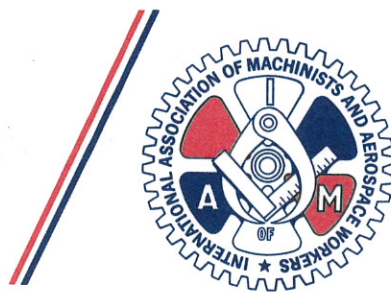


**International
Association of
Machinists and
Aerospace Workers**



9000 Machinists Place
Upper Marlboro, Maryland 20772-2687

Area Code 301
967-4500



OFFICE OF THE INTERNATIONAL PRESIDENT

July 29, 2016

Subj: **Basic Newsletter Development Class**
November 13-18, 2016
at the William W. Winpisinger
Education and Technology Center

To All District Lodge Presidents and Secretary-Treasurers, Local Lodge Presidents and Recording Secretaries, TCU Carmen Division Officers, National Representatives, Assistant National Representatives and Local Lodge Officers

Dear Brothers and Sisters:

This is the Official Call for the **2016 Basic Newsletter Development** course at the William W. Winpisinger Education and Technology Center at Placid Harbor in Hollywood, Maryland. The class will be held November 13-18, and is the only Basic Newsletter Development course scheduled for 2016.

The Basic Newsletter Development course will teach new editors how to start and publish a newsletter. Students will obtain hands-on desktop publishing experience by creating their own newsletter using Microsoft Publisher software.

New to this year's class is an emphasis on the tools Local and District leaders need to dialogue with members in the smartphone age. Participants will learn how to launch, write and edit an effective email newsletter. They'll also learn how to operate a mass SMS, or texting, list – the most direct way to reach members when announcing union events. We'll cover some social media best practices, and how to effectively manage your limited time to communicate most effectively.

Because of the highly-specialized and hands-on training, class size is limited. Participants should complete and return the enclosed Registration Form as soon as possible to ensure a place in this class. Participants must be IAM members in good standing. **Contact the Communications Department at (301) 967-4520 if you have any questions.**

Basic Newsletter Development Class
November 13-18, 2016
Page 2

Applications for the November 13-18 class must be received by the Communications Department no later than September 9, 2016 and must include the Lodge Officer's signature and Lodge Seal.

Send the completed Registration Form to:

IAM Communications Department
Basic Newsletter Development Class
9000 Machinists Place
Upper Marlboro, MD 20772-2687

Or send by FAX to: 301-967-4586

In solidarity,



Robert Martinez, Jr.
International President

RM/tc

Enclosure

cc: Executive Council
DIR Larkin
DIR Wagoner
GLRs
GLAs
TCRs

Participant Registration Form
William W. Winpisinger Education and Technology Center
at Placid Harbor
Year 2016 Departmental Programs

Basic Newsletter Development
November 13-18, 2016

Mandatory - The following information must be filled in



Full Legal Name (as printed on your ID)

Verify your name is as it appears on your Driver's License or Passport that you are presenting as identification at the airport.

First: _____ Middle: _____ Last: _____

Nick Name: _____ Date of Birth: _____

Title: _____ Local Lodge: _____ District Lodge: _____

Gender: _____ Territory: _____

Mailing Address: _____

City: _____ Province/ State: _____ Postal Code/ Zip Code: _____

Home Phone: _____ - _____ Work Phone: _____ - _____

Cell Phone: _____ - _____ Fax Number: _____ - _____

Email Address: _____

Last 4 digits of SSN/SIN: _____ IAM Book No.: _____

Employer _____

Return this form to: **IAM Communications Department (Phone: 301-967-4520)**
Basic Newsletter Development
9000 Machinists Place
Upper Marlboro, MD 20772-2687

Or, by FAX to: (301) 967-4586

Registration Forms *must be* received at the IAM by Friday, September 9, 2016.

(Please complete reverse side.)

BASIC NEWSLETTER DEVELOPMENT

November 13-18, 2016

What type of work do your members do? _____

Who is your local's major employer(s)? _____

Does your local have a newsletter? Y___ N___ If Yes, how often is it published? _____

How is it distributed? ___ Mail ___ At the worksite. How many (circulation)? _____

Are you the Lodge Communicator? Y___ N___ Are you the newsletter editor? Y___ N___ How long? _____

Do you have any prior training in Journalism? Y___ N___ Layout and Design? Y___ N___

Have you attended any other classes offered by the IAM at the William W. Winpisinger Center? Y___ N___

If yes, which classes? _____

Please rate your computer skills in the following areas:

Copy and paste, saving files, desktop navigation? None ___ Beginner ___ Intermediate ___ Advanced ___

Word processing skills (MS Word, WordPerfect, etc.)? None ___ Beginner ___ Intermediate ___ Advanced ___

Desktop publishing skills (MS Publisher, etc.)? None ___ Beginner ___ Intermediate ___ Advanced ___

I hereby attest that the proposed participant meets the enrollment policies and requirements of the IAM Communications Dept. and the William W. Winpisinger Education and Technology Center.

**LODGE OFFICER'S SIGNATURE
(MANDATORY)**

**LODGE SEAL
(MANDATORY)**

LODGE OFFICER'S PRINTED NAME

TITLE

Lodge Officer's Email Address