

The United Steelworkers Press Association

United Steelworkers Press Association (USPA) is an organization of USW local union newspaper editors, publicists and communicators dedicated to improving the union's ability to get its message to the members and the public. It is staffed by the Steelworkers Communications Department, and has an elected board of directors, consisting of rank-and-file representatives from each district of the union.

The USPA assists local unions to set up new publications, and helps new editors to get their newspapers off the ground. For existing local union publications, it provides regular mailings with cartoons, news clips, graphics and other useful materials and information.

In the year 2000, USPA began a special home page, InfoNET, for members only that will enable union editors to download information, photos, graphics, etc. that can be used in USPA-affiliated publications.

Using the Press to Get the Message Out

There are many avenues to use to get information about union activities and issues out to the membership. Besides your area newspapers and cable TV, your local may have a newsletter that goes to the membership. A local union newspaper is an excellent vehicle to reach out and raise the awareness level of members to issues that concern them both in their local and throughout the Union. If your local doesn't have a new letter or regular paper, consider starting one.

The "Steel Souls" in District 3 and District 7 "Women's Quarterly" provides information about and around working women's issues. They help sisters keep informed on what is happening around the District and how they can get involved. They share success stories and give educational training on

topics requested by women. It can increase the committee's ability to network with its members.

What Can You Do?

- Volunteer to start a newsletter
- Submit articles, pictures, stories etc. about women in your local and issues affecting them
- Ask to have a column each issue devoted to your Local Union Women's Committee
- Take articles to your local community newspaper on activities you are planning
- Become a historian for your local and collect articles and fliers about your local's history. Then share the information in the local's newsletter
- Make sure the local and regional press is notified of events or activities that your local or women's committee is sponsoring. Build a media list of contact persons.
- Write letters to the editor on the Union's perspective around issues affecting members and working families.
- Submit articles, cartoons, etc. you find in other publications which could be reprinted in your newsletter.

Resources

Communications Department
5 Gateway Center
Pittsburgh, PA 15222

- ◆ USPA Graphics 2006 CD (for members)
- ◆ How To Do Leaflets, Newspapers and Newsletters (Communications Department)
- ◆ USPA Website: www.uspainfonet.org

Contacts - USPA Officers

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Communications

Words for the Wise

Activism: The process of taking positive and direct action to achieve a particular goal, for example, the goal of women's equality.

Advocacy: The support of a cause, whether through oral or written submissions. When women support equal rights, they are acting as advocates of this cause.

Affirmative Action: Any action designed to overcome barriers to equality, compensate for past and present discrimination and improve the economic status of the disadvantaged group.

Minority: A group of people in society who because of their racial origin, sexuality, or physical and mental challenges, are politically and socially controlled by a larger group.

Caucus: Similar to a committee, a caucus provides education and information about women's issues as well as a power base from which to make recommendations. A caucus can formulate policy, make recommendations, lobby, and provide representation on union executives.

Coalition: To initiate action, usually through lobbying, with the objective of reaching out and building campaigns, raising awareness, and achieving legislative change, e.g., fair and decent working conditions.

Equality: Equal access and opportunity to pay, jobs, pensions and other benefits. For example, pay equity means equal pay for work of equal value.

Empowerment: The process of democratizing power and authority so groups in society can make their own decisions and give their own voice to issues which affect them. For example, a women's committee can empower women.

Gender: The classification of male and female according to sex groupings, i.e., men or women.

Communications

Words for the Wise

Feminism: The movement of women to have political, economic and social rights equal to those of men.

Lobby: Acting for a special interest group to influence changes or improvements in legislation, policies, programs and government decisions.

Networking: Building alliances and support throughout the Union structure. Communication, contact, developing links, meeting new people, and keeping in touch with other women is a way to network.

Women's Committee: A committee (of a union in this case) established to mobilize the activities of its women members. The committee can lobby, advocate, research and develop policy, report, advise, and make recommendations to the Executive Board about issues important to women.

Resolution: A formal statement of opinion adopted by a group, which leads to a specific action.

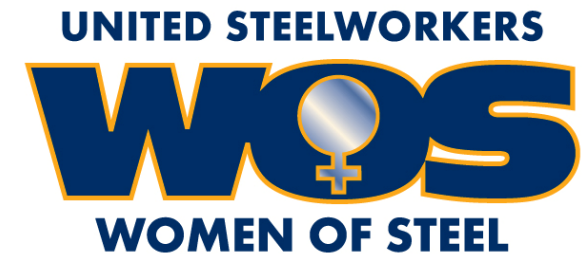
Sexism: Social and economic exploitation and domination of members of one sex by the other.

Sexual Harassment: Unwanted, implied or sexually oriented remarks, behavior and actions, which are perceived to create a negative psychological and emotional environment.

Solidarity: Expressing group unity and agreement of ideas and principles, which creates an atmosphere of mutual understanding & helps achieve similar goals.

Strategy: A broad plan that explains where you are at present, where you want to be in the future (goal) and how to get there. It can be a list of ideas or methods needed to attain objectives.

Racial Harassment: Words or actions which show is regard or cause humiliation to another person because of race, color, language, creed, ancestry, place of origin, or ethnic origin.



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Thought to Ponder:

To the world you may be one person, but to one person you may be the world