

## **SUMMING UP: Printed Materials**

1. **Be timely** in issuing your leaflets. Not too early too early, not too late, and not too often; but never too seldom.
2. **Be brief.** Say only enough to get the point across.
3. **Be accurate and specific.** Check the facts and present them as facts, not possibilities. Never rush into print on the basis of rumors.
4. **Be convincing.** Back up your statements and arguments. Give your readers credit for intelligence. Don't expect them to accept what you say unless you give them reasons for doing so.
5. **Be clear.** Stick to one, or at most two closely related issues. Don't confuse the reader by using everything you can think of in every leaflet you put out.
6. **Be helpful.** Point out how the disability community could deal with the problem. Don't agitate the reader unless you show a way out. Give the reader a course of action to take.
7. **Anticipate the opposition.** Prepare the audience for the opposition's propaganda. Stay on the offensive; don't get caught in the position where you must waste your valuable leaflets defending yourself.
8. **Be firm with yourself.** Stick to important issues. Don't let petty grievances or your own rhetoric lead you astray. Always ask yourself: "Is this leaflet necessary?"
9. **Use simple, forceful language.** Use the language of the disability community whenever possible. Avoid hackneyed phrases, but don't go overboard in the other direction with too many big or unusual words.
10. **Talk to the majority.** Don't write just for those already invested. You have to win the uncommitted.
11. **Focus on the issues** and the union's program. Leaflets on the issues can seldom get anyone except the boss into trouble.
12. **Consult** with appropriate statewide advocates frequently and let them suggest subjects for the leaflets. They often know what the disability community wants the leaflets to say.
13. **Design your leaflets** with eye appeal. Don't crowd the paper; leave plenty of white space. Try to have your most important point at the optical center of your paper. Break your text into short, easy to read paragraphs, and use boxes, arrows, and similar devices to add emphasis and style.
14. **Stick to the truth.** Make sure leaflets contain truthful statements. When in doubt about a leaflet's contents, check with the statewide advocates. Confirm your facts by citing sources.
15. **Use gimmicks sparingly.** However, a good gimmick or trademark can set a confident tone for a campaign. Remember, the issues are the campaign, not the gimmicks.