

GOIAM: The Next Generation

On July 1, 2005, the IAM unveiled a redesigned GOIAM.ORG, the official website of the International Association of Machinists and Aerospace Workers. This “new” site is designed to get IAM members directly involved in organizing drives, legislative battles and challenges to our rights at work. And befitting the challenges we face, it will have a more militant and aggressive tone.

Since its original launch in 2001, GOIAM provided more than 6 million visitors with cutting edge technology to deliver video, audio and text-based content. During the past four years, Internet websites in general and union websites in particular have become the fastest, least expensive and most revolutionary means of communication since the invention of the printing press.

The new IAM site will push the technology envelope even further. Using RSS feeds, automatic updates and pod casting, IAM members and non-members will receive tailored, issues-specific information that will allow anyone to become an activist on the issues they care most about.

Every effort was made to build a website that promotes activism on the issues that directly affect union members and working families - issues like Social Security, health care, jobs and pensions, issues that are too important to be left to politicians, lawmakers and lobbyists. Members can “Pick a Fight” and make their voice heard.

The next-generation IAM website will continue to provide all the basic information and resources that members have come to expect from their union’s website. But by incorporating the latest technology and design features, we hope to make this pre-eminent communication tool even easier to use, more effective and better able to serve our members, their families and communities.

Have you heard?

An Internet Bulletin for IAM Communicators

goiam.org

