

ILCA MEDIA TRAINING

Media and communications have become critically important elements in the world of politics, issues and everyday life. Unions are pursuing a political and issues agenda supportive of work and families. They've come to realize that the battle to win hearts, minds and votes of union members, the public and decision makers, is won with a strong and motivating message delivered by an effective strategic communications system. That system needs people with communications talent and expertise to create and disseminate good messages and an army of communications activists at work in local unions and in the community to spread the word.

ILCA is committed to help develop that system and a key component to its success is the development of the army of communications activists. During the current term of office, the ILCA Executive Board decided to bolster union communications by reaching out to unions that want to train their leaders and activists – in the field and working the issues.

Recently, the ILCA conducted two successful trainings: In November, 2005, 30 people attended an AFL-CIO-sponsored Media Training at the National Labor College in Silver Spring, Maryland. And in January, 2006, over 60 participants gathered in San Francisco for an ILWU-sponsored training and presentation in media, print and video.

ILCA TRAINING GOALS

IMMEDIATE: To train or help to train at least 200 communications activists in messaging and media by summertime. This short-term action is designed specifically to support labor and working family issues succeed in the fall, 2006 elections.

Unions interested in developing and implementing media and messaging training can contact ILCA to discuss a specific, local program.

LONG TERM: Over time, the ILCA wants to develop a comprehensive, broad training program for all communications disciplines that would include a standard set of training programs with common teaching and learning goals that unions, universities and other training centers could provide. Participants entering this program would work toward an ILCA certification providing a Master Labor Communicator degree.

ILCA is seeking member input on ways this program could be helpful and meaningful – all comments are welcomed as this system is evolving.

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