**Organize**

**It Worked!**

“

Thanks for the training. It worked!” That’s what Jill Bleed said after union activists at the Associated Press signed up 18 new members over the summer.

Bleed, chair of the local Bargaining Committee, was referring to techniques she and others learned at a Guild District Council meeting in June that included a training session on organizing.

In August, in keeping with tradition, the local invited union members to a mobilizing meeting as they prepared for contract negotiations. The attendees were almost all new to AP or to union activity, Bleed reports, which “brought in an enthusiasm and fire.”

At the meeting, officers sought to demystify the union — by introducing themselves, discussing their background, and explaining how the local fits in with the Guild nationally.

“Attendees felt they were in good company after finding out how many other major media organizations are also unionized,” Bleed said.

During the recruiting portion of the meeting, they developed personalized lists that showed participants members and non-members in their bureau or department. Then they analyzed the lists to see who should be targeted for recruitment, with the highest priority given to new hires and those sympathetic to the union.

“The attendees left our meeting energized and ready to work. They’ve exceeded our expectations and they’re still going strong,” Bleed said.

**Real News Unionizes**

The NewsGuild has undergone a shift to a “culture of organizing” in recent years, Executive Vice President Marian Needham reported at a national union conference this summer — and it shows!

The staff of The Real News Network won voluntary union recognition in August, continuing a recent trend of unionization by workers in digital media.

The staff at the Baltimore-based progressive news organization is comprised of a diverse group of hosts, journalists, studio employees, and fundraisers. The 25 new members of the Washington-Baltimore Local said being part of the Guild is a natural extension of the principles that guide their work.

**Raw Story Joins Guild**

The editorial staff at Raw Story, a Washington DC-based progressive online news organization, won voluntary union recognition in July. The 10 new members also joined the Washington-Baltimore Local.

“We chose The NewsGuild for its historic role in democratizing newsrooms across the U.S. and its 80 years of commitment to the rights of writers, editors and other news workers,” said Senior Editor David Ferguson.

**American Prospect Organizes**

The seven-member staff of The American Prospect joined the Washington-Baltimore Local in June. The publishers of the magazine, known for a progressive, pro-labor editorial policy, voluntarily recognized the union.

**Staffing Up**

The staff of Democratic Socialists of America (DSA) requested and received voluntary union recognition in July. The eight new members have joined the Washington-Baltimore Local.

The group is looking forward to continuing to build on the exponential growth of DSA over the past year and to advocate for a workplace where all workers are treated with dignity and respect.

The staff of Jobs with Justice Massachusetts won union recognition in June, becoming members of the Greater Boston NewsGuild-CWA Local 31032.

The seven-member staff of Neighborhoods Organizing for Change (NOC) won voluntary union recognition in September. The group is a grassroots organization dedicated to building power in under-resourced communities and communities of color across the Twin Cities.

Cutlines:

New union members attended a mobilizing meeting as the News Media Guild prepared for contract negotiations. They soon became union activists.

New members at the Real News Network cheer their organizing win.