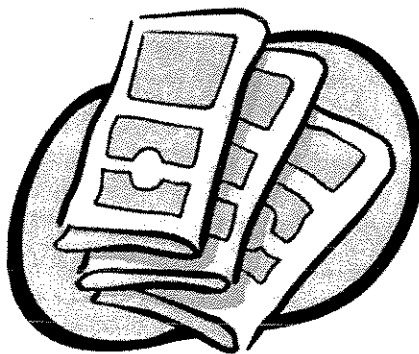

How to make a leaflet

- ◆ **Where to start**
- ◆ **Fleshing out your ideas**
- ◆ **Putting it all together**
- ◆ **Types of leaflets**
- ◆ **Your rights to distribute leaflets**
- ◆ **Handing out leaflets in person**



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by employees represented by AFSCME Local 12, Council 61**

How to make a leaflet

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How to make a leaflet or brochure

You have an important meeting to announce, need to get out the facts during an organizing drive, or want to rally people during a crisis. Or maybe you need something handy to explain what services your organization offers. What you need is a *flyer, leaflet or brochure*.

Leaflets & flyers

These are short, often urgent, written messages you'll usually hand out or post on a bulletin board, hallway, etc. Something at the top must look so striking and important that harried passersby who take a quick glance from 20 feet away will stop dead in their tracks, drop everything, and read it.

Everything should be on one side only of a sturdy sheet of paper – It's remarkable how few people flip over a leaflet to see what's on the other side. The message must be so short and easy to read that people will finish the whole thing before they look up or get wherever they're going.

What's a brochure?

A brochure is a glorified leaflet. It may still be a single sheet of paper, but

it's longer, folded up, and printed on both sides. A brochure is handy for long-term use or mailings, and it's less likely to get mangled or thrown away. You can cram more into a brochure.



Where to start

Take a few moments to think about the audience you must reach, reviewing Chapter 1's list of considerations. What on earth would interest these people in your message?

Printing & typesetting

Decide how many copies you'll need (always figure in a few extra), how sturdy they should be, and what resources, such as typewriters, are available. How much time and experience can you devote to the job? How much money can you scrounge up? All this

will help you pick the typesetting and printing that makes the most sense. Make arrangements now, so you'll be clued into scheduling problems or technical limits right from the start. Chapters 5, 6 and 7 help you compare costs and advantages of various methods.

Make a list

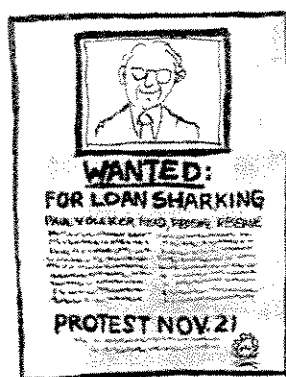
What do you want to say? Make a list of key ideas and then rate them, from the information most crucial to your audience to points that could be left out.

Outline the main points

Narrow your focus down to one basic theme, or idea, per flyer or brochure,

Leaflet or flyer

Brochure



Example A

We need to lobby for a national health plan.

1. Health costs are going through the roof;
2. Companies are making workers pay more for health insurance;
3. Millions of Americans have no health insurance

Example B

Why is health insurance so expensive?
Are you paying more for health insurance and getting less?
Can you afford the health care you need?
Company threatens to cut our health benefits

Example C

Let Senator Hairdo know you care;
We need a national health plan.

Example D

Support the Campaign
for National Health



and then develop two to five points or examples that explain the main idea. For a longer brochure you could include as many as ten points. Example A shows how your outline might look.

This simple outline is written first from your point of view. Then you'll rework it, so the leaflet will appeal to people who haven't thought about things the way you do – and may not feel like reading a flyer to start with.

Make it snappy

Pruning your list of important points down to what's essential for now is the hardest part of writing a leaflet. When you're in the thick of things, everything seems crucial. Resign yourself to putting aside vitally important information for a future leaflet. Even for old pros, that's painful. Keep going over your list and outline, crossing out what's less important for the moment.

Flesh out your ideas

Find a good picture

Pictures aren't just decorations. Find the right picture (called a *graphic*) for the top of a leaflet or front of a brochure, and it'll hook casual lookers. Look for one with emotional appeal that's hard to resist. Other pictures help illustrate key points, so people can tell what you're concerned with just by looking. Chapters 12 and 18 give tips on finding the right photo or other graphic.

Write a headline

The headline should always stand up to the all-important question: "Why should your audience bother with this?" If it doesn't, most people won't read another word.

Put yourself in the shoes of the people you're trying to reach. How does the issue touch them? How does it relate to things they think about every day? What's the biggest problem you're aiming to solve, or the biggest question people might have about it?

Then write a headline that will grab readers who aren't yet convinced of your message's importance. Start where readers are at. If you've got a great picture, make the headline flow from the picture, connecting it with the points that follow.

P. 118 gives tips on writing headlines. Questions make great headlines, because they invite people to think – or at least get them curious. A leaflet pushing a national health plan could have any of the headlines in example B, depending on the audience you're aiming at.

Once you've written the headline, reorganize your main points so they flow nicely from the headline.

Turn each outline point into a subheading

You can see a leaflet or brochure's outline when you look at it. A headline (plus a graphic) attracts people; subheadings outline the key points; and a short paragraph or two explains each point. When a leaflet's well organized, people can see what it covers before they read all the details. The leaflet looks inviting, and it's easy to refer back to the main points and remember them.

Put the main idea or action last

That's your punch line, the idea you leave with people once you've gotten them in the mood for it. Put it at the end, bold enough to stand out but not so big it distracts attention from the top headline.

In the health care example, the last two lines could be example C or D.

Make a sketch

Even before you've written it, sketch how the leaflet or brochure will look – how long you want it to be, where pictures might go, and how big the headline should be. Write out the headline, subheadings, and the punch line at the end. Then draw lines where the explanation for each point goes, so you'll know about how much room it gets.

• To sketch a brochure, fold one or more sheets of paper the way you want it to look. Example E shows all the ways one sheet of legal-size (8½" x 14") paper can be folded. Pick your favorite, decide where everything goes, sketch it out, and then test it by folding and unfolding the sketched brochure the way a typical reader would. If it gets confusing, pick a different format.

Don't pick a format just because it's cute; pick one that lets you make the headline and pictures the right size and

bunch material that belongs together on the same page. "B" subheadings should fall at the top and not bottom of pages. In other words, the format can complement your message or confuse and crowd it. It's your choice.

How you put out a brochure or flyer also influences its look – read on. For example, must you leave a space for mailing labels? Will you try to get mailing discounts that require the publication or mailing area to be a certain size (p. 171)?

- The name of your group. You want people to notice this, but it won't be the "draw" that attracts strangers to the flyer. Put it at the end. Then consider adding a phone number and address.

Fill in the outline

Explain each idea

Once you've sketched the leaflet, write a paragraph or two explaining each point in the outline. A brochure might explain things in more detail. The key is to start with something exciting or important to readers (the headline), and then move people to the punch line at the end, giving them evidence along the way to prepare them for it. These paragraphs are your *body copy*.

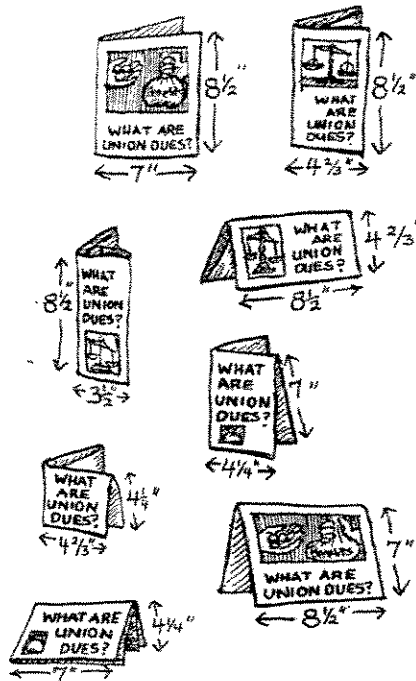
Leaflet writing

- Write & rewrite. Keep refining the exact wording of each subhead and explanation, and be merciless in cutting every unneeded word or phrase (p. 115). Chapter 13 gives tips on writing.

- Stick to the point. No matter how truthful you are, a good leaflet or brochure comes across as simpler and more orderly than life actually is. You must simplify some points and leave out others to make information fit neatly into an outline. That's why a leaflet that comes across as clear and obvious to readers takes time and sweat to write. It's much easier to put out a leaflet that will confuse or overwhelm readers.

- How many words can you fit? If the flyer is short and simple and full of space, you can pretty much tell by looking at your sketch whether the copy you write fits where you want it to go. If it's long and space is tight, you must *copyfit* – see p. 131. But first, pick the exact type you'll use – see Chapter 5.

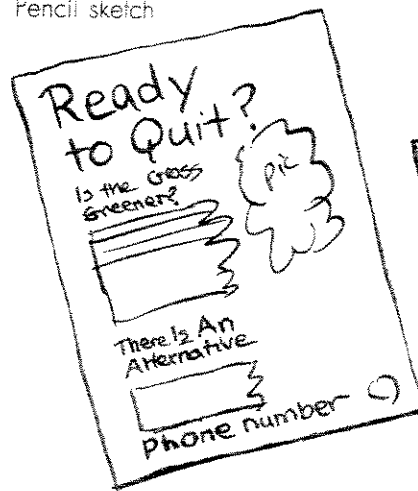
Example E Folds for an 8½" by 14" brochure



Graphic attracts attention



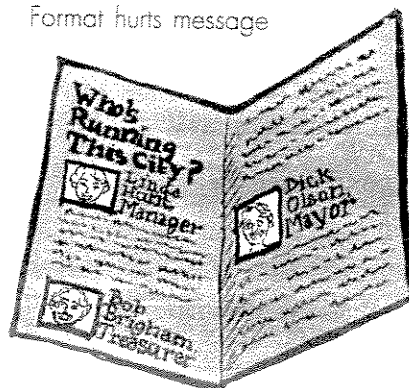
Pencil sketch



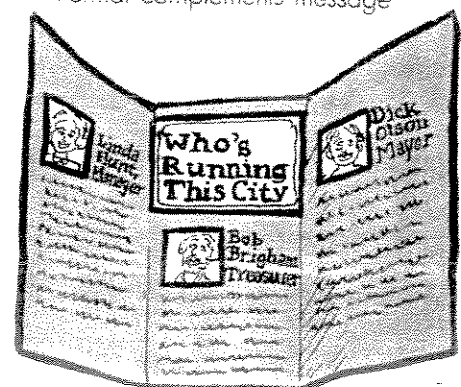
Example F Finished leaflet



Format hurts message



Format complements message

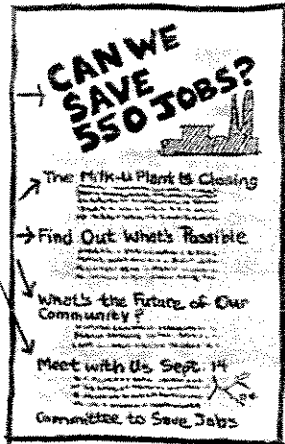


Example G

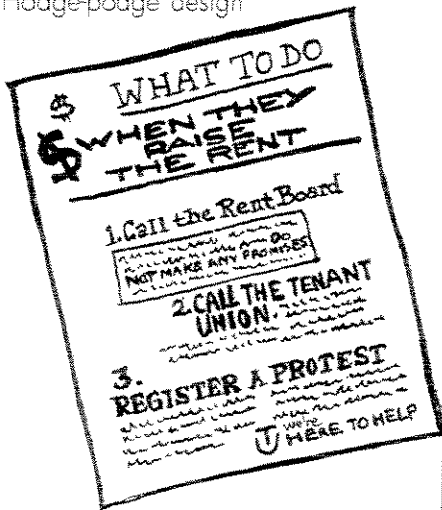
Headlines & subheads

A-level head

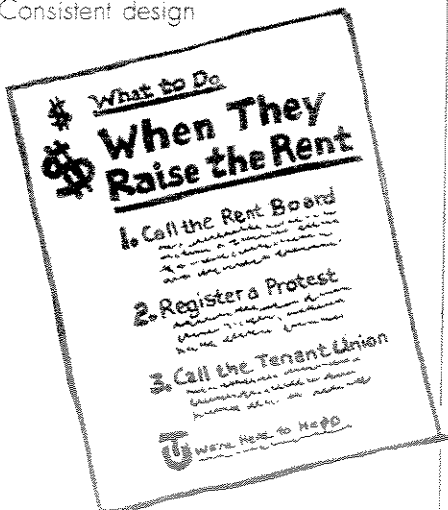
B-level subheads



Hodge-podge design



Consistent design



Put it all together

Label each subheading

Organize your leaflet by labeling the big headline at the top "A." Label each of the main subheadings from the outline "B."

For a brochure, look over the copy. Any explanation that gets long and involved should be divided into smaller sections, so it's inviting to read. Intro-

duce each with a little sub-subheading, and label them "C."

If you want to highlight the name of your group, label it a "B" subheading. If you just need to make sure the name can be found, label it "C." The same goes for the time, date, place, etc. Label details that should pop out at people, such as the date, with "B." Those that are less important, like the address or phone number, are labelled "C."

This ranking system will help you pick the right type style and placement for each subheading.

Design the leaflet or brochure

Pick your type

- Whenever possible, type or typeset every word. Handwritten words are hard to read, look messy, and tell everyone you're a fly-by-night, bush-league group they shouldn't take seriously.

- If you're using a typewriter or word processor, that's fine for body copy. P. 132 gives tips on how to make the most of any typewriter. You'll still need large, bold type for the "A" headline and (if possible) "B" subheadings. P. 38 tells how to make the big stuff.

- If you use a typesetter or computer, you have a wealth of type styles and sizes to choose from. But don't get greedy, and try to use every option you can get your hands on. Pick no more than two styles – one for the body copy, and one that goes well with it for the "A" headline – maybe just a big, bold variety of the body type style. Use a different size and/or variation (p. 72) of the same typestyle(s) for "B" and "C" subheadings (if any). That's it.

- Chapter 15 shows how to type up copy yourself or tell a typesetter what you want.

Space

No leaflet or brochure should be jam-packed with type. Plan to leave at least a 1/2" margin of space all around each page, and leave extra space around the headline. Space makes things look relaxing and easy to read, and empty areas attract attention. P. 142 tells how to make space work for you.

The body copy

All copy is typed into columns of the

exact same width. If you have room, just put one column on a page, with plenty of space on one side or both, like example F on p. 7. But don't let the type column get so wide it's hard to read (p. 70). To fit more copy, try two or more columns of type on a page (but don't fill the whole page with type). P. 131 tells how to figure column widths. Type should be at least 9 points tall – p. 67.

Headline & subheadings

- The "A" headline should be big and bold, so it jumps out at people. Use 24-point or bigger type for brochure headlines, and between 36-point and 60-point type for leaflet headlines. The fewer words there are in the headline, the bigger the type can be.

- "C" subheadings should be barely big (or bold or underlined) enough to stand out a bit from the copy. They're usually the same type style as the body copy, but could be bolder (p. 72). Leave a little space above each subheading – just 2 points (p. 67) may be enough. If you're using a typewriter, just skip a line (or half-line) and underline and/or center type for C-level subheadings – like example H on p. 9.

- "B" subheadings are bigger and bolder than the copy, and could stick out into a wide margin or space (example G). They should be around twice the size of the body copy, but no more than half the size of the "A" headline.

- Be consistent. The type for all B-subheadings should be exactly the same. If one sticks out to the left of the type column, then they all should. If one B-subheading is centered in the middle of the column, center them all. If one is underlined, or has a band of space above it, all of them should.

Likewise, C-subheadings all look the same. This makes your leaflet or bro-

chure seem orderly, so the words and ideas dominate it. If it *isn't* orderly, the chaos will overwhelm the message.

Design tips

Skim Chapter 8, looking for other categories, such as photo captions, that should look distinct. For each, pick a variation (like *italics* - p. 36) or different size and placement of the same type used for body copy.

Until you get the hang of designing flyers from scratch, scan the examples in this book. Pick one that suits your purpose, and copy its design. Keep your eyes peeled for brochures and leaflets that work, and use them as models, too.

- If you've already written the text, *copyfit* (p. 86) to see if it fits. If it doesn't, either chop it down, leave out a point or two, or redesign the leaflet or brochure. (But *don't* continue anything on the back of a leaflet.)

Types of leaflets

Which of the leaflet types below suits your purpose?

Come to a rally, meeting, hearing, etc.

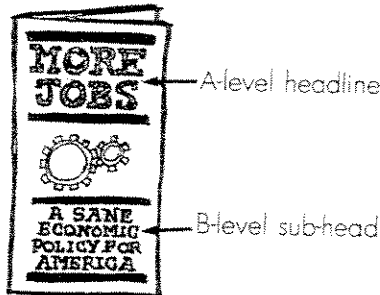
You're planning an event and asking people to come. Maybe it's a political rally, a voting registration drive or a party. If it's something fun like a picnic, announcing the event right off the bat in a screaming "A" headline could do the trick. But unless everyone's hopping mad, few people get excited about sacrificing free time to attend a meeting or rally. You must convince them the issue's so important they can't ignore it.

Pick the most concrete, pressing and/or widespread needs you're tackling, like how hard it's been to get a raise or the lack of nearby playgrounds. Start with these. Or maybe there's a crisis on people's minds like a firing, electric rate hike or health-care cutback.

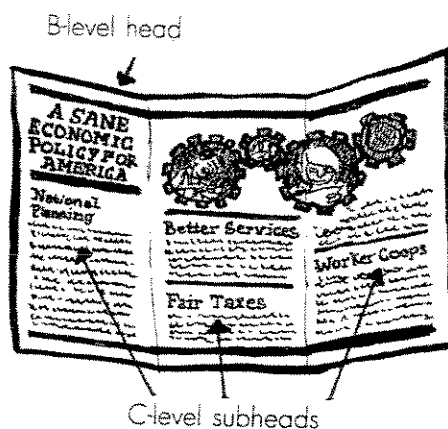
To show a sense of urgency, make the "A" headline huge and super-bold, with space above and beside it. In the headline, appeal to people's stake in the crisis or their unmet needs. After they're hooked, mention the meeting, hearing, etc. in a "B" subheading.

Such leaflets must be pared down to the bare bones. Since success depends on involving as many people as possible, you can't afford to lose anyone by being

Brochure heads & subheads



Inside the same brochure



wordy. You'll walk a tightrope, not belaboring what everyone knows, yet not assuming they know more than they do, or share your commitment. Prune out all thoughts that aren't needed to mobilize people for the immediate event.

When the leaflet's written, check that you've included: what the meeting, hearing, etc. is (briefly); where; when (date and time); why it's important; who your group is; who to get in touch with; and a phone number to call. Who will be there, topics of discussion, available transportation and child care, refreshments and possible action following the meeting may also be important. A simple map showing how to get to the event could help. Include only what you can easily fit onto one side of paper.

Educational leaflets & brochures

You need a flyer or brochure that outlines your group's services, shows the benefits of a new contract, or gives people a rundown of their legal rights. Or maybe you're walking a picket line and want something to hand out explaining why you're there. Or you want to ex-

Headline & graphic work together



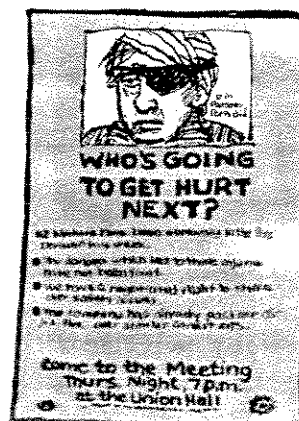
Example H

Many parents are plagued with worry over where their kids are while they're at work.

What we won
The child-care debate was peppered with veto threats from the President, who didn't want

C-level head

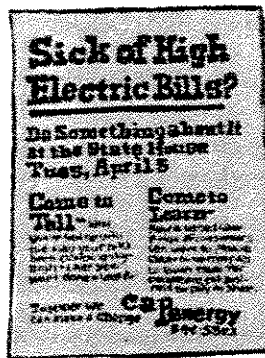
"Come to a meeting" leaflet



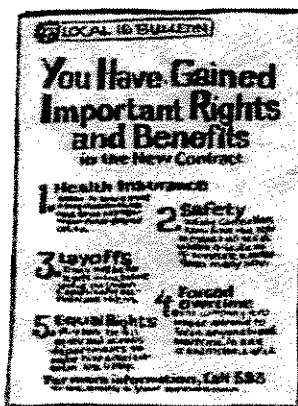
Educational brochure



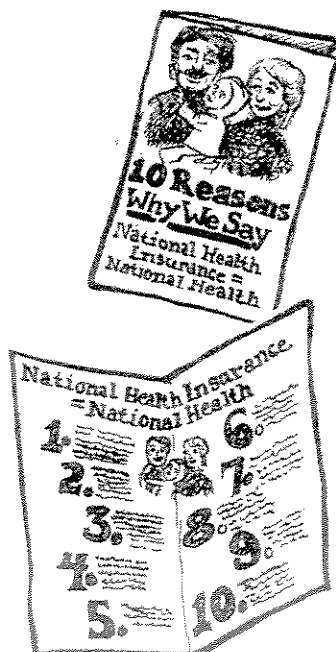
"Come to a hearing" leaflet



Educational leaflet



Fact sheet for organizers



plain your group's views on an economic problem or political issue.

In many cases, a well-funded publicity blitz has already hit people with the other side's point of view — whether from management, the landlords' association or right-wing politicians. Often they've distorted the facts in an appealing way. Keep in mind what they're saying, what people are likely to believe, and questions they've left unanswered. On key issues, you might have to poke holes in their distortions.

Design these with special care, so they'll have lasting appeal. Whenever possible, use charts and pictures to help explain complex ideas (p. 157).

Don't overestimate the power of the written word, however. Few people will miraculously change their whole view of the world after reading one brochure. Educational literature can supplement personal contacts, but it can't replace them. A good flyer gives you an excuse for talking to people, and gives them a concrete reminder of the discussion. It puts the facts down in black and white, so people will take them seriously and remember them.

For an educational leaflet, you may need more than one side of paper to do the necessary explaining. If so, make it a brochure, and add pages as necessary. But remember, if the subject can be divided up, two short brochures are more apt to be read cover-to-cover than one long one; and if you've got two brochures, you'll have something new to hand out the second time you show up.

Join the campaign

This is a cross between the first two kinds. You're aiming to solve a long-term problem, not one crisis. You may want to recruit new members, fight unjust property taxes, or organize a union.

• One issue at a time. You can't say everything in one leaflet, and there's no point in trying. If you plan a step-by-step campaign now, you're less likely to cram too much information into your first leaflet or two. Pick one simple issue per flyer, starting with ideas that have the widest appeal. The first leaflet will give you credibility if it says one thing well. If the leaflet's a garbled flop instead, people may not bother to read your next attempt.

Trying to win people's trust is a tricky business. Again, flyers can't replace person-to-person organizing.

• Keep issues local and specific. Even if it's beautifully done, a vague leaflet on why people should organize just doesn't hit home. It can sound like so much pie in the sky. Show you understand specific problems the way people feel them, so they'll be convinced you aren't just a bunch of naïve outsiders.

• Don't get defensive. In planning a campaign, get a clear grasp on your most meaningful arguments. That can save you from being thrown into a panic and put on the defensive.

Your opposition could make you so furious, you'll be tempted to rush out a leaflet to answer every nasty lie or distortion. But hold on. Once you start fighting every twisted idea, you've let the opposition pick the battlefield and the rules of the fight. And although each lie can drive you crazy, a stormy battle over trivial issues could make your audience get disgusted with both sides and give up trying to sort it all out.

In every campaign, take a good, hard look at your audience. What issues are most important to them, and what distortions of your group or goals are likely to influence them? If you don't know, talk to as many "typical" members of your audience as you can. Only when the other side messes with key issues should you go all-out to fight back.

• Timing. How much printed information can people absorb? Don't swamp them with too many leaflets. An organizing committee firmly rooted in the community or workplace you're aiming at can help you constantly take their pulse, to make sure you aren't overdoing it. Timing is also important. Keep a few trump cards up your sleeve to throw on the table in the last days of a campaign, taking your opposition by surprise and upsetting their strategy.

• Accentuate the positive. Beware of seizing upon every issue people gripe about. For every problem you raise, suggest a convincing solution. Read each flyer over to see if the overall impression is optimistic, not depressing. You want people to believe your activities can brighten their futures, not encourage them to take up the bottle, quit their jobs, or move out of the city.

• Develop a style, a consistent "look" for each series of leaflets or brochures. Then people will recognize your literature at first sight. It will seem like an old friend, or at least an acquaintance. And when your style helps iden-

tify you, you won't be tempted to put your name too big (disrupting the message). To get a distinctive look, make rules for the type style, sizes and placement, column width, etc., and follow them for each flyer.

- Think up a slogan for each campaign, a catchy phrase ending each flyer that captures the spirit of your goals. It can be as long as "Rothschild never let us down; don't let him down" or as simple as "Raises, not Roses," a slogan for organizing women office workers.

- A tear-off coupon could encourage people to get in touch with you.

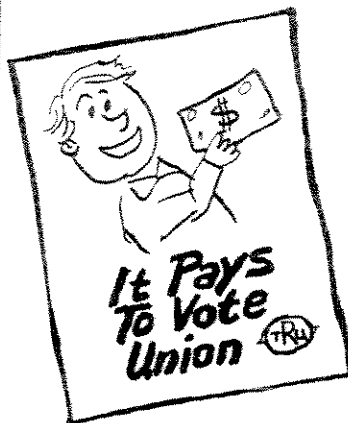
Vote for so-and-so

The best way to offend readers is to throw at the top of your flyer a screaming headline saying, "Vote for Tom Gallagher!" People who agree with you will nod their heads and walk on, and those who disagree will shake their heads and move on. Many will mumble to themselves: "Who do they think they are, telling me how to vote?!"

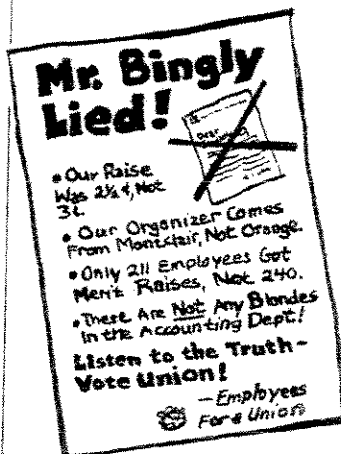
The top ("A") headline should instead convince people that the election and/or Gallagher is meaningful to *them* - try something like Example I. The right picture could drive home that point. At the end, a B-level subheading says something like: "Tom Gallagher deserves your vote on Nov. 6."

The best campaigns don't suddenly appear a month before the election. Consider publishing a newsletter that educates people about the issues and all the great things Gallagher does for them, month after month.

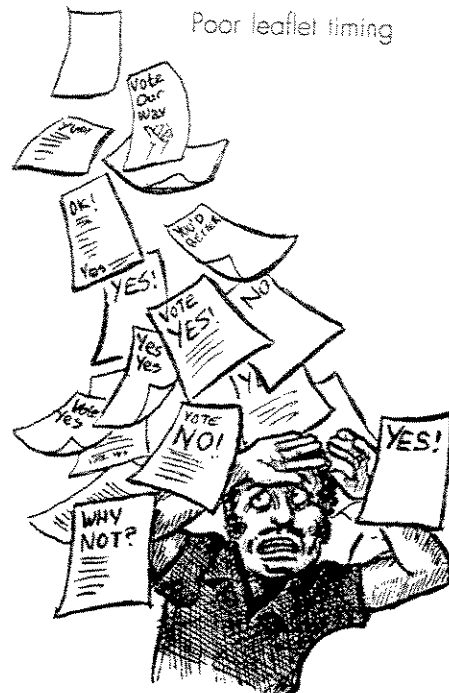
This leaflet's too vague



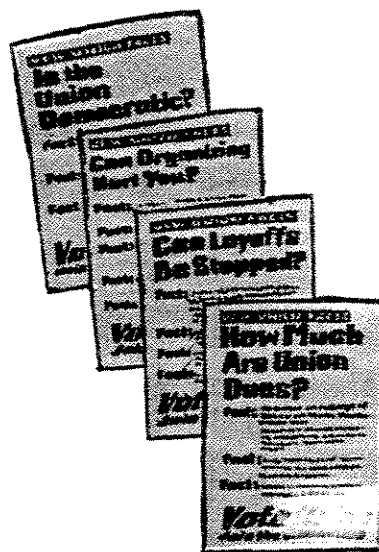
This leaflet's too defensive



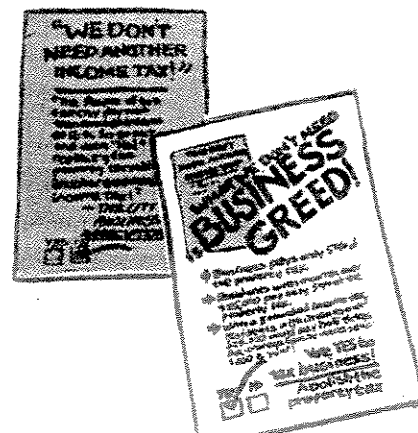
Poor leaflet timing



A leaflet campaign



Answering the opposition



Distributing Literature at Work: It's Your Right! (with a few exceptions)

◆ Private Sector Workers

You have the legal right under Section 7 of the National Labor Relations Act to join or support a union and to:

- Attend meetings to discuss joining a union.
- **Read, distribute, and discuss union literature (as long as you do this in non-work areas during non-work times, such as during breaks or lunch hours).**
- Wear union buttons, T-shirts, stickers, hats or other items on the job.
- Sign a card or petition asking your employer to recognize and bargain with the union.
- Sign petitions or file grievances related to wages, hours, working conditions and other job issues.
- Ask other employees to support the union, to sign cards or petitions, or to file grievances.

The National Labor Relations Act Says:

Section 7: "Employees shall have the right to self-organization, to form, join or assist labor organizations, to bargain collectively through representation of their choosing, and to engage in other concerted activities for the purposes of collective bargaining..."

Section 8: "It shall be an unfair labor practice for an employer... to interfere with, restrain, or coerce employees in the exercise of the rights guaranteed in section 7..."

Supreme Court rulings have upheld the right to distribute literature, including political literature

- Employees have the right to distribute union literature during non-work hours in non-work areas (lunch room, parking lot) so long as the literature involves workers' "*mutual aid and protection*." **This includes literature addressing political issues that affect workers!**
- The employer can't censor your literature.
- What's more, if the employer lets people pass around fliers for rummage sales or other events during working hours, then it has to give the union the same right.

Important Exceptions!

- **IF literature pieces are devoted almost entirely to candidates for public office, management can probably ban distribution** in the workplace.
- If union literature placed in waiting rooms or other public areas can be shown to "hurt customer relations or endanger people," management can restrict you from distributing literature in those areas.

◆ Public Sector Workers

- You have the right to pass out union literature **at work, on non-working time.**
- The employer may pass rules restricting literature distribution to non-working areas. But, if the employer passes a “no distribution” rule which bans any kind of outside literature anywhere at work, this cannot apply to union organizing literature, which must be permitted in non-work areas.
- If the employer successfully argues to PERB that some non-work areas present special situations (e.g., dangers or adverse impacts on patients or clients), they may restrict literature distribution in some non-work areas.

Government employees further enjoy a first amendment right which says the **government cannot limit “free speech”.** (Private employers can.)

Special Considerations for Public Workers Distributing Political Literature

Iowa law restricts use of public property and resources for campaign purposes. Iowa Code section 56.12A states: "The state and the governing body of a county, city, or other political subdivision of the state shall not expend or permit the expenditure of public moneys for political purposes, including expressly advocating the passage or defeat of a ballot issue...."

In other words: it is ok for public employees to distribute literature on non-work time, but if your literature advocates for a candidate or a ballot issue:

- **be sure not to use public resources for making or distributing literature,**
- **never use government logos on your literature,**
- **and never distribute literature while you are on duty.**

The Iowa Ethics & Campaign Disclosure Board has issued some rules that affirm employee rights to **wear political paraphernalia at work** and to **distribute literature on public property:**

*Public employees wearing articles of clothing and other campaign materials on public property.*¹

Rule 351 IAC 12.3(3) states:

"Officials, employees and candidates are prohibited from displaying campaign promotional materials on state government property. 'Campaign promotional materials' do not include political buttons or other political paraphernalia if they are worn on the person."

"The Board is of the opinion that if wearing "political buttons or other political paraphernalia" does not involve the expenditure of public moneys that triggers the prohibition in Iowa Code section 56.12A, then wearing political clothing such as t-shirts should not trigger the prohibition. Therefore, public officials and employees are not prohibited from wearing campaign promotional materials on public property so long as the materials were truly "worn on the person".

While the rule does not apply to public officials or employees on the property of a political subdivision, the Board believes the analysis would be the same. Therefore, the Board will not consider it to be a violation of

¹ Formal Advisory Opinion, IECDB AO 2000-06, May 18, 2000

Iowa Code section 56.12A if public officials and employees wear campaign promotional materials on public property belonging to a political subdivision so long as the materials are truly "worn on the person". In closing, the Board notes that *nothing in this opinion would prevent the administrative head of any state agency or political subdivision department from enacting an internal policy* that would prohibit the wearing of campaign materials on the public property of that agency or subdivision department." (emphasis added)

Placing political brochures on windshields on public property²

"The issue has been raised if brochures that "expressly advocate" for or against candidates or ballot issues may be placed on windshields of vehicles parked on public property such as school lots during sporting events. It is our opinion that so long as the brochures were not created using public funds or were distributed by public employees or officials on paid "time", the statute does not prohibit the placement of brochures on vehicles parked on public property. In the case of a candidate brochure, the prohibition concerning corporate contributions would also apply."

Agency Rules & Policies

Many agencies and jurisdictions have their own internal rules for employees, which should be checked. Below is an example from the Iowa Judicial Branch:

Iowa Judicial Branch. Employee Code of Ethics³....Political Activity

1. Employees have the right to register to vote, vote in any primary or general election for the candidate of their choice, privately express their views on off-duty hours, and make voluntary contributions to political parties or individuals running for office.
2. No employee shall engage in any political activity during scheduled work hours, on state property, or when using state vehicles or equipment. Political activity includes, but is not limited to:
 - a. Displaying campaign literature, badges, stickers, signs, or other items of political advertising on behalf of any party, candidate, agency or candidate for political office.
 - b. Soliciting signatures for a political candidacy.
 - c. Soliciting or receiving anything of value as a partisan political contribution or subterfuge for such contribution from any other person for any political party or any person seeking political office.
3. No employee shall use his/her official position or title within the Judicial Branch in connection with any political activities.
4. No employee shall use public property or supplies to secure contributions or to influence an election for any political party or any person seeking political office.
5. No employee shall promise or use influence to secure public employment or other benefits financed from public funds as a reward for political activity.
6. No employee shall engage in partisan political activities during working hours.
7. No employee shall discriminate in favor of, or against, a judicial officer, employee or applicant for employment on account of their political preferences, contributions or political activity permitted by this code.
8. See Section 5.13, Election leave, regarding statutory provisions (Iowa Code §55.4) for employee leave in the event of candidacy for a contested primary, special, or general election, and election or appointment to paid, partisan office.

***Check your own agency's rules and follow them.
But don't give up your basic rights!***

² Formal Advisory Opinion, IECDB AO 2000-17, August 17, 2000

³ <http://www.judicial.state.ia.us/courtadmin/pp11.asp>

Person-to-Person Leafleting⁴

Leaflets can be mailed, left in break rooms and lunch rooms, hung on union bulletin boards, or left on cars in parking lots, but...

One-on-one, person-to-person leafleting has the most advantages:

- Leafleting by hand establishes important personal contact with co-workers
- Once a flyer is in the hands of a co-worker, management cannot throw it away
- When you hand out leaflets at work, your legal union rights are being asserted for all to see
- Handing out leaflets provides an opportunity to ask for member feedback, answer questions and discuss topics, or to collect addresses for your e-mail list, sign up non-members for the union, collect signatures on petitions, etc.
- Your own confidence increases as you get positive feedback from co-workers
- Leafletters get a taste of union solidarity when they work together cooperatively



Whenever possible, hand out leaflets in teams (2-3 people). Leafleting in teams provides moral support for new participants, exhibits a stronger union presence, and insures witnesses are available if management ever tries to deny your legal right to distribute literature.

Carry a pen and notepad along with you to jot down names and contact information of people who want more information, have questions you can't answer, or who want to get involved.

⁴ Adapted from Bob Kutchko, "Informational Leaflets," at <http://members.aol.com/bobkutchko/UnionTips/page11.html>

