



GARY R. JONES, *PRESIDENT* RAY CURRY, *SECRETARY-TREASURER*
VICE-PRESIDENTS: TERRY DITTES • CINDY ESTRADA • RORY L. GAMBLE

2019 UAW-LUCA Communications Conference and Excellence in Communication 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: 2:00 p.m. – 4:30 p.m., May 12, 2019
Conference Dates: May 12 – May 17, 2019

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

Register for the 2019 LUCA Conference at luca.uaw.org
Use this login and password to register beginning March 1, 2019:

URL: <https://luca.uaw.org>

USER: UAWLUCA

PASSWORD: 2019LUCA

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 and more
- 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 \$50 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 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 registration 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. Once regional directors select scholarship recipients, notification should be sent to Sandra Davis at sdavis@uaw.net or (313) 926-5291 to help complete registration details.

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, Facebook, 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
Registration begins March 1, 2019.

Local number _____ Local president _____

Address _____ State _____ ZIP _____

Local phone number _____

President's phone number _____

President's email address _____

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

1 _____

2 _____

3 _____

4 _____

5 _____

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

1 _____

2 _____

3 _____

4 _____

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

Local President's signature: _____

MAKE CHECK PAYABLE TO: INTERNATIONAL UNION, UAW

Mail payment and this form to: Sandra Davis, UAW Public Relations Dept.,
8000 E. Jefferson Ave., Detroit, Michigan 48214



2019 UAW-LUCA

Excellence in Communications

Contests for work produced in 2017 and 2018

**All entries must be submitted online at
uawlucacontest.org between March 1, 2019 and March 15, 2019.**

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

No late entries will be accepted.

UAW Public Relations Department

8000 E. Jefferson Ave.

Detroit, MI 48214

(313) 926-5291

www.uawluca.org

Facebook.com/UAW LUCA



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 contests for 2017 awards recognize the best communications created between January 1 and December 31, 2017. The contests for 2018 awards recognize the best communications created between January 1 and December 31, 2018. **All entries must be submitted at uawlucacontest.org between March 1, 2019 and March 15, 2019.**

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).

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 between **March 1, 2019 and March 15, 2019**.
- No more than a total of six (6) entries allowed per local, region or retiree unit, for 2017 entries, not including the “Pops” Nudi Spirit Awards.
- No more than a total of six (6) entries allowed per local, region or retiree unit, for 2018 entries, 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, 2017 for 2017 entries and between January 1 and December 31, 2018 for 2018 entries**.
- No hard copy entries will be accepted.