



## Regular Newsletter or One-Off Publication?

■ A regular newsletter is, in general, more effective than a one-off publication. With a regular newsletter, you will build up recognition, interest and trust from staff. Staff become cynical if the union ignores them all year, then plies them with leaflets when there is an election or ballot coming up.

■ As a workplace rep, you can improve union communication at a rank-and-file level.

■ A regular publication with a regular style will make it easy for staff to find the information they want; and will increase its chances of being read rather than binned.

■ Sometimes a one-off publication is needed – perhaps advertising an event; or a ‘welcome to the union’ pamphlet for new members – but even these will be more effective if they have some elements of a familiar style.

**Think about the purpose of your publication. This will guide you as to what to include and what it should look like.**

■ Encouraging union members to get more actively involved? Making yourself accountable as the union rep by reporting back? Encouraging non-union members to join? Telling workers their rights so they are better able to stand up for themselves? Giving union members something in return for their subs? Explaining union policies to members? Providing a platform for staff to express their grievances, views and demands? Several of these things? All of them? Other purposes too?

■ **The newsletter has an organising role as well as an information role.**

■ Think also about your readers are. How much can you assume they already know about the union, or about politics, or about their rights? Is English their first language? What jargon are they familiar with, and what jargon are they not? What issues are relevant and important to them?

## Every issue should include:

■ The name of the rep, and how to contact you by phone or email.

■ Website addresses – RMT Platform, RMT London Calling, RMT national.

■ How to join RMT – get a form from the rep, ring the helpline, join online.

■ Details of the next branch, grades or other meeting.

## Distributing your newsletter

■ Display in notice cases

■ Put in staff pigeonholes

■ Place a pile next to the signing-in point

■ Give to individuals

■ Email to your workplace’s mailing list

■ Try to get an RMT activist in each station or workplace in your area to take responsibility for distributing the newsletter at that station

■ Post it on RMT Platform and/or RMT London Calling website – or email it to [janine.booth@btopenworld.com](mailto:janine.booth@btopenworld.com) to post it for you!

■ Take a bundle to your RMT branch meeting

■ ... and send a copy to your functional council reps and to the Regional Council!