

2024 UAW-LUCA Communications Conference “Content Creators”

April 28 – May 3, 2024

**The Walter and May Reuther UAW Family Education Center
Onaway, Michigan**

The strength of our union is in an engaged, informed, and educated membership. That starts with local union communicators who are the frontline messengers and listeners of our union. The Local Union Communications Associations (“LUCA”) offers support and training for local union communicators across our union. Our annual LUCA Conference is where LUCA reps from across the UAW gather for training, networking, and strategizing on strengthening our local union communications.

This year our theme is “**Content Creators.**” As communicators, we create the content that informs, educates, activates, and inspires our membership to make the UAW a strong, fighting union. LUCA is dedicated to supporting local union communicators by providing the skills necessary to build our union’s solidarity and strengthen our activism. This conference is an opportunity for delegates to participate in intensive workshops on a specific topic of their choosing to deepen their understanding of a skill and network with fellow UAW communicators. Plenary presentations will be on issues of interest to all LUCA communicators.

This official call includes information that should be shared with local unions.

Conference Agenda

Sunday, April 28, 2024 (arrival)

Registration: 3 – 5:30 p.m.

Dinner: 6 – 7 p.m.

Welcome (in Lecture Hall): 7 p.m.

Monday-Thursday

Breakfast: 7:30 – 8:30 a.m.

Plenary (in Lecture Hall) (M, T, Th): 8:45 – 11:45 am

Workshop (W): 8:45 – 11:45 p.m.

Lunch: 12 – 1p.m.

Workshop (M, T, Th): 1:15 – 4:15 p.m.

Free time (W): 1 – 4 p.m.

Dinner: 6 – 7 p.m.

Nightly activities planned

Friday, May 3, 2024 (departure)

Breakfast: 7:30 – 8:30 a.m.

Certificate distribution: 8 – 8:45 a.m.

Conference adjourns: 9 a.m.

Eligibility to Attend

The LUCA Conference is open to local union communicators. These are active or retired UAW members who assist in the regularly published official local union publication, website and/or social media. A local union does not have to be a member of LUCA to send delegates to the conference, though we highly encourage locals to join LUCA (see below). We also encourage local unions to send first time LUCA communicators to the conference. Space is limited and regions are allotted a specific number of delegates.

Joining LUCA: Founded in 1978, UAW-LUCA helps UAW local unions produce top-quality, effective communications. UAW-LUCA provides information, training and communication materials for the union's locals across the U.S., as well as in Canada and Puerto Rico. LUCA membership is free to all UAW local unions.

Register your local for LUCA membership here. <https://uaw.org/members/uaw-luca/>

Registration

Registration starts February 26, 2024. Local unions must register their delegates via LUIS no later than April 5, 2024. The conference fee is \$650 per delegate and must be paid by local unions using ACH. If a local cannot pay via ACH, please use provided form.

The registration fee covers the cost of lodging, meals and materials and is non-refundable. Local unions will pay online through LUIS by choosing the "Submit a Payment" option under the conference menu. Funds will not be withdrawn from local unions until after the region approves the delegates, a process that will take place after online registration closes. **Registration is open from February 26, 2024 until April 5, 2024.** Local unions are responsible for paying any and all lost time and all transportation costs for delegates if the local union is less than 500 miles (each way) from the Center.

**Register for the 2024 LUCA Conference at luca.uaw.org
Use this login and password to register from
ALL DELEGATES AND THEIR GUEST MUST REGISTER
URL: <https://luca.uaw.org>
USER: UAWLUCA
PASSWORD: 2024LUCA**

Additional Guest: Delegates may bring one additional guest to share their double occupancy and this guest must be registered. Delegates are responsible for all travel and meal expenses for their guest. **Guests must pay \$572.50 plus tax to the Education Center for the cost of meals and lodging upon check-in.**

Subsidies: Each region is allowed five subsidies that will provide \$500 to cover room and meal expenses per subsidized delegate. Local unions utilizing the subsidy must pay the remaining \$150 registration fee via ACH or use the provided form. **Lost time, travel, and any other expenses are not covered under the subsidies.** To qualify for a subsidy, contact your region.

Cancellations and Refunds

Registration fees are non-refundable. Local unions should select alternates to replace delegates who cancel and notify their regional office. This conference is an investment in the future of your local union.

Housing

All delegates attending this conference will be housed two to a room. **Delegates requesting single occupancy in a double room must pay an additional \$302.50 plus tax for the week on arrival and specify this request during initial registration. We will not commit to honoring requests for single occupancy rooms which are made upon arrival at the Family Education Center.**

Transportation

All delegates are expected to arrive at the Family Education Center by 3 p.m. **on Sunday, April 28, 2024** (except for those arriving by flight; see below) and remain until the conference concludes at 9 a.m. on **Friday, May 3, 2024.** Arrivals and departures should be arranged accordingly. Local unions are responsible for all transportation costs for delegates if the local union is less than 500 miles (each way) from the Center.

PLEASE NOTE: All Attendance information of the delegates will be shared with the Region.

Passenger Vehicle: The Walter and May Reuther UAW Family Education Center is located at 2000 Maxon Road, Onaway, MI 49765. Please review the attached “Delegate Briefing” memo for more information.

Please be advised of the following Walter and May Reuther UAW Family Education Center (FEC) policy: Vehicles allowed to park in the **FEC must be union-made** and have a vehicle VIN number beginning with 1, 2, 4 or 5 (i.e., made in USA or Canada). VIN numbers are located in the dashboard or door jamb of vehicles. Upon arriving at the FEC, security guards check each vehicle’s VIN number. If the vehicle VIN number is anything other than 1, 2, 4 or 5, parking accommodations are available in a lot located adjacent to the FEC’s front gate. An FEC bus will transport those delegates to the hotel registration desk.

For those traveling by air whose local union is more than 500 miles from the Center: Travel Solutions International (TSI USA) must be used and requires a one-time registration for each local union agreeing to their services. Please complete the information required in this link:

<https://form.jotform.com/210403752631041>

All airline tickets are non-refundable and non-transferable. Please allow 24 hours for TSI USA to process the information provided. Once a local union is registered, the local union must complete the online UBE Airline Reservation by **April 12, 2024** by going to the following link:

<https://cvent.me/5lvq1K>

The transaction fee for making airline reservations is \$20 per person.

When registering for flights, be prepared to pay for airfare with either credit card or local union check. No personal checks will be accepted. The travel agency will email the local union/delegate an itinerary that will need approval prior to ticketing. If paying for airfare with a local union check, payment must be mailed within 24 hours after you are emailed by the travel agency. Send to UBE/Air, UAW Family Education Center, 2000 Maxon Road, Onaway, MI 49765. Checks must be accompanied with a copy of the invoice from the travel agency.

Due to stricter airline regulations, delegates who opt to fly must provide their legal name as it appears on a driver's license or other government-issued identification recognized by the Transportation Security Administration. Failure to do so could result in up to a \$150 charge to correct an airline ticket. That charge will not be reimbursed by the UAW.

To assure maximum savings, delegates who fly to DTW will be required to arrive in Detroit on Saturday, **April 27, 2024**. The UAW International will provide overnight lodging in Detroit for **April 27, 2024**, based on double occupancy at the Courtyard Detroit Metro Airport Romulus, 30653 Flynn Dr., Romulus, MI 48174. Hotel shuttles will be arranged by the Family Education Center to meet delegates outside of the baggage claim when their flights arrive.

At 8:30 a.m. (EDT) on Sunday, **April 28, 2024**, a charter bus will take delegates from the hotel to the Family Education Center. Estimated arrival is between 2 p.m. and 3:30 p.m. A one-hour lunch stop is planned during the bus trip. For the return trip on **Friday, May 3, 2024**, no flights arrangements should be made before 5 p.m. (EDT). The bus will leave the Family Education Center for the airport by 9:30 a.m. on Friday.

Workshops

All delegates must select their workshops at the time of registration, selecting their (1st) and (2nd) choice of classes. Space is limited and given on a first come first served basis.

We highly encourage delegates to choose classes that they have not attended in the past to develop new skills.

Here are some examples of training courses offered at the LUCA Conference:

- **Beginning Communicator:** A class for someone new to local union communication. Class will cover types of communication (print, web, email, face to face), the types of information to cover and the liabilities of local union communication. A laptop would be helpful but not required.
- **Videography:** Videos are powerful tools for storytelling. Learn how to effectively video events, interview subjects and edit the footage to good effect. Laptop with editing software is useful, but not necessary. Video camera also highly recommended, though not necessary.
- **Video Editing:** Ok, you shot great footage, now what? Learn how to take video footage and create fun and informative long and short form videos to share on different platforms.
- **Podcasting for beginners:** This class has lessons on storytelling, different methods of gathering sound, the interview process, scriptwriting, audio editing and developing a “radio voice.”
- **Writing:** Learn the best practices on how to find and write articles and copy for local union publications and social media.
- **Feature Story Writing:** Learn the best practices on how to prepare and write engaging and informative feature stories for your local publication or website.
- **SolidWeb/Action Network:** The SolidWeb platform developed by the AFL-CIO is used by many UAW local unions for their websites. Action Network is a tool used by organizers to help build campaigns.
- **Photography:** Intermediate and advanced skills in composing powerful photographs. Includes lighting, exposure, and retouching. Cell phone and DSLR instruction. Participants must bring either a DSLR or cell phone and laptop with editing software for this workshop.

CONFERENCE PAYMENT MAILING FORM

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

NOTE: THIS FORM IS TO BE USED ONLY IF YOUR LOCAL IS UNABLE TO PAY VIA ACH

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 _____

Payment of \$150 for each subsidy recipient(s). Recipients must be approved by their 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: Roy Escandon, UAW Communications Dept.,
8000 E. Jefferson Ave., Detroit, Michigan 48214

RE:ak:opeiu494afl-cio