



INTERNATIONAL UNION, UNITED AUTOMOBILE, AEROSPACE & AGRICULTURAL IMPLEMENT WORKERS OF AMERICA – UAW

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2024 UAW-LUCA Excellence in Communications Contest

The strength of our union is in an engaged, informed, and educated membership. Members who know what the union is fighting for, who see themselves as part of the UAW, and can communicate our union's values and goals to their coworkers, families, and communities are what makes our union strong. That starts with local union communicators who are the frontline messengers and listeners of our union.

We are excited to announce the 2024 UAW-LUCA Excellence in Communications Contest, designed to recognize and uplift our union's registered LUCA communicators. We invite you to submit your best communications materials for consideration and recognition.

Who is invited to the LUCA Contest?

This contest is for all registered LUCA communicators.

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

- Edited or helped produce a local union newsletter, texting program, website or social media page such as Facebook, Twitter (X), YouTube, 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 2024 awards recognizes the best communications created between January 1 and December 31, 2023. **All entries must be submitted at uawlucacontest.org between February 5 and March 4, 2024.**

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**.

All submissions categories will be judged by membership served. Memberships over 1500 members will be judged with other locals over 1500, while memberships under 1500 members will be judged with similar sized locals.

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).

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 (X) , Instagram, Pinterest, You Tube, text blasts and e-blasts: Submit screenshot of site, with screenshot of analytics for a three-month period during 2023 that shows membership engagement and growth for a specific campaign and or period.

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.). Must be 2 minutes or less.

PHOTOGRAPHY

- **Best photo:** Original photograph or photo collage taken by the local. Include name of photographer, names of who are 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, strikes, and bargaining issues.
- **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 ABCs of the UAW, convention coverage, etc.

AWARDS

Alfred “Pops” Nudi was a long-time local union communicator, whose dedication was an inspiration to all that knew him. His newsletter was simple - not flashy at all but filled with information that educated and elevated his membership. “Pops” was a fixture at labor events around Detroit, always in attendance with his note pad and simple manual camera. He embodied what a labor communicator should be. The “Pops” Nudi Award is designed to recognize a labor communicator who has dedicated years – or a lifetime - to the cause of local union communication.

To submit a name, please send a letter with the name of the nominated communicator and the reason why you feel they are deserving of recognition in 500 words or less.

- **Lifetime Achievement Award:** For many years of communications experience or inspiration.

OFFICIAL CONTEST RULES

- Open to all current LUCA communicators working on official local communications. Locals must be registered and verified to submit entries. If you or your local has not registered for LUCA since June 2023, please fill out the provided form to register or go to <https://uawsolidweb.org/luca> to register online.
- Please specify when submitting if your local is over 1500 members or under 1500 members.
- All entries must be submitted online at uawlucacontest.org between **February 5, 2024 and March 5, 2024. 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, 2023.**
- No hard copy entries will be accepted.

UAW Communications Department
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