

Deadline? You've got a friend . . .

YOUR DEADLINE LOOMS, the story you were counting on just fell through and page four now has a big hole. The page-three story you lovingly edited into a compelling read doesn't have a graphic, and you can't run the page with just type. But you don't panic—your web browser has the solution bookmarked. Just visit www.ilcaonline.org.

There, on the home page, you click on the "Swapping Stories" section and feast your eyes on an array of labor stories, photos and graphics ready to download and pour onto your page for free. But don't tell your president: let him go on thinking you had to work through the night to get to the printer on time.

Welcome to the ILCA's new resource center for overworked union editors. You will find stories on the latest strikes, anti-worker legislation, free trade protests and book reviews, along with photos and cartoons to illustrate them. You'll find links to other resources. And from now until the November election we'll be posting a series of anti-Bush stories and graphics to help you get out the word about labor's top priority for this year: getting rid of George W.

From issues of globalization, anti-worker legislation and health care to pensions, safety on the job and more, you'll find it all here. But this is not meant to be a one-way transmission—we envision this as a resource-sharing system among ILCA members. That's why we call it "Swapping Stories." So as you download for your publication, send us your best stuff to post and share with others. The idea is that everything posted can be reproduced by another member without charge, provided the source is credited. That's the union way: sharing makes us all stronger. Send

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JAY MALLIN PHOTOS

Welcome to Miami—now go home!

Miami was a police state, and the media ignored it

By Howard Kling, Director
 Minnesota at Work, Labor Ed. Service

THURSDAY, NOVEMBER 20, 2003. A group of 30 or so union members crowd around a TV in the lobby of the Sheraton Biscayne Bay Hotel in downtown Miami. The early evening scene is punctuated by

repeated groans of complaint and astonishment. It is the end of a long day of rallies, marches and events attended by more than 15,000 union members, trade and youth activists from around the U.S. and the Americas who are critical of a proposed trade deal known as the Free Trade Area of

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ILCA board restructures, looks to the future

MEETING IN DETROIT January 30-31, the ILCA Executive Council voted without opposition to reorganize its national office by abolishing the position of executive director and creating two new positions: a full-time media coordinator and a part-time office administrator. It is expected that both positions will be represented by the Washington/Baltimore Newspaper Guild, with whom ILCA's principal officers have started contract negotiations.

The executive council took these steps when it became increasingly clear that the ILCA—which will celebrate its 50th anniversary next year—must change its organizational structure to better serve labor communicators and our nearly 700 member organizations.

The council also voted to compose a letter to our members and others listing the ILCA's accomplishments over the past year. Excerpts from that letter are reprinted below.

A search committee has been established to begin filling the two new positions by May. Members of that committee

are Tony Carobine, Leo Canty, Steve Stallone, Diane Williams, Per Bernstein and Zita Allen. Marty Fishgold is the chair. Anyone wishing to apply for one of the positions is asked to send a résumé and cover letter to the address in the ad on page three, or to mfishgold@earthlink.net. Application deadline is March 17.

The meeting also featured committee appointments for the next two years. Those committees and their chairs include: Finance, Tony Carobine; Education, Leo Canty; Communications, Steve Stallone; Membership and Outreach, Zita Allen and John Laughlin, co-chairs; and Constitution and Policy, Andy Zipser. Committees will work on completing the ILCA membership surveys, updating the constitution, establishing an internship program for union publications, developing an advanced labor communications degree program, establishing on-going training in labor journalism, recruiting and updating the membership list and developing relationships with ethnic and alternative media.

Progress by the committees in meeting these objectives will be reported in future ILCA Reporters, which we expect will be published six times a year instead of the current three or four.

The executive council also worked in conjunction with the Metropolitan Detroit AFL-CIO to sponsor a day of communication skills workshops, a panel discussion and an evening reception for the Detroit labor media; events were coordinated by new council member Shawn Ellis. The day's program was followed by an evening talk—co-sponsored by U.S. Labor Against the War and the Detroit Coalition of Labor Union Women—by Clarence Thomas, former secretary-treasurer of ILWU Local 10. Thomas and freelance journalist David Bacon traveled to Iraq last fall to investigate working conditions in that country. Thomas reported on U.S. attempts to privatize Iraqi industry and to obstruct attempts to form unions. The ILCA passed a resolution at its convention last fall sup-

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What we've done and where we're going

- Dues income in 2003 increased for the first time in five years, as we brought back a number of locals and two of the largest international unions, AFSCME and the IBT. We are redoubling our efforts this year to do even better.

- Our 2003 convention was a resounding success. In addition to making \$17,000 on our convention—compared to losing \$25,000 in 1999—we held a full day of communication skills training workshops for the first time ever in response to requests from international unions. Approximately 100 people participated in the pre-convention workshops, with overall attendance up 50% over the 2001 convention.

- We are currently conducting two national surveys (see page 7), including a national survey by Fingerhut, Powers, Smith and Associates, to learn how union

members get their information about organized labor.

- We have provided the AFL-CIO political program with ILCA-member media lists in some of the 16 states targeted to defeat Bush in this year's election and will be meeting with the federation's political department to create a plan for aligning our efforts.

- We are expanding our website to better meet the needs of union locals, providing articles on current labor and communications issues, graphics, links and training materials. We have contracted with the Labor Education Service at the University of Minnesota to expand our website and to include photographs and information on critical issues like the recently concluded grocery workers strike.

- The ILCA was founded 48 years ago primarily to certify real labor newspapers,

and we continue to perform that function. Recently, we investigated and provided information on a magazine project called "Buy American" that was misrepresenting its relationship to a number of international unions in an attempt to make a profit.

- Finally, to help spread labor's message we are building our relationship with mainstream, independent and ethnic media. We are developing an advertising project with the Independent Press Association, which represents hundreds of alternative media organizations, and we have applied for a joint grant with IPA from the Media Justice Project. Last November, we participated in the National Media Reform Conference in Madison, Wisconsin. We are also continuing education programs for communication activists in each city we visit as we conduct ILCA business.

The ILCA Reporter is published every two months and distributed by first-class mail to dues-paying members of the ILCA; the content of each issue also may be seen on-line at www.ilcaonline.org.

The ILCA Reporter welcomes letters to the editor or articles from ILCA members that express a particular viewpoint on issues affecting labor communicators. Letters and articles must be signed and must include the writer's address, telephone number and e-mail address, if available. Because space in the Reporter is limited, published letters and articles are subject to editing for length. The ILCA Communications Committee, chaired by Steve Stallone, serves as the Reporter's editorial board and reserves the right to reject submissions.

Deadline for the next Reporter is April 16. Submissions may be sent directly to azipser@cwa-union.org, or by mail to: Andy Zipser, c/o The Newspaper Guild-CWA, 501 Third Street, N.W. Washington, DC 20001.

Union members, journalists face differences

By Tom Schram, Co-Chair

National Writers Union, Southeast Michigan

HOW CAN UNIONS DO A BETTER JOB of getting their message out to the public?

By looking at journalists as real people trying to do their jobs and not by staging media events, concluded a panel of experts convened at the International Labor Communications Association's winter meetings in Detroit in late January.

The panel was composed of four labor activists and four Detroit-area media members. They suggested that unions look at reporters in a different light.

"It's basically a people thing," said Bob Ankeny, a reporter for Crain's Business, Detroit's business weekly.

"You're not really dealing with media, you're dealing with people. There are people at every business publication in the country who want to hear the union side. It's important that unions have a relationship with the reporters."

Steve Babson, a labor studies professor



Crains Detroit Business reporter Bob Ankeny, WWJ Newsradio 950 news anchor Jayne Bower, Detroit Free Press reporter M.L. Elrick, Metro Times reporter Curt Guyette and WDET Public Radio reporter Jerome Vaughn field questions.

at Wayne State University, said that unions need to do a better job of putting a human face on their stories and dramatizing them.

"The assumption is that the media are monolithic and one-sided. Unions should look at the journalist not as a representative of a media conglomerate but as a person. Appeal to the journalist as someone who has a job to do."

M.L. Elrick, a Newspaper Guild steward who is a reporter for the Detroit Free Press, said that the legacy of the 1995-2000 labor dispute between Detroit's two dailies and their unions sometimes made it difficult to form those relationships. Still, he added, "if you try to get to know each other, if you know what your position is, you should be comfortable."

Richard Lebove, a Detroit-area communications consultant who often works with the Teamsters, seconded that notion.

"The reporter has a job to do. If you can get them off the record and tell them, for example, what's going on with this strike or contract negotiation, you'll get your message through."

But Lebove added that tensions also cause union officials to fear talking to the media because they believe they will be misquoted or taken out of context.

"They say, 'we're better off not speaking.' But if you don't tell your side of the story, no one else will."

Curt Guyette News Editor for Metro Times, Detroit's alternative weekly paper, said that the one-sided attitude of unions hurts them in getting their stories out.

"It seems almost as if it's a cause. I feel that there is a 'with us-against us' attitude. Our obligation is to the story."

But Jill Christoff, who works on media issues for the United Food and Commercial Workers, said that the obligation of unions is not to the media.

"It's just not that simple. The fear that union officials have is not unfounded. We are people, too. Sometimes we have to talk to our membership first. It's not that we view the media as antagonists."

Brenda Moon, a field representative for the national AFL-CIO, questioned the value of so-called "media events," such as informational picketing.

"Continually, what we've seen is that our difficulty with pitching stories to the national media is that sometimes our creative ideas are off. We need to keep our stories ongoing. So creatively, what draws your attention?"

The answer, responded Guyette, is substance. "Just because you have some creative publicity wouldn't attract me," he said. "I'm looking for the bigger questions. The important thing is getting the underlying story."

And moving beyond the standard talking points and knowing your media is essential, added Detroit public radio reporter Jerome Vaughn.

"We want to paint a full picture. We want to fill things out. Each individual broadcast outlet or publisher has different needs. If you find that local hook, that's going to pull us in."

The ILCA is looking for a full-time media coordinator and for a part-time office administrator. For details of job requirements and applicants' qualifications, see the story that starts on page 2.

Both positions will be represented by The Newspaper Guild-CWA. Starting pay for the media coordinator will be between \$40,000 and \$45,000 per year, depending on experience; starting pay for the office administrator will be pro-rated at the same level. Both positions offer health care, holidays, vacation days and other benefits. Send resume and cover letter by March 17 to:

Martin Fishgold, Search Committee,
Local 371 AFSCME
817 Broadway
New York, N.Y. 10003

One reality on TV, another on the streets

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the Americas. Ministerial meetings to cobble together this successor to NAFTA are being held just blocks away.

But for those looking at the TV that day, what they see on the tube doesn't match their experiences—or, for that matter, with what they knew had been happening for days prior. "The police have been intimidating us all week, stopping and searching people for just walking down the street," says Jake Baxter, an organizer with the UFCW.

"They created a police state. We felt it the moment we got off the plane and arrived in the downtown area," adds Rob McKenzie, President of UAW Local 789. But the television set tells a different story, one summarized by Erik Peterson, a labor educator from Duluth, Minnesota. "This afternoon, the police announced that people could stay and protest as long as we remained peaceful," he says. "Moments

were seeing a *mélée* in which the sides seemed somehow evenly matched, despite the overwhelming armaments of the police. The protesters probably started it.

In one image, a young man was shot repeatedly in the chest and abdomen with rubber bullets and beanbag projectiles while holding his arms above his head, fingers extended to form two peace signs. Oddly, as I listened to the story being spun by the media, he seemed to deserve it; his nose and mouth were covered by a red bandana and he looked, well, ready. I had to remind myself that I was right there when this happened, I had videotaped that guy myself with his peace sign arms and at the time thought he was rather brave.

One of the union onlookers in the hotel lobby that day said CNN had been reporting negative stuff about the protests all along. When I finally caught up with the news later that evening, I was sorely disappointed. Where once there had been news

internet sites of the mainstream press in the days following the November 20th protests and found very little. Virtually no local papers carried any story at all. Most major papers of record barely reported on the Miami events. Some carried a few articles about the results of negotiations and the international and business issues surrounding the FTAA pact itself, but none thought it important enough to put news of a military-style lockdown of a major U.S. city anywhere near the front page.

The New York Times carried only one account of events in Miami, a piece by Steven Greenhouse buried on page A-25 on November 21st. The Boston Globe, nothing. The San Francisco Chronicle, nothing. The Washington Post, one article in the Financial Section, E-4. The LA Times: one article about arrests at the Miami courthouse the day after the main protests, page A-14. The AP, for its part, distributed a story that turned the nearly

"While martial law existed in an American city, the biggest news stories were Michael Jackson's arrest and the 40-year anniversary of the Kennedy assassination."

later they started to charge for no apparent reason. But look at this coverage—they blamed it all on us."

Indeed, what those gathered in that Sheraton lobby saw was scores of protesters battling police, pushing, falling, running, struggling to get away. They saw the police shooting pepper spray and "non-lethal" projectiles and wielding huge clubs.

An observation posted to the indymedia.org website the next morning described one cablecast this way: On CNN last night, they showed footage of the conflict with the police, had no mention of the FTAA, didn't show any of the peaceful march, any of the flags, signs, puppets . . . then cut to a reporter on the scene: "What is it they want?" "Well, that's difficult to pin down exactly . . . they don't like capitalism."

The news commentary, repeated over and over, intoned that anarchists and other Seattle veterans had come to Miami to destroy the city and that police were doing what they had to do to stop them. It was easy to interpret the footage that way. We

on the Miami FTAA protests, now there was nothing but all Michael Jackson all the time. Miami had fallen off the radar of national coverage.

Later, I called home. "Did you see what happened down here?" I asked, getting a resounding "no" in reply. "There was nothing about it on the news here," my wife told me. And when I got back to Minnesota, I discovered that no one I worked with and none of the union folks I talked to had heard anything or read anything about Miami.

As it turns out, the police state in Miami, the issues surrounding the FTAA, the large protests against its process and proposals, never made local television news outside of the Miami area itself and were only briefly mentioned on national cable and network news—where, of course, most people still get their news. Only National Public Radio did a fair job among the various broadcast outlets, carrying stories November 19, 20 and 21 that included news of anti-FTAA activities and about the massive police presence.

As for print, many people searched the

failed official negotiations into a victorious early wrap-up against a difficult backdrop of protest and disruption. At least the Miami Herald more accurately described the outcome as a "watered-down proposal for creating a hemispheric economic community."

The Miami Herald and newspapers from Ft. Lauderdale and other local communities were the only print outlets with any kind of consistent coverage. Otherwise, there was a virtual blackout across America. Chris Jones, later writing for the Resource Center of the Americas, observed that while "martial law existed in an American city, the biggest news stories were Michael Jackson's arrest and the 40-year anniversary of the Kennedy assassination."

Safely back in Minnesota, I began logging footage to create my own video version of Miami. Watching videotape broadcast by Miami CBS News on November 20, I was amazed all over again. What I saw reminded me of the endless blather during coverage of the Thanksgiving Day

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Reality TV—not!

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parade. The continual coverage from early in the day featured a constant “live” helicopter shot of the clashes in downtown Miami, punctuated by pre-edited sequences focusing on the heroics of Police Chief Timmoney, the infamous architect of the police security strategy.

The anchor talent kept attempting to interpret the overhead shots but had no idea who was who, who started what, why the police were advancing here or there or what the protest was about—although that didn’t stop the guesswork. Often the anchors simply fell back on a much rehearsed theme: the protestors had come to destroy the city; the police were restrained; there wasn’t as much violence from the protestors because the police were doing the right job; there were union marchers and they were good and peaceful, and there were youths who were a menace.

But while the broadcast pundits agreed that union members and youthful activists didn’t mingle, talk, agree or interact, my experience was that every event included a changing mix of young and old, union and non-union. Twenty-something union organizers were clubbed and pepper-sprayed alongside retirees who were held at gunpoint and forced to lie on the ground. One eye-level camera shot would have made that diversity evident for the television audience, but that shot never appeared.

It also was clear that the police initiated the violence—although you couldn’t expect the CBS folks to have figured that out from their birds-eye view. At times, the guessing in the studio was downright comical: when a long shot showed a man dressed like a protestor brandishing a gun while attempting to haul away a protestor with help from others, the studio news crew went ballistic. “He’s got a gun, he’s got a gun!” they kept exclaiming, pouncing on the notion that these demonstrators actually did intend to take over their city—until one of the cooler minds realized they were seeing an undercover police sting action. Righto!

All of us were treated to sensational and inaccurate information from the media based on prior assumptions, misinformation and prejudice. What viewers thought they saw on CBS that day would have upset most people, as did most of what was shown in fleeting moments of national coverage—but then it all went away for anyone outside of the Miami area.

In the months since, the record of what happened that day and that week has been corrected at least partially in the Florida press. In the rest of the country, however, you have to search pretty hard to learn what really happened. “It’s little talked about, but media is one of the industries that stands to gain the most from the FTAA,” asserts Marisa Handler, an activist and writer from San Francisco. “So why would mainstream media say it was a bad thing?”

Why, indeed?

ILCA media contest kicks off

It’s that time of year—get ready to pull out your finest work for the ILCA media competition. Whether you produce a 4-color magazine, a black-and-white newsletter, a union website or a quickie radio spot, there’s a category for you.

It doesn’t matter if you represent 100 members or more than 100,000, your publications and electronic media will compete against organizations of like size and resources. The competition is open to all member organizations in good standing, and is judged by an unbiased panel of judges from our industry.

Awards will be presented in the following categories:

Max Steinbock Award—presented to an individual in recognition of an outstanding journalistic effort that explores an issue of concern to working families with a particular sensitivity and insight into the human spirit.

General Excellence Print—awarded to regularly published periodicals for overall journalistic merit.

Special Performance—awarded in nine classes to regularly published periodicals.

Non-Periodical, Special Publications—awarded for booklets, brochures, posters, etc. in recognition of editorial excellence and best use of graphics.

Saul Miller Awards—a unique category created to honor the best writing on organizing, collective bargaining and elections; named after ILCA founder Saul Miller.

Website Awards—presented for superior websites judged on content and presentation.

Broadcast and Television—honoring productions for and about unions.

Deadline for submission is May 15, 2004, with the awards to be presented in Washington, D.C. at a fall luncheon. Please visit our website, www.ilcaonline.org, for further information.

AFL-CIO studies ways to improve communications

A GROUP OF 10 INTERNATIONAL union communications directors is working with AFL-CIO communications staff to identify and address the needs of local union communicators. Led by Rick Sloan, communications director for the International Association of Machinists; Donna Jablonski, AFL-CIO deputy director of public affairs; and Alex Wohl, director of public affairs for the American Federation of Teachers, the group expects to conduct three or four meetings through April with national union communicators, local union communicators, and the ILCA leadership.

The working group will attempt to identify resources developed by individual national unions, the AFL-CIO and the ILCA; discuss

ways to share technology and content; and identify local union communications needs that are not being met. The group’s first meeting has been scheduled for March 17, at federation headquarters in Washington, D.C.

Speaking on behalf of the ILCA executive board, ILCA President Marty Fishgold said he was pleased at the AFL-CIO’s initiative. “It has always been our desire to share resources and to develop the technology and skills that will enhance the labor movement’s ability to communicate its message effectively—and to engage union members in the process,” he said. “We look forward to working with the international unions and the AFL-CIO in this campaign.”

POSTAL FACTS

Unions can send political mail at non-profit rate

By Edwin M. Schmidt

THE SEASON IS HERE FOR POLITICAL mailings, with all the misinformation and dirty tricks our adversaries can muster. So before we go into any of the details, let's be clear on one thing: *yes, unions can make political mailings to their members at the non-profit rate.*

The rules are very clear and very specific. The most important rule to remember is this: a union can use the non-profit rate only to send its own material.

Some years ago, the Postal Service issued a special directive, "Political Mailings by Nonprofit Organizations," in the Postal Bulletin. It is not widely circulated, but it has not changed and is still in force. Here is what it says:

"With this year's election campaigns beginning in earnest, the Postal Service expects that many questions will arise concerning the permissibility of political mailings made by qualified nonprofit organizations at the special bulk third-class rates of postage. This notice explains the application of the special rate regulations to political mailings and provides examples of political materials which can and cannot be mailed at the special rates of postage.

"The Postal Service Manual provides that a qualified nonprofit organization authorized to mail at the special bulk third-class (now Standard A) rates may mail only its own matter at those rates. It may not lend the use of its permit to anyone else, nor may it make cooperative mailings at the special rates if one of the cooperating persons or organizations is not authorized itself to mail at the special rates.

"Therefore, an authorized nonprofit organization may mail election-related materials at the special rates if the matter being mailed is exclusively that of the authorized organization. For example, a labor union may use the special rates to mail a letter to its membership endorsing a particular candidate for political office if the mailing is prepared, printed and mailed exclusively by the union and solely at its expense. Similarly, a church could mail materials at the special rates endorsing a particular political candidate or issue if those materials were prepared and paid for by the church alone.

"Political mailings may not be made at

the special bulk third-class rates (now called Standard A) of postage whenever a political candidate or anyone else not authorized to mail at the special rates assists the nonprofit organization with the preparation or mailing of the material in question, or pays any of the costs of preparation or mailing, or provides any consideration whatsoever to the nonprofit organization in return for the mailing being made. The following are examples of political mailings which would *not* qualify for mailing at the special rates:

"1. A mailing containing material identified as having been paid for by a political organization, campaign committee or campaign committee treasurer.

"2. A mailing containing circulars, flyers, brochures or other printed matter prepared or printed by a political candidate or campaign organization.

"3. A mailing on which the postage is paid for by a political candidate or campaign organization.

"4. A mailing made on behalf of a candidate in return for a contribution to the nonprofit organization.

"Postmasters should inspect and, if necessary, investigate any special bulk third-class mailing which appears to be an improper political mailing. If it is determined that the mailing does not qualify for mailing at the special rates, the mailer must be charged the applicable regular bulk third-class rate. If the mailing has already been delivered, a postage deficiency action should be initiated to collect the additional postage owed."

The Domestic Mail Manual currently in use has the above regulations implied within the rules on cooperative mailings. It can be found in section E 670.5 under the title "Eligible and Ineligible Matter" and reads as follows:

"An organization authorized to mail at the Nonprofit Standard Mail rates may mail only its own matter at those rates. An authorized organization may not delegate

or lend the use of its authorization to mail at the Nonprofit Standard Mail rates to any other person or organization.

"No person or organization may mail, or cause to be mailed by contractual agreement or otherwise, any ineligible matter at the Nonprofit Standard Mail rates.

"A cooperative mailing may be made at the Nonprofit Standard Mail rates only when each of the cooperating organizations is individually authorized to mail at the Nonprofit Standard Mail rates at the post office where the mailing is deposited.

"A cooperative mailing involving the mailing of any matter on behalf of or produced for an organization not itself authorized to mail at the Nonprofit Standard Mail rates at the post office where the mailing is deposited must be paid at the applicable Regular or Enhanced Carrier Route Standard Mail rates. The mailer may appeal the decision."

What does all this mean?

- *Yes*, unions may make political mailings to their members. Don't let anyone tell you different. These mailings may contain articles written by the union editor or staff; may contain photos of the candidate(s), as long as the photos were taken by the union editor or staff; may contain pamphlets written and produced by the union.

- *Yes*, such material may be mailed at the Standard A special (nonprofit) rate.

- *No*, unions may not pick up campaign pamphlets from candidates or political parties and mail them at the non-profit rate to their members.

- *No*, unions may not reprint articles from the campaign literature of candidate(s) or political parties.

- *No*, unions may not publish photos that were taken by anyone other than the union staff.

If you have postal questions, contact Edwin M. Schmidt at 703/451-7008 or by e-mail at emschmidt@compuserve.com.

Looking for union-made products or services? Trying to let people know about the goods and services your members provide?

Go to www.unionlabel.org and click on "Union Products/Services." This on-line database (run by the Union Label & Service Trades Dept., AFL-CIO) lets you search for union-made products and services, or submit your own new listings.

We want to know who you are

IT'S PROBABLY NOT A SECRET that the ILCA is emerging from a period of—well, let's call it low functionality. But now that we're putting our house in order, one of the things we've realized is that we have a pretty dim sense of who our members are, what they need and how we can help.

Last fall, in an effort to fill in the blanks, we sent out a member questionnaire. Unfortunately, the cover letter that explained what we were doing and why your participation was important got left out, which may explain why we received only 99 responses. So we're going to try again—this time making sure that the cover letter is included—and strongly urge you to take 10 to 15 minutes to respond if you haven't already filled one out.

Specific results will be kept confidential, but we will share aggregated information in a future issue of the ILCA Reporter.

The higher our response rate the more accurate and meaningful the results will be, so please pitch in. Meanwhile, here's a few highlights from the responses thus far:

- Of our 99 responses, nearly two-thirds (63) were from locals, the rest from national unions, district councils and state and central bodies. The circulation of the local publications ranged from 130 to 40,000; the largest national publication claimed a circulation of 1.4 million.

- ILCA's editors are predominantly male (73.7%), overwhelmingly white (93.7%) and older rather than younger: 43.9% are 46-55; another 25.5% are older still.

- On a scale of 1-5, the overall "grade" ILCA editors feel the labor press deserves is 3.25, or a bit above middling.

- Opinions are sharply divided among our members on the question of whether union publications should include material

that might be critical of union leaders, programs or policy decisions. Forty percent of local editors replied "yes," compared with 27.4% of the non-local editors; 25.8% of the local editors replied "no," compared with 22.9% of the non-local editors. The balance of each group opted for the temporizing "only rarely" response.

Although most of the questionnaire is multiple choice, in a few places it asks for comments. Recent responses included:

"More points of view. More participation from members. A better sense of humor. A lighter touch. Less self-importance. Better writing."

"A view that goes beyond the labor movement. Believe it or not, not everyone agrees with us and understanding that will help our effectiveness."

"Need to be labor movement press, not house organs."

ILCA committee searches for new staffers

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porting the Iraqi workers' attempts to unionize.

The new media coordinator's duties will include assisting in the upkeep of ILCA's new story/photo/graphic-sharing program on our web site. This will include culling member publications for material and securing permission to post for repro-

duction, e-mailing alerts to members about special stories and emergency updates. Other duties include assisting in preparation of The Reporter, coordinating ILCA's work with the various geographic and union press associations and coordinating ILCA's association with other progressive and media reform groups, like FAIR, the Independent Press Association and the Sierra Club.

Applicants for the media coordinator position should see themselves as both journalists and activists and have a background in both union and media activism. Applicants should be both print and web savvy and have experience in using both

media for communication and organizing. Preference will be given to those with national media experience, familiarity with radio and TV production, experience in grant writing, field organizing and supervising interns and volunteers. Knowledge of Spanish is also a plus, as is the ability to leap bushes in a single bound.

The part-time office administrator will maintain our membership data base as well as our administrative and archival records, prepare materials for the Executive Council and plan for council meetings, coordinate the ILCA's annual media contest and respond to member inquiries on a daily basis.

Every editor's best friend now online

Continued from page 1

your files to: steve.stallone@ILWU.org.

But wait—there's more. One of the ILCA's other mission goals is to share skills. Visit our "Best Practices" section to find helpful hints for labor editors and communicators.

See our press associates section for regional and industrial union press associations to which you can link. And check out our calendar for other labor communications conferences, skills-building workshops and networking gatherings.

So bookmark www.ilcaonline.org and visit regularly. It could become your best friend in a crunch, or even when you're planning ahead for the next issue. And hey, you already paid for it with your ILCA membership dues.

Update on 'Buy American' magazine

AFTER PUBLISHING OUR CONCERNS about a magazine project called "Buy American" in the last edition of the ILCA Reporter, we have seen no indication that the magazine is still being developed.

In January, we reported that members of the ILCA executive council had met with representatives of "Buy American" at our convention in Orlando and were concerned that the magazine's principals had misrepresented their relationship with a number of international unions. Council members also noted that none of the magazine's staff members had union media

experience.

We also were concerned that the magazine would foster the impression that unions were endorsing its advertised products and services, even though organized labor was to have no say in determining advertising guidelines.

The ILCA was organized nearly 50 years ago to protect the credibility of the labor media by distinguishing bona fide labor union newspapers from bogus publications created only for profit. We continue to include that responsibility as part of our overall mission.

Calendar

Activists working in graphic design, communications, public relations, the web and new media or issue advertising may want to check out **Designs on Democracy**, a conference **March 26-28** at the University of California at Berkeley. For more information, visit their web site at www.designsondemocracy.org.

The **LaborTech/Access 2004 Conference** will be held **April 2-4** at **Stanford University** in Palo Alto, Cal. The theme of this year's conference is "**How Working People/Labor Can Break the Media Blockade.**" For more information, call 415/282-1908.

The next **ILCA Executive Council meeting** will be held in **San Francisco** on **May 2-3**, with a **reception** for labor media/activists tentatively planned for Saturday evening, **May 1**. The meeting is open to all ILCA members and will be




conducted at **ILWU headquarters**, at **1188 Franklin Street**.

Out-of-town attendees can get a special rate at The Cathedral Hill Hotel, which is across the street from the ILWU office, at 1101 Van Ness Avenue. The room rate of \$89 (plus tax) includes breakfast each morning and a welcome-drink ticket. Specify you are with the ILCA when making reservations. Phone: 415-776-8200.

The **deadline for contest entries** in the **ILCA media awards competition** is **May 15**. See page 5 for more information.

The annual **Freedom Award Banquet**, sponsored by The Newspaper Guild-CWA to honor journalists, students and others who have contributed to the fight for free speech and a free press, will be held **May 19** at the **Hyatt Regency Washington on Capitol Hill**. The recipient of this year's Herbert Block Freedom Award, named after the former Washington Post cartoonist, will be John Moyers, editor-in-chief of TomPaine.com, an internet-based public interest journal. For more information, call 202/434-7177 or visit the TNG-CWA website at www.newsguild.org.

The **Cornell Labor Breakfast Forum** will be held Friday, **June 18, at 8:30 a.m.** and end no later than 10:30 a.m. The title of the June forum is "**Labor Media Democracy and Media Reform**" and will feature panelists ILCA President **Marty Fishgold** and **Linda Foley**, president of The Newspaper Guild-CWA. Further information may be obtained from Gene Carroll, director of the university's union leadership program, at 212/340-2853 or by e-mailing gc32@cornell.edu.



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