



CAMPAIGN COMMUNICATIONS TIPS

Checklist for Members Writing for Union Newsletters

Newsletters are published by our local union as a way to build member involvement and new strength and unity among union members and to help win better pay, benefits, security, working conditions, and the resources we need to provide services we can be proud of.

The following are some questions members should ask themselves while preparing articles to contribute to achieving those goals.

THE TOPIC

1. Does the article feature other members who have gotten involved to build new strength and unity and to get action on problems or issues, so members beyond the usual core of activists will see role models and be inspired to get more involved? Does it include quotes from other members? Photos of them?
2. Does it reflect and contribute to diversity in our local in terms of who it features and who it appeals to (including diversity of worksite, job title, shift, etc.)?
3. Does it deal with a subject of broad concern to members and not just an individual pet peeve?
4. Does it focus on what members can do about a problem through united action?
5. Does it contribute to local-wide goals, such as 1) uniting more workers in our union to build new strength for all of us, or 2) holding politicians more accountable to working people?

THE WRITING

1. Is it short and concise, with a clear focus?
2. Do the headline and first paragraph make clear why this topic is important to readers and how their interests are affected?
3. Is it written in a constructive tone that will appeal to a broad group?
4. Are new people quoted so the union doesn't seem to be a small clique?
5. Does it inspire members to action and not just identify problems?
6. Are the facts and statements in it 100% credible and accurate?
7. Is specialized jargon either avoided or explained?