unfair wages.

I will be voting to join Teamsters Local 1234 on Monday, October 15

I urge you to join me and vote 'Teamsters YES!' for a more secure future.

Let's win the respect and dignity we deserve and vote to form our union with the Teamsters.

Thank you.

CONCLUSION

Thank you for taking the time to review this manual. By now, you should have a firm grasp of the important components of communication, starting with the all-important development of your **message**. You've learned how to identify your **audience** and to choose the various **methods** reviewed in this manual to communicate your message. These tools include fliers, newsletters, website posts, podcasts and many more.

Whether your audience consists of local union members, news reporters, members of the general public, or all of the above, the options presented in this manual allow you to customize your communication strategy and plan in order to communicate in the most effective way possible.

We hope you have enjoyed reading this publication, and that it opens up a new world of possibilities in your communication efforts!