



WHY MAKE A NEWSLETTER?

If you're looking to keep your organizing going beyond a single campaign, consider starting a shop floor newsletter that comes out on a regular schedule, such as monthly. Even in a social media-dominated world, a print newsletter can be:

- **Create an opportunity for conversations.** “Hey, have you seen this? What do you think?”
- **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!”
- **A tool to pressure management.** Bosses don’t like to see their actions brought into the light of day. You can tell by the way they overreact to the printed word.
- **A forum for information and debate.** 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.
- **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.
- **An attractive project to join.** 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 face of your organizing committee.** 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.

