



WHY MAKE A NEWSLETTER?

Even in a social media-dominated world, a regular print newsletter can be a visible expression of the union's power in the workplace. People see that they're not alone in questioning management's authority. One worker turns to another and says, "Hey, get a load of this!"

Bringing bosses' actions into the light of day puts pressure on management, too. You can tell by the way they overreact to the printed word.

The newsletter can chew out management, inform workers about what's happening in other departments and in the outside world, and offer criticisms and proposals to the union. It can also be the voice of a caucus. In a local that's very badly run, a rank-and-file newsletter can be one of the only ways that members find out what's going on.

A newsletter creates jobs for people with different sorts of skills—gathering news, writing, editing, cartooning, taking photos, designing, laying out, distributing, and fundraising. The more people involved, the stronger your credibility and base of support.

Anonymous newsletters have less credibility. Some newsletter groups, rather than putting a signature on each article, print a list of the names of everyone involved, to show that the newsletter is a collective product.

