



2017 UAW-LUCA Communications Conference and Excellence in Communications Contests

**UAW Communications Department
8000 E. Jefferson Ave.
Detroit, Michigan 48214
(313) 926-5291
www.uawluca.org
Facebook.com/UAW LUCA**

2017 UAW-LUCA Communications Conference and Excellence in Communications Contests

Join us for an exciting conference this year with new classes and activities, and be sure to enter the contests to honor the great communications work UAW members have produced.

**Registration: 2 - 4:30 p.m., Sun., Oct. 29
Conference ends 8:30 a.m., Fri., Nov. 3**

Walter and May Reuther
UAW Family Education Center at
Black Lake in Onaway, Michigan

**Register for the conference
at luca.uaw.org this summer.
We'll notify you when
online registration begins.**

Who is invited to the LUCA conference?

Communication with our members in today's ever-changing world is more important than ever. This conference is for all union communicators.

Who is a UAW communicator? A UAW member who has...

- Edited or helped produce a local union newsletter, website or social media page such as Facebook, Twitter, etc.
- Produced a video for a local
- Talked about issues that concern UAW members to a local community or political group
- Addressed a public meeting as a representative of the UAW
- Written a letter about issues of working men and women to the editor of your community newspaper or another outlet

The LUCA conference is a great value for UAW communicators:

- Four days of hands-on, classroom instruction and discussion
- Plenary presentations on UAW resources
- All course materials provided
- Double-occupancy room and meal costs included in registration
- A LUCA communications awards ceremony
- Recreational activities with fellow UAW communicators at the beautiful UAW Family Education Center at Black Lake

Conference Fee

The conference fee is \$650, which includes a non-refundable \$138 registration fee. Make check or money order for \$650 for each delegate (or \$150 for each scholarship delegate – see below) payable to: **INTERNATIONAL UNION, UAW, and mail with the attached form.** Your local union is responsible for paying: (1) any and all lost time; (2) the \$650 conference fee, which includes double-occupancy room, food and \$138 registration fee; and (3) all transportation costs for delegates who live less than 500 miles (each way) from the center.

Scholarships

Each region is allowed five scholarships that will provide \$500 to cover room and meal expenses. Local unions that are awarded the scholarships must still pay the remaining \$150 conference fee (\$500 scholarship + \$150 = \$650 conf. fee) and should submit a check with the attached form. **Lost time and any other expenses are not covered under the scholarships.** To qualify for a scholarship, contact your regional office. **Regional directors select scholarship recipients. Regions then notify Joan Silvi at jsilvi@uaw.net when a local union delegate is awarded a scholarship.**

Classes / Workshops

We have a great line-up of plenaries, newsmaker sessions and afternoon classes geared toward 21st century communication needs of local unions, including:

- Digital tools such as websites, Twitter, e-blasts, etc.
- Multi-platform video production
- Multi-platform digital photography
- Multi-platform writing



CONFERENCE PAYMENT MAILING FORM

To register for the LUCA conference, go to luca.uaw.org.

We will notify locals when registration begins this summer.

Local number _____ Local president _____

Address _____ State _____ ZIP _____

Local phone number _____

President's phone number _____

President's email address _____

Payment of \$650 each for delegate(s). List the delegate(s) you are sending to the conference:

1 _____

2 _____

3 _____

4 _____

Payment of \$150 each for scholarship recipient(s). Recipients must be approved by the region.

1 _____

2 _____

3 _____

Total enclosed: \$ _____ Check/money order number _____

Local president's signature: _____

MAKE CHECK PAYABLE TO: INTERNATIONAL UNION, UAW

Mail payment and this form to: Joan Silvi, UAW PR Dept.
8000 E. Jefferson Ave., Detroit, Michigan 48214



2017 UAW-LUCA Excellence in Communications Contests

**All entries must be submitted online at
uawlucacontest.org by Friday, June 16, 2017.**

**No more than a total of six (6) entries
allowed per local, region or retiree unit,
not including the “Pops” Nudi Spirit Awards.**

**Deadline for entry at uawlucacontest.org
is Friday, June 16, 2017.**

No late entries will be accepted.

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2017 UAW-LUCA

Excellence in Communications Contests

The UAW-LUCA Excellence in Communications Contests recognize UAW local unions that have achieved outstanding labor communications. Our contests also recognize and applaud the hard work of local union members who contribute to our local union publications, websites, social media and other communications to our members.

The 2017 contests recognize the best communications created between Jan. 1 and Dec. 31, 2016. **All entries must be submitted at uawlucacontest.org by Friday, June 16, 2017.** No late entries will be accepted.

All LUCA members are invited to enter these contests. LUCA membership is FREE and open to all UAW local unions. If your local is not a LUCA member and would like to join, please go to **uawsolidweb.org/luca**.

PRINT

- **General excellence for publication designed by local** Submit two (2) consecutive issues to be judged on overall quality (writing, design, layout, use of photos, cartoons and graphics).
- **General excellence for publication designed by vendor** Submit two (2) consecutive issues to be judged on overall quality (writing, design, layout, use of photos, cartoons and graphics).
- **Best front page designed by local** Judged on content and overall quality. **Submit front page only, not entire issue.**
- **Best front page designed by vendor** Judged on content and overall quality. **Submit front page only, not entire issue.**

WEBSITE

- **Best SolidWeb website** Submit website URL, frequency of site updates, names of administrator(s) and content provider(s).
- **Best non-SolidWeb website** (HTML, WordPress, etc.) Submit website URL, frequency of site updates, names of administrator(s) and content provider(s).

SOCIAL MEDIA

Best use of social media Can include, but not limited to, locally administered Facebook, Twitter, Instagram, Pinterest, text blasts and e-blasts.

VIDEO

Best video Video produced by the local. Include a brief description of the video, the producer(s) name(s), the URL if on YouTube, the title and date, and how it was distributed to the local (website, Facebook, Twitter, e-blast, etc.).

PHOTOGRAPHY

Best photo Original photograph or photo collage taken by the local. Include name of photographer, names of who is in the photo, date and location/event where it was taken. **First place winner receives the Fred Taylor Award.**

WRITING

Writing for print, websites or social media. Each article can only be entered in one Writing category, not in multiple Writing categories.

- **Best local union or regional news story** Article about local or regional event such as a picnic, fundraiser, charitable activity, etc.
- **Best essay or opinion piece** Article about an issue or event theme such as right to work, health care, Workers Memorial Day, Labor Day, Martin Luther King Day, etc.
- **Best column or officer/committee report** An officer or standing committee report, or a recurring column by an individual
- **Best political report** Article related to state or federal laws, an election or a candidate's stance on issues
- **Best series** A series of articles on the same topic or theme spread over several issues or postings such as the ABC's of the UAW, convention coverage, etc.
- **Best first-time entry writing excellence** For a LUCA communicator who has not entered a LUCA contest before who demonstrates excellence in writing on any topic.

“POPS” NUDI SPIRIT AWARDS

To honor UAW members who mentor, share with and inspire local members behind the scenes

There are so many unsung heroes among the talented UAW-LUCA members who don't necessarily produce communications content like articles, photos, videos or social media. This is your opportunity for celebration and to honor that union brother's or sister's dedication and contributions to the labor union movement, either by producing content or by inspiring those who do. Nominate the UAW-LUCA member for one of these “Pops” Nudi Spirit Awards with a statement explaining why the nominee deserves the honor

These awards are named after the late Alfred H. “Pops” Nudi and are given to local union members who have shown tireless dedication and union spirit, whether by producing local communications or inspiring their local communicators.

- **New Horizon Award** For those who are new at communicating or inspiring, with two years or less of experience.
- **Unsung Hero Award** Not a beginner, but not a veteran, at inspiring or communicating.
- **Lifetime Achievement Award** For many years of communications experience or inspiration.

OFFICIAL CONTEST RULES

- All entries must be submitted online at uawlucacontest.org by **Friday, June 16, 2017**.
- No more than a total of six (6) entries allowed per local, region or retiree unit, not including the “Pops” Nudi Spirit Awards.
- All entries must be **originally** produced by your local for your members.
- All entries must have been produced and distributed, published or posted between **Jan. 1 and Dec. 31, 2016**.
- No hard copy entries will be accepted.