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## LABOR COMMUNICATIONS FOR THE '80S

The use of media at the AFL-CIO Convention dramatized labor's new directions, both for the participants and the audience around the nation.

**AFL-CIO**  
50th ANNIVERSARY  
CONVENTION

**L**IPA was charged with designing the electronic elements of the 1985 Convention with two goals in mind: to use the media to heighten delegates' participation, and to dramatize the change underway within the labor movement for both delegates and the nation.

The stage setting (see center-fold) was designed to focus attention on the convention theme: "Meeting the Challenge of the Future." Cameras shooting the stage captured the speakers and the logo for simultaneous video projection on two 12' x 18' screens.

In addition to speakers and all floor debate, the screens also pro-

jected 13 LIPA-produced videos, and several by AFL-CIO unions, which focused delegates' involvement in the business of the convention.

The video projection created a sense of intimacy within the huge hall. Six cameras operating on the convention floor delivered close-ups of all speakers, bringing everyone in the room together. Members of the Executive Council seated on the stage could also view the video on monitors.

The motif of the backdrop was carried through in the pre-produced videos, and was reflected in original music, which also used the "Challenge of the Future" theme.

In convention off-hours, delegates had a chance to review over 30 hours of union-produced videos in their hotel rooms on LIPA's Channel 3, dubbed WORK-TV.

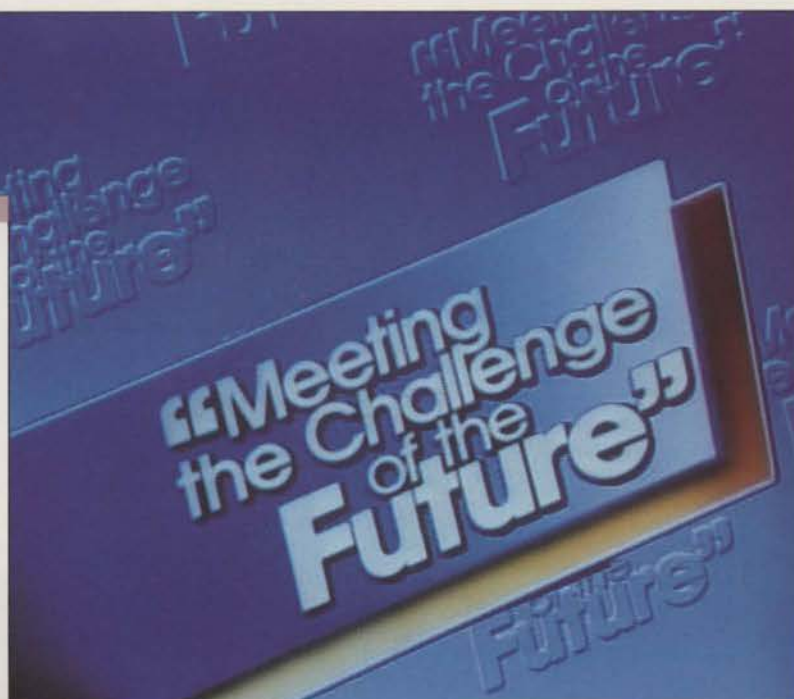
These screenings, together with

the introduction of a new LIPA catalog, allowed delegates at the convention to become more exposed to opportunities for using media in their work back home.

**A**s for the rest of the world, the AFL-CIO Convention made news. LIPA used daily satellite distribution to provide excerpts of convention proceedings to more than 500 commercial TV station news operations.

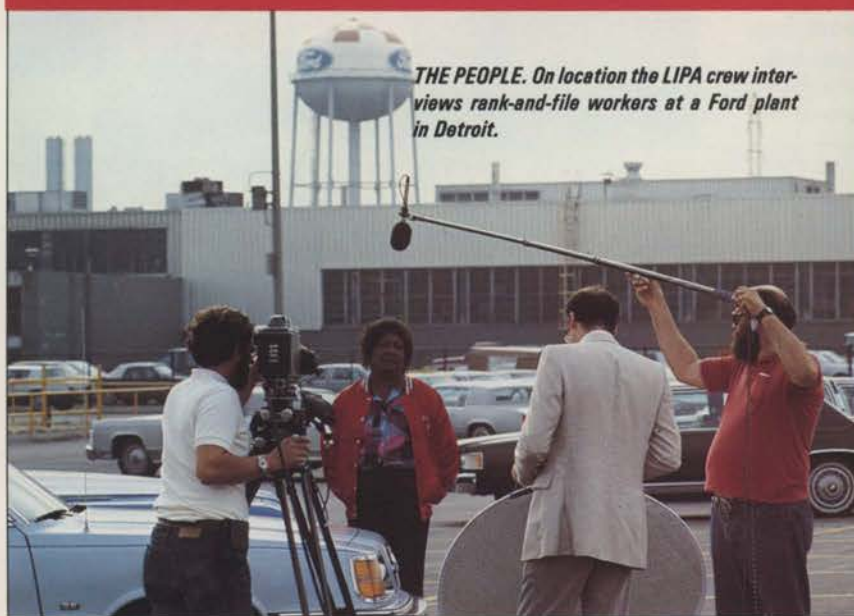
In addition, to expand local TV news coverage, satellite technology linked International Union presidents and other labor officials to TV stations, for one-on-one interviews.

LIPA is now preparing a summary of technical elements of the AFL-CIO Convention for use by others in the labor movement who wish to consider the use of media at their conventions.



*LIVE AND ON TAPE: The Convention's call to action infused every aspect of the four-day event, including this videographic "logo."*

LABOR



**THE PEOPLE.** On location the LIPA crew interviews rank-and-file workers at a Ford plant in Detroit.



photo by Scott Jarrett, Nashville

**THE MUSIC.** In Nashville, songwriter Jack Brown (below) supervises the recording session with musicians and backup singers (above).

photo by Jim West, Detroit

**THE WORDS.** Actors Ron Leibman and Jessica Walter read the narration script at a Los Angeles sound studio.

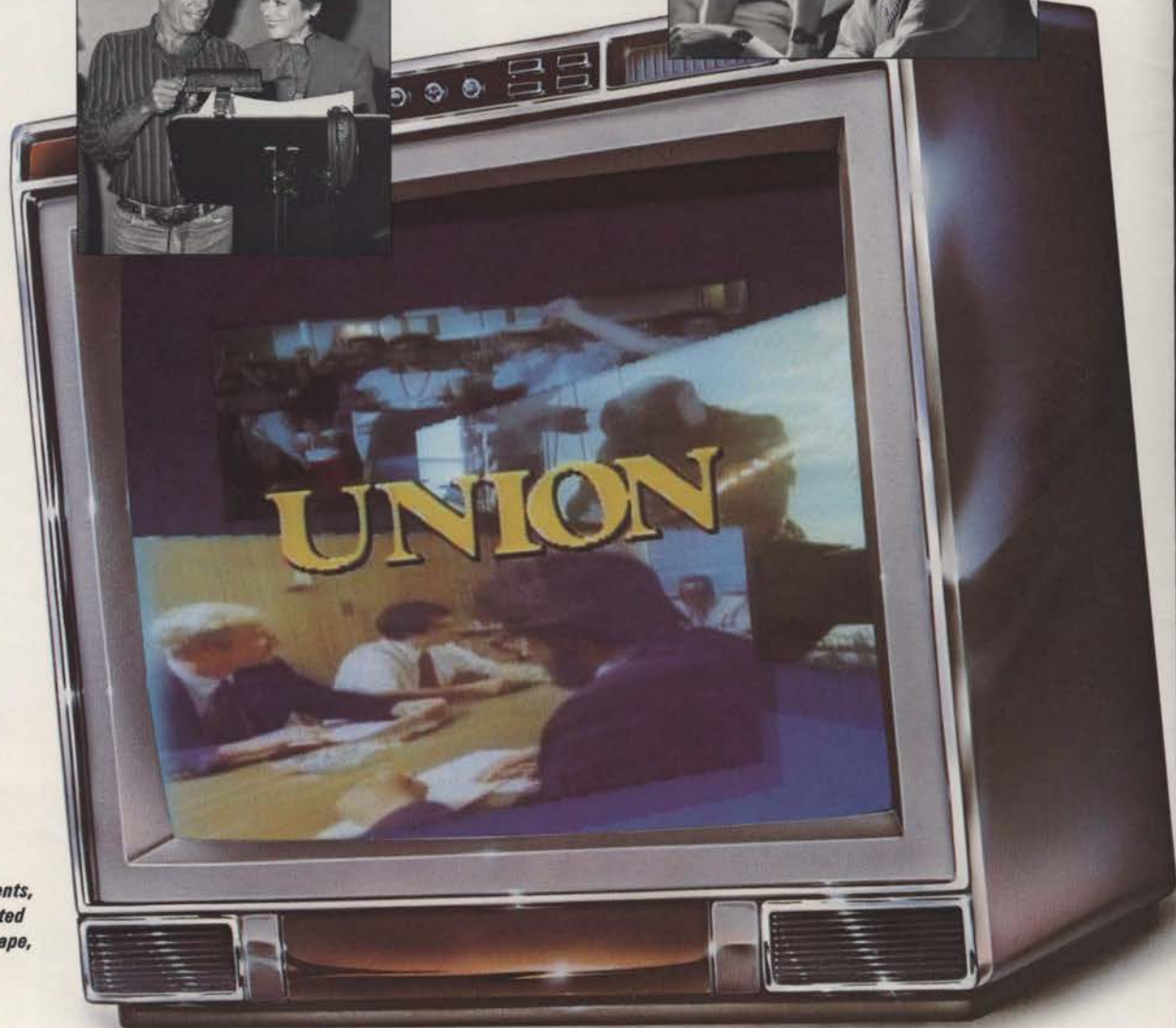


photo by Scott Jarrett

Making the theme film: a mix of on-location interviews, a new labor song, narration by well-known actors, and state-of-the-art editing.



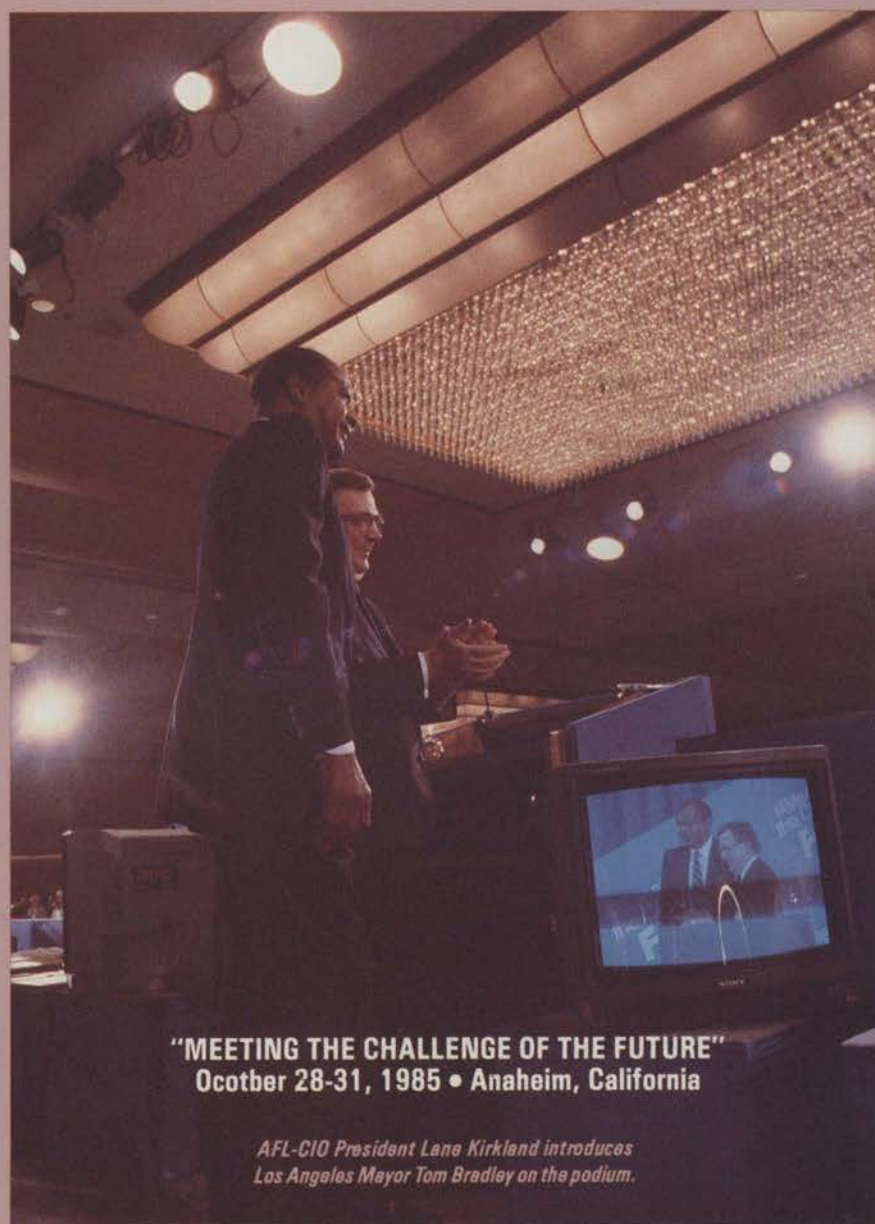
**A THEME FILM.** All of the elements, including video "effects" are edited together into the finished videotape, "Challenge of the Future."



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# AFL-CIO

## 30th ANNIVERSARY CONVENTION



**"MEETING THE CHALLENGE OF THE FUTURE"**  
October 28-31, 1985 • Anaheim, California

*AFL-CIO President Lane Kirkland introduces  
Los Angeles Mayor Tom Bradley on the podium.*

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# AFL-CIO

30th ANNIVERSARY  
CONVENTION



*Five cameras on the floor of the convention captured all of the action.*

Crews produced the live event, transmitted excerpts to TV stations via satellite, and recorded the proceedings for later use.



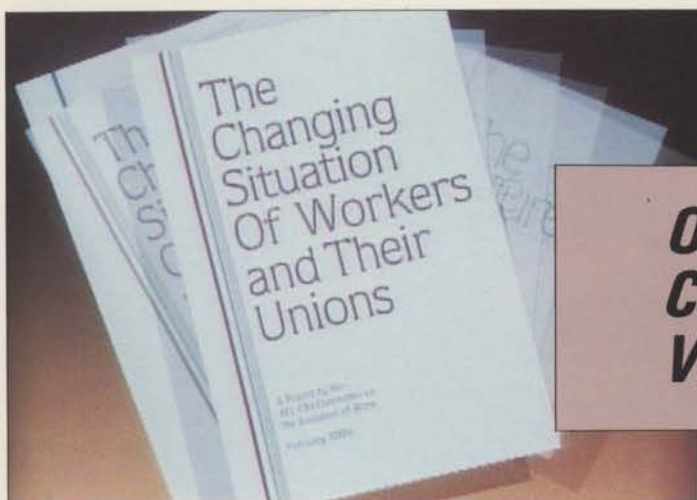
*A sixth camera was positioned in the AV booth above the Convention floor.*

*Director Steve Hirsen (above), whose credits include the CBS News, Entertainment Tonight, and the Sarajevo Winter Olympics, calls the shots in the truck—a mobile control room on the grounds of the hotel.*

*All of the video elements came together on the big screens, flanking the stage on the convention floor.*



*LIPA transmitted a half-hour of highlights each day via satellite to some 500 TV news stations, as well as eight customized one-on-one interviews with union officials, like Steelworker President Lynn R. Williams (left).*



**CONVENTION ON TAPE:** One of six edited videotapes from the AFL-CIO Convention deals with "Future" issues and the Report on the Evolution of Work.

## Order Your Convention Videos Now

The AFL-CIO Convention proceedings and the pre-produced videos shown to Convention delegates have been edited into a wide range of videotapes that will serve as an important resource to labor as leadership and rank-and-file strive to implement the actions taken during October 28-31 in Anaheim.

All videotapes are available in the three video formats — Beta (B), VHS (V), or 3/4" U-matic (U). You can get an order form for the following tapes by calling Linda Proctor at (202) 637-5334. ALWAYS specify the Bulletin number, including the format. Each videotape is available at cost (\$30). A limited number of each tape is available for rental

on a first-come, first-served basis from the AFL-CIO Department of Education.

### LABOR VIDEO BULLETINS

All major speakers and issues are covered in six Labor Video Bulletins that range from 13 to 40 minutes in length. They are:

- **LVBT-027:** "Highlights of the 1985 AFL-CIO Convention" (34 minutes). This tape gives the broadest overview of the four-day event, with excerpts of both pre-produced and "live" speeches and floor debates.
- **LVBT-027B:** "Challenge of the Future" (13 min.). The theme

film presented to the Convention that summarizes the progress of the labor movement in the last two years, and labor's "Challenge of the Future." Includes extensive use of videographics effects, on-location statements by rank-and-file, a new song, and narration by Jessica Walter and Ron Leibman. (See page 2, this issue of *Relay*.)

Four additional video bulletins present "Problems and Solutions: Resolutions from the 1985 AFL-CIO Convention." Each grouping features pre-produced video and floor debate.

- **LVBT-028A:** "Future" — includes materials on the Evolution of Work report and resolutions, Organizing, and floor debate on state federation affiliation.
- **LVBT-028B:** "Survival" — includes video introductions and floor debate over resolutions on

health care, occupational health and safety, social security and unemployment insurance.

■ **LVBT-028C:** "The Economy" — includes video introductions and debate on resolutions on the national economy, taxes and foreign trade.

■ **LVBT-028D:** "Commitment" — includes video introductions and debate over resolutions on the political process, civil rights and women's rights.

### ARCHIVAL VIDEO

You may also order the unedited proceedings of the convention, by the hour of the actual convention clock. This is designed to offer you any speech or floor debate from the convention. You should specify what speaker or debate you want by the day and time it occurred.

**AD SLICK/FLIER.** When you use any of the Convention Labor Video Bulletins at a local video screening, be sure to ask for LIPA's black-and-white ad slick. There's a place for your own local information and a striking graphic to encourage members to come to your screening.

### AFL-CIO

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