

**2020 UAW-LUCA Excellence in Communication Contest**

**Who is invited to the LUCA Contest**

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 or texting program such as Facebook, Twitter, Solid Web, Mobile Commons, etc.
* Produced a video or taken photos for a local
* Talked about issues that concern UAW members to a local community or political group, or the media.
* 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.

**Contest Fee**

There is not a contest fee.



## 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 contest for 2020 awards recognize the best communications created between January 1 and December 31, 2019. **All entries must be submitted at uawlucacontest.org between September 28 and October 30, 2020.**

**No** **late entries** **will be accepted. No mailed 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).

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## 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.).
* **Best bargaining 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.). Video produced focusing on contracts, strikes or bargaining issues.

**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.**
* **Best bargaining photo:** Original photo 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. Original photo or photo collage focusing on bargaining coverage, contracts, or strikes.

**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.
* **Best bargaining coverage:** Article covering contracts, strikes or bargaining issues.

**“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 abeginner, 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 between **September 28 and** **October 30, 2020.**  **No late entries will be accepted.**
* 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  **January** **1** **and** **December 31, 2019.**
* No hard copy entries will be accepted.

**UAW Public Relations Department**

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[**www.uawluca.org**](http://www.uawluca.org)

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RG/JS/at/opeiu494