



## **Weston Resident Appointed State Coordinator for UAW Local 1981**

*Seth Eisenberg has been appointed Florida Membership Coordinator for the United Auto Workers Local 1981, the National Writers Union. Eisenberg, a freelance writer and communications specialist, will direct statewide recruitment, organizing and networking efforts on behalf of the labor group.*

([PRWEB](#)) March 21, 2004 --Seth Eisenberg, 42, of Weston, a freelance writer and communications specialist, has been appointed Florida Membership Coordinator for United Auto Workers Local 1981, the National Writers Union ([www.nwu.org](http://www.nwu.org)).

Eisenberg will develop and implement programs to help improve working conditions for freelance writers and other union members. Eisenberg's responsibilities include leading a statewide speakers bureau, supervising volunteers, identifying and developing new areas of activity, promoting union membership, and facilitating outreach among various other unions and organizations throughout the state. Eisenberg brings a strong background of both volunteer and organizational development to the position.

Eisenberg said he is looking forward to bringing writers together with other labor groups throughout Florida. "Freelance writers need the collective strength of an effective, organized, powerful union to obtain the rights, resources, protection, and opportunities they deserve. Organized labor will also benefit from closer contact with experienced writers who will help workers and their unions share their stories with the public."

Current and prospective NWU members are being invited to participate in a Florida speakers bureau. Eisenberg said the group is already scheduling workshops to help labor groups learn to create, launch and manage effective publicity campaigns.

Eisenberg is president of Eisenberg Communications and executive director of 411-KIDS ([www.411kids.org](http://www.411kids.org)), a nonprofit group that organizes volunteers to help homeless and disadvantaged youth in south Florida. He is the former executive director of the PAIRS Foundation ([www.pairs.com](http://www.pairs.com)) and Herut Zionists of America, an international education group closely aligned with the Israeli Likud Party. Eisenberg can be reached through the NWU Florida office at (954) 389-2296 or by e-mail to [NWUAtLarge@aol.com](mailto:NWUAtLarge@aol.com).

### About National Writers Union - UAW Local 1981

For nearly a quarter century, NWU has assisted freelance writers with contract advice, grievance resolution, a jobs hotline, rates and author databases, education, and more. Like any trade union, NWU brings together workers to protect their rights and to fight for economic justice. The National Writers Union is over 5,000 members strong. NWU provides professional writing, editing, research, reporting, public relations, media consulting, ghost writing, web site development, workshops, trainings and many other skills. For more information, contact State Membership Coordinator Seth Eisenberg at (954) 389-2996, e-mail [NWUAtLarge@aol.com](mailto:NWUAtLarge@aol.com) or visit [www.nwu.org](http://www.nwu.org)



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