

OFFICE OF THE GENERAL COUNSEL  
Division of Operations-Management

MEMORANDUM OM 08-22

January 8, 2008

TO: All Regional Directors, Officers-in-Charge,  
and Resident Officers

FROM: Richard A. Siegel, Associate General Counsel

SUBJECT: Outreach Program

OM Memorandum 06-66, discussed the General Counsel's Outreach initiative and the formation of a centralized Outreach program. As noted there, it is crucial that we continue to reach out to citizens and community groups, in addition to maintaining our traditional relationships within the labor and employment relations communities. From the inception of the Outreach initiative, all Regions have done a tremendous job in being accessible and disseminating important information about the Act to the public and our stakeholders. Regions have issued very well-received Newsletters. Additionally, our Speaker's Bureau continues to attract website requests from diverse members of the public within and outside of the U.S.

**Outreach Events:**

Based on the CATS entries, GC-side Board agents participated in over 450 outreach events during FY 2007, providing information in person to over 30,000 stakeholders. A significant number of these events were attended by several hundred to thousands of people, such as the Government on Display at the Mall of America, Cincy Latino Festival, Indy's Black Expo and FIESTA, and the webcast to all ALCOA U.S. facilities.

A review of all FY 2007 outreach events showed the following: 40% were in educational settings, such as high schools and universities; 17% were community based, such as speaking at legal aid clinics or local NAACPs; 16% were Bar Association related; 14% involved labor organizations; 8% involved employer and management groups, such as SHRM; and 5% were geared toward other governmental entities.

While impractical to list all outreach events for FY 2007, the following are a number of significant and unique events: mentor relationships with local high schools, which included educating high schoolers about worker's rights and holding mock elections; presentations to local service organizations such as Legal Aid, Labor Alliance Committee on Minority Affairs, Women's Law Center, and Tribal Employment Rights Organization; and interviews on public access television and radio regarding recent case developments.

**Newsletters:**

Regions 1, 3, 6, 7, 10, 11, 13, 15, 17, 19, 20, 21, 25, 29, 31, 32 published and disseminated newsletters within their individual communities during the fiscal year. The Regions have received very positive feedback from their constituents. Most Regions are publishing the newsletters semi-annually and have distributed them via hard copy and electronic mail to over 20,000 stakeholders. Library Services in Headquarters has proven to be very efficient in getting the newsletters printed and delivered to the Regions. All newsletters are currently posted on the Agency's Intranet Outreach page and will be posted on the NLRB's Internet Webpage as well.

**Speakers Bureau:**

The popularity of the NLRB webpage entitled "Speakers Bureau" continues to be a pleasant surprise. We have received requests for speakers from as far away as Dubai, and as diverse as from government officials in Shenzhen, China. Importantly, we have been informed by many of the requestors that they would not have contacted the NLRB if not for our Website's Speakers Bureau.

**Telephonic Inquiries:**

The Regions also received and responded to over 75,000 telephonic inquiries pertaining to workplace issues. We are in the process of re-vamping our toll-free number so that it emphasizes protected concerted activities, utilizes plain language, and has bypass features in order to more quickly access a live local Board agent.

**Intranet/Internet:**

The Operations page on the Intranet has been updated this past year in physical appearance, as well as substantively, to include Outreach materials for use by Agency personnel, such as Regional newsletters, speeches, and power point presentations.

The Internet website has also been re-structured to be more user-friendly. In addition to many changes, including the Speaker's Bureau addressed above, it provides a lot more information about protected concerted activities, contains more foreign language publications, and better educates the public about other federal and state agencies.

On this latter note, the outreach coordinators have been seeking agreements with these other agencies to place a link to the NLRB site in the respective agencies' Websites. These efforts have met with success.

**Video:**

Production of the English/Spanish video about our Agency and representation case processing for nationwide distribution to the public is almost complete. The filming has been accomplished and it is currently being edited. After that process, the final product will be placed on DVDs and sent to the Regions for distribution. It will also be made available through our Website.

It goes without saying that the success of the outreach initiative is due to the dedicated work of the Board agents in the Regions. They are the eyes, ears, and legs for this program. As we move forward, additional creative outreach opportunities will be explored, such as public service announcements on the radio and higher exposure on internet search engines.

As we move forward with the General Counsel's Outreach initiative in FY 2008, we will make additional outreach material available for dissemination, such as pamphlets and laminated poster boards. Further, several desktop foldouts, which will be stored at Headquarters, have been ordered for Regional use at presentations. It is imperative that all outreach events are entered into CATS in a timely manner in order to track them by geographic location and to assess appropriate levels of funding for such events. Lastly, it is anticipated that Regional Outreach Coordinators will continue to be in frequent communication with National Outreach Coordinators, DAGCs Peter S. Ohr and Jennifer Burgess.

If you have any questions about this memorandum, please contact your Assistant General Counsel or Deputy or the undersigned.

/s/  
R. A. S.

cc: NLRBU  
Release to Public

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