

IAM Website

The IAM relaunched its award-winning website, GoIAM.org, on July 1, 2005 with a new look and new features that have greatly expanded its scope and purpose.

“The new version of GoIAM focuses more on members taking action than just providing them with information,” said IAM President Tom Buffenbarger. “This new site has a far more militant and aggressive tone.”

The new GoIAM allows members to pressure policy makers to focus on what’s important: jobs, healthcare, contracts, right to assemble, speak freely and strike if necessary. The new site builds on the breaking news, *iMail* and video capabilities of the old site and uses cutting-edge technology — RSS feeds, automatic updates, podcasting

and will feature “meet-ups” to connect members.

It will also have a new “members only” section to make online contributions to the Machinists Non-Partisan Political League (MNPL).

A New Aggressive Posture

The “Pick a Fight” section illustrates the site’s new aggressive posture. Members can choose from a number of current topics and receive comprehensive updates, access legislative alerts and political information pertaining to each issue. The rollout of the revamped site featured five major “fights:”

• **Social Security Privatization**

More than 90% of working Americans depend on Social Security as the foundation of a secure retirement. Get the real facts on what the President’s privatization plan will do to your Social Security income.

• **China Trade**

Unfair trade practices by the People’s Republic of China continue to plague American workers. The U.S. trade deficit with China hit a record \$161.9 billion last year and manufacturing jobs continue to diminish as companies such as Wal-Mart look to China for cheap labor.

• **Jobs**

The need for good jobs and the benefits that should accompany them, quality healthcare and retirement security, are at crisis levels in the United States. Jobs are disappearing from the American economy at an alarming rate. Since 2001, America lost



The new GoIAM combines cutting-edge technology to let members “Pick a Fight” to pressure policy makers to focus on important issues such as Social Security, China trade, jobs and organizing.

Relaunch

The screenshot displays the goIAM.org website interface. At the top, there is a navigation bar with links for 'My Turf', 'Email', 'Join the IAM', 'Contact', and 'Feedback'. A search bar is located on the right side. The main content area features a large image of a crowd holding 'JOBS! Worth Fighting For' signs. Below this image, there are several news articles and sections: 'China Trade and Money', 'Where Have All the Jobs Gone?', 'Social Security Issue', 'IAM News', 'IAM Radio: 07.01.05', 'Union Buster Bush', and 'Urgent Notice About Improper National Security Personnel System Meetings'. A blue navigation bar at the bottom contains links for 'Pick a Fight', 'Power@Work', 'News', 'IAM Headquarters', 'Territories', 'Member Advantages', 'MNPL', and 'Media Library'.

The new GoIAM is a platform for action. Behind the new design are the latest tools for mobilization, such as action hubs, organizing information, RSS feeds that notify users of new content, podcasting, organizing, “meet-ups” and a “speak out” feature.

3.1 million private-sector jobs. Long-term unemployment is at its highest level in a decade.

• Organizing

The importance of organizing should not be lost on any member in the Machinists union. Our future contracts

depend on more of our members in each industry gaining power at work. As each bargaining unit works towards an industry leading contract, each contract improvement leads to an increase in the contract at the next company, creating a constant cycle of improvement for working families.

- **Use Our Power**

For fifty years, working families have united under the banner of the AFL-CIO. As that proud association is buffeted by turbulence and strife, it's time to return to the common sense strategies that were an integral part of its success.

Gaining With a Union

It's been said for years that workers without a union didn't know what they were missing. With a brand-new section called **Power@Work**, visitors who aren't IAM members can find out what they can gain with union membership. It details the benefits available to workers whether they work in the public or private sector.

Some of the features on this page include:

- **Power@Work News**

With the latest updates about who is join-

ing the union and how they do it, non-members get a sense of what is possible.

- **Federal Organizing & Service Contracts**

Public sector workers have specific needs and expectations. This portion of the site reflects the IAM's expertise and years of experience.

- **New Members Speak Out**

The newest IAM members like to voice their opinion about joining the IAM, like Capitol Hill Building Maintenance's Juliet Hewleit, "I think what we did to form the union was the best thing that could happen for the future of the company and the future of the employees."

- **Union Plus Benefits**

Union Plus benefits can help new members and their families save money on many products and services. Provided by the IAM, it is another benefit of union membership.

A Great Deal of Control

The new GoIAM gives IAM members a great deal of control over what they see on the screen.

- **My Turf** will be an individually-tailored page which a member will sign into to access his or her issues of interest and local lodge and territory news. Members will also be able to create and view "Get-togethers" when this feature is activated in September.

- **Members Only** pages will enable members to make online contributions to the Machinists Non-Partisan Political League (MNPL). This will be a secure and convenient method to voluntarily support labor-friendly candidates.

- **Google Search** will allow visitors to find information throughout GoIAM. With Google's award-winning search engine tools, members will find that their searches operate more quickly and more effectively.



Each "Pick a Fight" page is a center for information about important issues and a means of taking action.



The new GoIAM “Power at Work” section will be a valuable resource for organizing to educate members and potential members about the benefits of belonging to the IAM.

Aggressive Delivery

GoIAM will employ two high-tech methods to more aggressively deliver information to members: Real Simple Syndication (RSS) and podcasting. RSS automatically provides short descriptions of new web content together with a link to the full version. RSS saves users from having to repeatedly check their favorite websites for new content or be notified of updates via email.

GoIAM will feature an RSS feed for its news section and for each “Pick a Fight” hub. IAM members will be able to subscribe to any of the RSS feeds.

The IAM will also experiment with podcasting as a means of news delivery on the new site. A podcast is similar to an RSS subscription. It automatically downloads audio that can be loaded onto an iPod or other mp3 player the next time the player is syn-

chronized to the computer. The audio can also be saved for later listening on a PC.

Podcast content will feature material produced by the Communications Department, interviews with union leaders or call-in commentary from the membership.

A High-Tech Typhoon

The July 2005 relaunch is the second such major change in the site’s nine-year history. Established in 1996, GoIAM has expanded over the years into a major news operation with 5,000 pages of content.

“The strength of this new site is its ability to change to meet the increasing needs of a growing Machinists union,” said Buffenbarger. “And knowing our members, the folks in Congress and in the corporate board rooms better watch out. There’s a high-tech typhoon coming their way.”