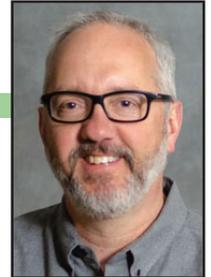




Communications



By DAVID GROVES, *Communications Director*

These staff reports are intended to inform convention delegates about the focus of our work since the last constitutional convention. For me, that continues to be The Stand. This free daily news service, available by email subscription or online at www.thestand.org is more than just a news aggregator that recycles other sites' content. It includes daily news and comment from the AFL-CIO, international unions, WSLC-affiliated local unions and our community partners. It also includes "Daily News" links to local and national news about unions and working families' issues. And it's served up each weekday morning by 10 a.m. for your consumption.

Next year, The Stand will celebrate its 10th anniversary. Before that, The Entire Staff of The Stand™ was The Entire Staff of WSLC Reports Today (1997-2011), a one-page news roundup at www.wslc.org. (Yes, I've been fortunate enough to work at the WSLC since 1992, back when only Al Gore had a website.) These projects were borne of my background in journalism and my frustration with trying to get the commercial media to cover labor news, events and causes. It's not easy to produce The Stand every day. My workdays start between 5 and 6 a.m. and I spend more than half my WSLC hours writing, formatting, posting and distributing it. So it's a considerable commitment made by our officers and executive board to devote that much time and effort into its continued production. I'm told by affiliates that The Stand is an essential tool for getting their union news published in a format that's shareable on social media so it can be distributed as widely as possible.

The best way to maximize the value of The Stand and that commitment from the WSLC's leaders is to use it, share it, and help it grow. Here's how you can help:

- 1) Make sure you are subscribed to receive it each day (you can sign up on the home page) and urge your fellow union leaders, staffers and members to subscribe.
- 2) Follow The Stand on Facebook (/TheStand) and Twitter (@TheStandWA) and share its content—while you're at it, follow the WSLC on Facebook (/WAaflcio), Twitter (@WAAFLCIO) and Instagram (wa_aflcio).
- 3) Submit your union's news, events and opinion columns to The Stand at david.groves@thestand.org so your members, and your future members, can learn about the great work you are doing.

When I'm not publishing The Stand, I assist affiliates with media outreach, and write and design publications like the annual Legislative Report & Voting Record, plus various other leaflets, brochures and sundry publications. This fall, that will include direct election mail to rank-and-file union members publicizing which candidates have earned the WSLC's endorsement and why.

I'm grateful for the support I've consistently received from our affiliated unions, our officers, and from other staff directors here at the WSLC. But my most heartfelt thanks go to hardworking WSLC support staffers: Karen White, Kathy Petruzzelli, Robert New, Willa Kamakahi, Jessica Gallardo, Richard Cox... and in particular, I want to thank the talented Sarah Tucker, Administrative Assistant to the Secretary Treasurer, who has done some exceptional writing, social media outreach, and Instagram-ing to assist with our communications efforts. These proud OPEIU Local 8 members are the ones who truly run the WSLC. Their work is often unheralded, but is very much appreciated.