

Section 5 – SPEEA Communications

Council Representative Training

Communications

Managers talk to workers every day and so do SPEEA Council Representatives!

As the union representative in the workplace, SPEEA depends on Council Reps to inform, educate, help and listen to members' issues, concerns and ideas each and every day. Your interaction with members at work is the primary vehicle for union-to-member communication. *All other communication tools are secondary to Council Reps walking their district and talking face-to-face with SPEEA members.*

To assist, enhance and supplement Council Reps' communications efforts, SPEEA's full-time communications staff produces a variety of fliers, bulletin board notices, emails and regular publications. Council Reps are urged to become familiar with each tool so they can stay informed and are able to direct members to the wealth of information available.

- **SPEEA website** – When news breaks, you will find it first on the SPEEA website. Important union news updates are posted to the homepage. The website also contains a wealth of information to help members advance their careers, get involved in the union and contact staff and elected SPEEA leaders. Visit the website at www.speea.org. Access the mobile website from your mobile devices!



- **Home email** – The SPEEA home email system allows members to receive news, the SPEEA newsletter, negotiations and other updates delivered directly to your home email. The system is self-managed, allowing members to opt in or out of a particular list or the system at any time.

Sign up for home email at www.speea.org.

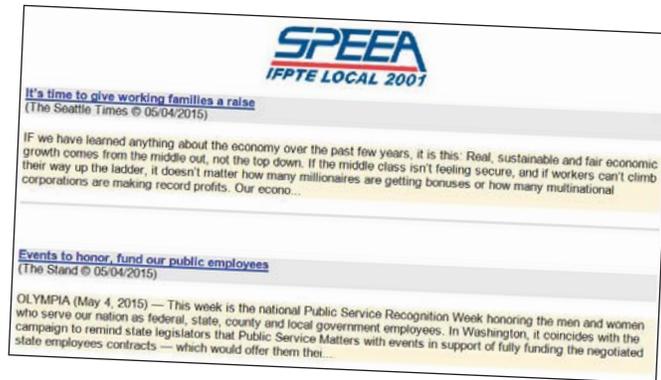
- **SPEEA News** – The biweekly union newsletter is mailed to the homes of all Council Reps and Area Reps. It is also available to members via the home email system. After reading the newsletter, CRs are urged to bring the print copy into work for routing and/or posting on workplace bulletin boards. The newsletter provides timely updates of union issues and should serve as a conversation starter in the workplace.



- **SPEEA Spotlight** – This monthly magazine is filled with more in-depth coverage of union news. Spotlight includes a monthly column by the union president and feature stories on members. It is the best source of information about union actions and activities. Spotlight is mailed directly to the homes of all SPEEA-represented employees. An archive of Spotlight magazines is available on the website www.speea.org.

- **Digital Spotlight and Spotlight App** - Access the enhanced digital edition of the SPEEA Spotlight from the SPEEA website or on the SPEEA Spotlight App! Browse union news and updates at the touch of a finger or click of a mouse. This format also features *Spotlight Extras* which gives users immediate access to useful information - contracts, Council Reps, career enhancement, and more!

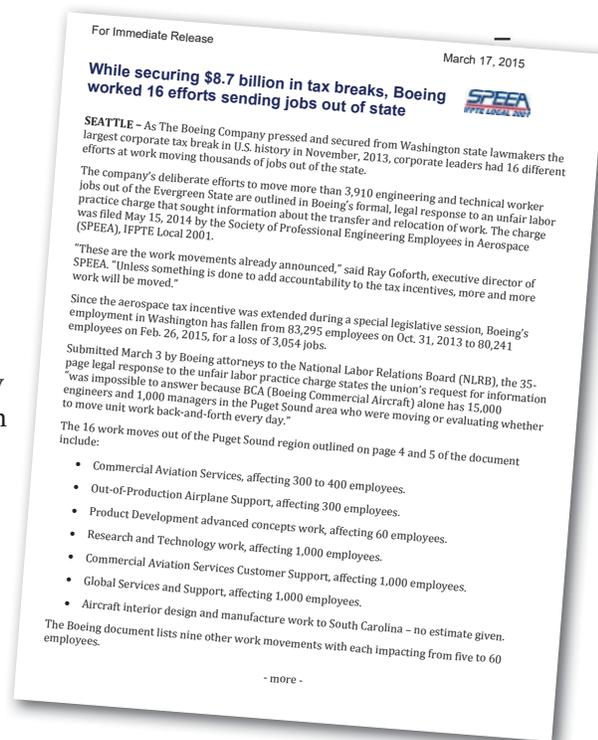
- **SPEEA NewsClips** – Articles with important labor news or other issues of interest to SPEEA members are ‘clipped’ from local newspaper and broadcast media websites and emailed to Council Reps each workday. The clips are designed for forwarding to Area Reps and members in your district.



- **Bulletin Boards** – More than 290 bulletin boards throughout represented employees’ workplaces are updated monthly with news, issues and event notices with the help of SPEEA bulletin board focals.

- **Email at work**
SPEEA periodically sends breaking news via email to Council Reps at work. Council Reps may be asked (see top of each email) to forward the SPEEA email to Area Reps for distributing to members.

- **Business cards** – Union business cards are provided to all SPEEA Council Representatives. Cards show your district and contact information at work. The cards provide an easy way for Council Reps to distribute their contact information to members. Fill out the business card form provided by **Terry Hall**. If you don’t receive a form, contact Terry via e-mail at **terryh@speea.org**.



- **Visibility items** – SPEEA’s communications department manages and orders union visibility items. Council Reps are encouraged to check availability of these free items and distribute them in the workplace. Items include coffee mugs, badge lanyards, SPEEA pens, buttons, stickers and balsa wood airplane gliders free to Council Reps to distribute. To purchase SPEEA-logo apparel (shirts, jackets, caps, etc.), go to **www.speea.org**.

- **Media Relations** – Working with the local news media is a regular part of SPEEA communications. The work includes maintaining contacts with print and broadcast reporters. Our efforts include the general press and selected trade outlets. The work helps get important news to members and inform the news media about issues that impact members.

We want to hear from you!

- **Letters to the editor** – SPEEA publications encourage letters from Council Reps and members addressing union and workplace issues. Letters should be 250 words or less and may be edited for publication. Letters should avoid personal attacks. Send letters (with contact information to verify permission to print) to: **Bill Dugovich**, SPEEA, 15205 52nd Ave., Seattle, WA 98188 or email billd@speea.org.
- **Story ideas/deadlines** – Have a story idea, upcoming event or photo to share with SPEEA? The deadline for the biweekly SPEEA News is noon, Monday, of every payday week, and for the monthly Spotlight, the deadline is around the 10th of every month. Contact us in advance for planning purposes - to ensure space is available and the content meets SPEEA's guidelines.

Contact SPEEA Communications

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