

## Resolution 2025-07

### Re-vitalizing Direct-Member Communications

**Whereas**, direct-member communications is an important, even critical, labor organization program to build and maintain informed affiliates, leaders and members, and central to solidarity; and

**Whereas**, direct-member communications are elemental to organizing, political and legislative action, member activation, leadership development, exchange of affiliate news and updates, and holding the attention of members to the activities and programs of the organization; and

**Whereas**, current AFT-Oregon communications consist primarily of the Leader List of less than 300, announcing regular Executive Council meetings, and occasional direct notices from the President, VP Political Action or other officers, or forwarded notices of events or activities from affiliates or other organizations, though appreciated but which do not include a regular, direct-to-member communications program; and

**Whereas**, for decades AFT-Oregon produced, and won recognition -- including from the International Labor Communications Association, an expansive direct-member communications program consisting of:

- *Federation News* published every other month and mailed to all members and fair share payers;
- *Leader Action* published electronically every other week to all local leaders, covering information for leaders in their roles as leaders of locals in AFT and AFT-Oregon;
- *Political Action* published electronically in alternate weeks from Leader Action to all members for which e-mail addresses were available, covering legislation and political action information;
- *I Am Political Action* published quarterly and mailed to all political action fund voluntary contributors covering information on the AFT-Oregon political action program, activities, events and related items;
- *AFT+ You* published electronically each calendar quarter to all members with an e-mail address, covering updates and details of AFT+ member benefit programs for developing, maintaining and improving Local knowledge of the program;
- *Take Action* published electronically as needed to alert members of events, rallies, hearings and other activities of immediate interest for which a response and member action was needed;
- *Web-edAction* published electronically as needed to alert members to AFT-Oregon on-line Webinar training opportunities for local leaders; and

**Whereas**, e-Mail-only Leader List communications add a burden to local leaders to assure wider communications of state federation information to local members; and

**Whereas**, e-Mail is convenient but insufficient for developing and maintaining solidarity among affiliates, their leaders, and especially local affiliate members; now

**Therefore Be It Resolved**, that the AFT-Oregon Executive Council re-visit its communications activities and evaluate the purpose and reach of its communications; and

**Be It Further Resolved**, that AFT-Oregon make every effort and provide sufficient staffing and funds, including any consultation that may be needed from AFT, for establishing and maintaining a comprehensive, direct-member communications program of identifiable, regularly scheduled publications whether print and/or digital; and

**Be It Finally Resolved**, that the articulated program commence not later than January 1, 2026.

*Submitted by AFT-Oregon Retirees Chapter 8035R*