Josh Eidelson—

Worked at Unite Here! Suggests I reach out to Education unions.

Brenda Carter’s job is to fix things that the union is not so good about. Her focus recently has been on media strategy. Current Prez is retiring in Nov.

Narrowness with which people think about it. They associate labor with union contract fights. The fewer union members there are, the fewer interesting categories of people who are unionized, the less reporters care.

First, labor is much broader than that. College athletes are organizing not into a union but around rules imposed on them. The labor board’s upcoming rulings on facebook and people getting fired for posting on facebook. People don’t think about labor as the broad topic it is—everything that happens to people in the workplace.

Even some of the progressive publications know they should cover labor, but they don’t have a person on staff that has the expertise or desire to cover it so they wait for people to pitch them or wait for it to be in the national news.

What is a labor board charge vs. a complaint. What does it mean to be union. Unions don’t make it easy when they talk about themselves. AFL-CIO gets referred to as a union, but it’s not, it’s a federation of unions.

There’s the big picture in terms of what sectors are unionized and which aren’t, the public sector vs the private sector.

**Resources** useful for people who are covering labor and who aren’t:

**Travel funds** would be very useful; Salon, for example, won’t send you somewhere. Dissent can’t fund travel. $1200-1500 for one week: travel, hotel, food

**Reporting Fund**: $100-$300 online, $500-$2000 per story

**Experts**

--Labor Law: National Labor Relations Board

--Labor Law: Workplace Rights

--Union Structure: Federations vs. Individual Unions

--Union Process:

--Sectors of the Economy that are or aren’t unionized

--Crossover with Immigration

--Crossover with Gay Rights

Mentorship Program: Use advanced reporters to do briefings, be mentors, get some travel funds.