

REGISTER NOW FOR THE 33rd ANNUAL

METRO CONVENTION

FRIDAY, JUNE 13, 2008

MORNING PANEL: "Communicating Labor's Agenda for the 2008 Elections?" What do union members think about the 2008 elections? How can we frame labor's concerns so that they are heard? How can labor communicators help empower the labor movement as a force in the 2008 elections and beyond? What is the role of new technology in mobilizing? Panelists to include: Greg Denier, communications director, Change to Win; Suzy Ballantyne, political department, NYS AFL-CIO; Rich Negri, Teamsters communications department; and political consultant James Steele.

SPECIAL FEATURE:

MLCC is pleased to co-sponsor the Murphy Institute's Labor Breakfast Forum June 13 with Bill Fletcher speaking on Solidarity Divided.

AFTERNOON WORKSHOP: "Design for Wordsmiths" The team of editor J.J. Johnson (1199SEIU's *Our Life and Times*) and designer Giona Maiarelli takes on the role of design considerations in framing your message. You don't need to be a graphic artist to understand that role—and how successful collaboration between wordsmith and designer can strengthen the message. Metro members are invited to submit materials for critiquing.

DISTINGUISHED LABOR COMMUNICATOR AWARD for 2008:

Harold Meyerson, a long-time progressive journalist, has kept the concerns of working Americans front and center in a period of difficulty. He is executive editor of *The American Prospect* and an op-ed columnist for *The Washington Post*. His work has also appeared in *The New Yorker*, *The Atlantic*, *The New Republic*, *The Nation*, *New Statesman*, and in the op-ed, commentary, and book review sections of *The New York Times* and *The Los Angeles Times*. Meyerson will address the convention on the topic: "Labor Bumps Into Itself (Even Though It's Not Really Moving Around Much)"

★ Metro's Annual Communication Awards ★ Sign-up for Metro's e-group ★ Business Meeting Discussion ★ Election of Officers ★ Share the wealth! Do you have hard-copy publications? We want them for Metro's Convention (quantities of 50 preferred): for display / for the afternoon workshop / for your fellow Metro members to keep and cherish ★

JOIN US AT 8:00 a.m. for registration, coffee and light breakfast. Our registration fee, including lunch, is nominal—only \$25 for members and \$35 for non-members. **To register, simply fill out the coupon and return it by Friday, June 6.** (We do not need the fee with the coupon, but we do need the coupon to make firm arrangements for the luncheon.) **NOTE: There will be \$5 added to the fee for registration at the door.**

MORE INFORMATION?

Call Dave Katzman, co-chair of the Metro NY Labor Communications Council, at (212) 873-6000.

FRIDAY, JUNE 13, 8:00 A.M. – 4:30 P.M.

★ **LUNCH AT NOON** ★

Joseph S. Murphy Institute

25 W. 43 Street

Registration and business meeting

19th floor ★ Other proceedings 18th floor

METRO NEW YORK LABOR COMMUNICATIONS COUNCIL

c/o TWU, Local 100 Express
80 West End Ave., New York, NY 10023
Attn: Dave Katzman

Please return by June 6, 2008

_____ person(s) from our organization will attend Metro's annual convention, June 22.

Enclosed is check for \$ _____ @ \$25 per member, \$35 for non-members.

Check for \$ _____ will be mailed at a later date or will be presented at the door.

Name _____

Publication _____

Union/Organization _____

Address _____

City _____

State _____ Zip _____

Phone _____ E-mail _____