

LABOR CENTER REPORTER

Number 99
August 1983

Announcing the Publication of a RESEARCH REPORT on

LABOR AND NEW MEDIA TECHNOLOGY IN THE 1980s: A UNION OF NECESSITY

by Fred Glass
August 1983

Copies of the 24-page report are available from the Center for Labor Research and Education, 2521 Channing Way, U.C. Berkeley 94720, for \$2.00 each.

The author explores in this report "one type of response that unions have turned to with increasing frequency and sophistication over the past several years: the use of new media technologies (along with more careful use of older media) to help them regain some of the ground they've lost."

About a dozen international unions have embarked on the high road of media, but only about six have made it a serious priority "for external uses in public relations and in organizing, and for internal uses for training leadership and informing membership." These include the International Ladies Garment Workers Union, the International Association of Machinists, the American Federation of State, County and Municipal Employees, the United Auto Workers, the Communications Workers of America, and the American Federation of Teachers.

The author surveys the media activities of each of these unions, summarizing the significant common points and trends in their work. In a concluding section, he develops some very perceptive analysis, based upon the past experience of these unions and the contributions of other media groups. His insight in this part of the Research Report should lead to more effective use of new media technology by labor in the future.

Fred Glass has been working until recently as an assistant to Sue Cobble in the administration of the Labor Studies Program at San Francisco City College. He is now a student in the Labor Studies program at San Francisco State University. He did the reporting and analysis for this Research Report as an independent study project at S.F. State.

The Labor Center at UC Berkeley is pleased to make this excellent report available to labor organizations or individuals who request copies, at the nominal charge of \$2.00 per copy to cover printing and mailing costs. To order, write to the Labor Center at the above address or call 415/642-0323.

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