

# SPRING 2010

## UNION ADMINISTRATION

*March 2-4*

## TAKING BACK YOUR WORKPLACE

*April 13-15*

## WORKING AS A UNION IN LEAN MANUFACTURING

*April 28-29*

## BARGAINING IN TOUGH TIMES

*May 3-6*

## UNION COMMUNICATION & MEDIA SKILLS

*May 11-12*

## USING THE WEB FOR UNION COMMUNICATION

*May 13*

## GRIEVANCE ARBITRATION

*June 7-10*

# SCHOOL FOR WORKERS

UNIVERSITY OF WISCONSIN-EXTENSION, CEOEL



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**WISCONSIN STATE AFL-CIO**

# UNION COMMUNICATIONS AND MEDIA SKILLS

MAY 11-12

**NEW!** This two day class is designed for union and media activists who want to better utilize modern media for union building. We will focus on internal and external communications and issue framing and message development. These tasks will be viewed within the context of collective bargaining, corporate and other campaigns that unions currently engage in.

The class will also cover training and developing union spokespersons to interface with the media, case studies of successful media use, and the design and development of organizational media plans to support greater strategic plans and membership mobilization. Participants are encouraged to bring examples of their organizations' use of media, including local newsletters, recent media coverage, or other examples of your organization's media work.

Don't miss this new class!

CEUs: 1.3 toward School for Workers Certificate (UA)

## **Registration deadline: April 12**

This program begins with registration Tuesday at 8:00 a.m. and concludes Wednesday at 4:00 p.m.

**Pyle Center**

# USING THE WEB FOR UNION COMMUNICATIONS

MAY 13

This one day hands-on training in a computer lab is designed for union activists who are looking for an introduction to the communications technology of today. The focus is on the use of email, Facebook, and YouTube to support union communications and activities, as well as the new possibilities these communication tools offer to unions.

CEUs: .7 toward School for Workers Certificate (UA)

## **Registration deadline: April 12**

Begins with registration Thursday at 8:00 a.m. and ends at 4:00 p.m.

**Pyle Center**