

Got the message —then get active



William H. Young

Several weeks ago NALC sent every active letter carrier a videotape. We paid to film it, reproduce 230,000 copies, and then mail it to every single active carrier, member and non-member alike.

To my knowledge NALC has never done this before. We felt this was the time for bold, dramatic moves to communicate with all letter carriers. In short, we sent out 230,000 videotapes because the message is urgent and of paramount importance.

Have you watched the video yet? Have your fellow letter carriers done so? If you have watched it, I congratulate you. You know your own interests, and understand that your own job is on the line. That's good. A union is strongest when working people understand that their collective interests and their individual interests are deeply connected.

I also congratulate those branch leaders around the country who have taken up this cause. Many of you have shown the video at meetings, signed up thousands of activists and gone the extra mile to activate the membership. Your members are lucky to have such capable leaders.

If you have not watched the video, here is a brief preview. By the way, the video has no Hollywood movie stars, special effects or original music. There are no action heroes, chase scenes or "I'll be back" lines. No surround sound, no out-takes.

The stars of this video are just letter carriers and union representatives meeting recently in Florida. I presented a slide show to the gathering and talked about the future of the Postal Service and about postal reform. The video shows the whole discussion uncut, so it runs over an hour.

Is the video dull? Maybe, if you don't care whether or not you will have a job in five years. Or if you'd rather watch the news about Ah-nuld the Governor. Or if you'd rather read the help wanted ads.

NALC's video is all about you and your

future. So I urge you to find 90 minutes, pop the video in the VCR and listen to the message that we think is so vital that we mailed out 230,000 videotapes to spread the word. And tell your fellow carriers to do the same.

Our message has two parts. First there is information about how the market for postal services is changing. We give you the straight talk about the economics and politics of the Postal Service and postal reform.

Second, we tell what you can do to change your own future. Yes, *you can* influence what happens to the Postal Service. Your calls and letters and e-mails to House and Senate leaders carry real power. They have to listen to the people who elect them—or else.

So be confident, be bold, and show your optimism about your own future. Sign up today on NALC's web site, www.nalc.org, to receive news and information about how to get active in postal reform.

On the Washington front, we are building a coalition to deliver the right kind of postal reform. That means reform that preserves universal service at uniform rates, protects collective bargaining, and gives the Postal Service the tools it needs to thrive in the 21st century.

We are also communicating for the first time with many key figures in the postal community. For example, I recently met with Mike Eskew, the chairman and CEO of UPS. Could NALC and UPS actually find some common ground on postal reform? It's not clear yet, but I'm willing to try.

When I meet with the players in the postal reform process, they know that I am the leader of NALC. They also know that NALC's real power comes from you, the 230,000 active and 85,000 retired letter carriers who we represent. So stand up for yourself and for all letter carriers. Get active, strengthen NALC's hand, and we can change the future together.

And don't forget to watch the video. ☒