

"Local TV" - From Page 20

For working people that bodes ill for the chances their issues will receive significant coverage in the future. As most labor activists already know, local television is one of the hardest media outlets to attract to a labor issue. The complexity of specific labor struggles, much less the broader economic issues behind those struggles, do not lend themselves to the time constraints of television news or the interests of most news directors.

But even as local television news takes the low road, there is hope in the long run. As the quality of local news broadcasts plummet, a few stations are starting to rethink the shock and schlock strategy.

KVUE in Austin, Texas has drawn national attention, including praises from the Columbia University School of Journalism for its "family-sensitive news" model. The station judges how much coverage to give a crime story based on whether there is community-wide impact or a risk exists from a criminal at large. If the story doesn't pass these two screens it gets dropped or downplayed. Unlike Portland stations, KVUE does not fill valuable air time with canned stories of murders in Florida or airline crashes unless there is a real local connection.

Organizing to move local media in that direction can make a difference. Calls and letters expressing disapproval of gratuitous violence and promoting something on along the KVUE model can, over time, have an impact. It means a long and sustained effort but the alternative is more blood and gore live at 5:00 P.M.



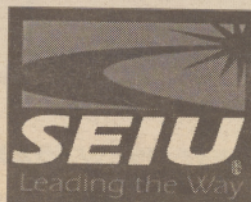
The Coalition for Physically Challenged People is moving forward. This work group of OPEU members met on June 10 where members approved a new mission statement: to build power for and fight oppression against physically challenged people and to hold authorities accountable, particularly for enforcing the Ameri-

cans with Disabilities Act, among other goals. The group shared information, made assignments to gather more data and hatched plans for some initial organizing campaigns.

For starters, the work group will mobilize the larger OPEU membership to participate in disability awareness training along with agitating for more accessible parking. So far The Coalition for Physically Challenged People has involved mainly state workers in and around Salem. Members want to build an organized presence statewide.

If you want physically challenged people to have more power at work call **Lynara Johnson at (503) 378-3110 ex 441 or Laura Grant of OPEU staff at (800) 527-9374 ex. 215 to get involved.**

New SEIU Logo and Activist Magazine



In keeping with its new organizing priorities, the Service Employees International Union has adopted a new logo and a created a new magazine for SEIU member leaders and activists. The "SEIU Leading the Way" logo incorporates the image of the sun previously used in the New Voices campaign that was responsible for the international's historic shift to an organizing model. As the leading proponent of organizing to rebuild our labor movement rather than managing its demise, SEIU is indeed "leading the way"

along a new path - symbolized in the logo by a path leading to the sun.

SEIU has also launched a new magazine, *SEIU Action*, for member leaders and activists in SEIU locals across the country. The new publication emphasizes organizing and worksite action as the key to victory for working people. Successful campaigns using the organizing model are featured in every issue combined with the nuts and bolts type of information that every worksite organizer, steward and member leader can use in carrying forward the fight in her or his worksite. This month's issue also includes a centerfold of OPEU's historic 1995 strike. Contact your worksite organizer about how to receive this exciting new magazine.

**OPEU GOES TO
WATSONVILLE
PAGE 5**

**HIGHER ED
STRIKE PREP
PAGE 14**

**NEW INITIATIVES
NEW RISKS IN '98
PAGE 9**

**MEASURE 50
UPDATE
PAGE 10**

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