

# 2017 UAW-LUCA Excellence in Communications Contest Winners

## Print Contest

### General excellence for publication designed by local

#### ***First Place***

**Local:** 249

**Creator:** Pat Hayes

**Name of publication, media or URL:** First Local News

#### **Judge's comments:**

It's hard to beat a combination of good writing, balanced story selection, eye-grabbing photos, nice layout and Local 249's First Local News has all that. Very issue-driven, it has stories that can really educate members about the issues. It has always been a top UAW publication and remains so. It's hard to find fault with First Local News because of its high standards, but some of the stories tend to run a little long. It might be a good idea to pare some down a bit and break up type in some (not all) cases. Excellent work once again.

#### ***Second Place***

**Local:** 686

**Creator:** Jessie Jesson

**Name of publication, media or URL:** Voice of Labor

#### **Judge's comments:**

In addition to officer and committee reports, this publication had some nice stories the March of Dimes, a canal clean up and some shorter ones on other activities the local was involved in. A lot of coverage of a variety of events. Most were short pieces, but they also added a Spotlight feature. Very good publication. A couple tweaks to the layout could be helpful.

#### ***Third Place***

**Local:** 685

**Creator:** Linda Taylor

**Name of publication, media or URL:** Local 685 News

#### **Judge's comments:**

Solid publication that covers a great deal of local news. Nice to see that the effort was made to break up some of the big blocks of type in previous years' issues. The ALEC explanatory piece was particularly good. The quotes about members' Black Lake experiences made for a nice page.

### ***Honorable Mention***

**Local:** 862

**Creator:** Vanda Moore

**Name of publication, media or URL:** OnLine

**Judge's comments:**

Nice to see OnLine try something different with the Skilled Trades series. A really nice centerpiece on the UMWA rally. Let's try to break up those big blobs of type, though. Nice work, overall.

### **General excellence for publication designed by vendor**

#### ***First Place***

**Local:** 6000

**Creator:** Alan Kilar

**Name of publication, media or URL:** Newsbreak

**Judge's comments:**

Newsbreak is well-written, well-edited, has a great mix of news and does a fantastic job of doing exactly what a local newspaper is supposed to do: inform and educate. The two front pages the local submitted are indicative of the care and consideration that goes into selecting the stories for the front. Some serious news here, but it's balanced by some good features on the inside. Interesting and informative throughout. Local 6000 calls itself "Michigan's Best." This year it is one of LUCA's best.

#### ***Second Place***

**Local:** 598

**Creator:** Judy Mosier

**Name of publication, media or URL:** Eye Opener

**Judge's comments:**

The Eye Opener's two submissions reflects another -- and not incorrect -- way of thinking about the front page: It concentrated on member-specific events such as Soberfest and the membership picnic, rather than hard news that directly affects members on the job. This philosophy puts members out front representing the life of the local. The stories are supported with nice art. There's plenty of in-plant news inside, and it's important stuff, too. The shop chair's reports on how a number of issues inside the plant are especially helpful to members who take the time to be informed.

#### ***Third Place***

**Local:** 659

**Creator:** Chuck Inman

**Name of publication, media or URL:** The Searchlight

**Judge's comments:**

Very good, informative publication with lots of stories on what the local does inside and outside the plant. Some variety in the many photos (all are posed standing photos) would help. A solid publication.

***Honorable Mention***

**Local:** 1714

**Creator:** Kasey King

**Name of publication, media or URL:** Focus

**Judge's comments:**

Great political coverage, especially of Vice President Biden's trip. A great deal of news from a variety of sources. One word of caution: Running a story from one source under the headshot of committee chairs makes it look as if the committee chair wrote the story, which isn't the case in a few of these. It needs to be clear who is the author. Great work otherwise.

**Best front page designed by local*****First Place***

**Local:** 900

**Creator:** Kyle Brantley

**Title/Headline:** Flint Water Crisis

**Name of publication, media or URL:** Local 900 News

**Judge's comments:**

There were a few really good entries in this category. Local 900's was selected as No. 1 because it juxtaposed the State of Michigan's ad campaign "Pure Michigan" with the reality of Michigan: poisoned water, failing schools, crumbling roads, etc. The message of the cover is quite clear, unlike Flint's water.

***Second Place***

**Local:** 686

**Creator:** Jessie Jesson

**Title/Headline:** What's Inside This Voice of Labor?

**Name of publication, media or URL:** Voice of Labor

**Judge's comments:**

Kind of hard to go wrong with a strong photo of a cute kid on the cover. And the fact that it contained detailed caption information is definitely a feather in Voice of Labor's cap! However, the index in the position it is in is a little distracting. The caption could have used a headline above that would tie it all together. Maybe something like "Local 686 Hits the Streets"? Great photos!

### ***Third Place***

**Local:** 933

**Creator:** Jeffrey Jones/Brian Bourff

**Title/Headline:** Made in the USA

**Name of publication, media or URL:** The Rocket

**Judge's comments:**

Great cover art, probably the most artistic of the entries. But the Made in the USA/Union Proud isn't specifically tied to anything inside. The message is clear, but it left me wanting to read a story that did not exist. IMO, the cover is too valuable real estate to not have a story to promote.

## **Best front page designed by vendor**

### ***First Place***

**Local:** 598

**Creator:** Judy Mosier

**Title/Headline:** Start to Finish: 598 is There for Special Olympics

**Name of publication, media or URL:** Eye Opener

**Judge's comments:**

Many nice action shots on the front. It gives the reader a good idea of what it was like at the event. It was wise to use a short story/blurb as the photos carry it along just fine. I'd check out the inside just to see more photos of the event. Nice.

### ***Second Place***

**Local:** 862

**Creator:** Vanda Moore

**Title/Headline:** Welcome to the Line

**Name of publication, media or URL:** OnLine

**Judge's comments:**

Like the idea of putting new members on the front. Cover is an eye-grabber. One minor quibble You can't see some of the faces in the back, although given the space requirements and how many members there are, that would be difficult to do.

### ***Third Place***

**Local:** 659

**Creator:** Chuck Inman

**Title/Headline:** Solidarity in Flint Water Crisis

**Name of publication, media or URL:** Searchlight

**Judge's comments:**

Nothing wrong at all with straight-up modular layout. It gets the job done in a nice, clean way. One thing to consider: Does the meetings list need to be on the front? Understandable if that's a policy decision by the E-Board. But you would give yourself a little more room to either use the photo bigger or maybe even add another worthy photo from the event -- if available.

## **Writing Contest**

### **Best local union or regional news story**

#### ***First Place (We have two first place winners)***

**Local:** 1714

**Creator:** Kasey King

**Title/Headline:** UAW Veteran Answers Call to Action

**Name of publication, media or URL:** Focus

**Judge's comments:**

Both first-place winners found interesting stories about their respective members and told their stories well. It was heartening to see the good use of direct quotes in both stories as that lets the subject speak directly to the reader without the filter of the writer. In the Local 249 story about Ma Grubbs, the writer really gave the reader a good picture of who this retiree is and why her story is important to them. She let the subject tell her story. Some great quotes, too. Two things were evident in the Local 1714 story about the member who went to Stranding Rock: 1. The writer gave a lot of background and did her research so the reader understood the full context of the story. 2. She gave the opposing view of the story, even though it was opposite of what the subject's views were. This made the story balanced and that lends credibility. Impressed by both efforts.

#### ***First Place***

**Local:** 249

**Creator:** Gwen Starkey

**Title/Headline:** Ma Grubbs: "Boy's Toys Built by Girls"

**Name of publication, media or URL:** First Local News

**Judge's comments:**

THIS IS A FIRST PLACE WINNER, TOO. NO SECOND PLACE, SEE ABOVE.

### ***Third Place***

**Local:** 6000

**Creator:** Alan Kilar

**Title/Headline:** One Union Member, One Union Making a Difference: Flint Water

**Name of publication, media or URL:** Newsbreak

**Judge's comments:**

Well-written story of a member deciding to act as the Snyder Administration stalled during the Flint Water Crisis. Good use of a quote. Excellent description of who this member is and why she acted as she did. Nice job.

### ***Honorable Mention***

**Local:** 551

**Creator:** Scott Houldieson

**Title/Headline:** The Faces of Solidarity

**Name of publication, media or URL:** Local 551 Informer

**Judge's comments:**

Nice description of what the local does in the community, which is quite a bit. A couple of quotes from the president, committee chairs, and particularly the rank-and-file members doing the work would have made it better. Could have taken one member, featured what she does, and use that as an entry into the larger story.

## **Best essay or opinion piece**

### ***First Place***

**Local:** 6000

**Creator:** Alan Kilar

**Title/Headline:** Running the State Like a Business?

**Name of publication, media or URL:** Newsbreak

**Judge's comments:**

Well-written piece that has a direct bearing on Local 6000 members. Running the state like a business caused the Flint Water Crisis and the further degradation of the Detroit Public Schools. Makes a strong argument that privatization schemes hurt essential services while enriching a few of the well-connected. It's clear from this story that The Common Good has not been served.

### ***Second Place***

**Local:** 685

**Creator:** Lisa Rink

**Title/Headline:** Boycott...

**Name of publication, media or URL:** Local 685 News

**Judge's comments:**

The writer not only makes the case for boycotting companies that send jobs overseas, but drives it home by reminding UAW members that people without jobs or poverty-wage jobs do not buy cars, cars with the transmissions they make. She rightly questioned the lack of interest among union members in a recent protest against United Technologies Corp., and issued a call to action. Forceful piece about how boycotts work.

***Third Place*****Local:** 249**Creator:** Pat Hayes**Title/Headline:** Don't Drink the Water (or Breathe the Air)**Name of publication, media or URL:** First Local News**Judge's comments:**

A good account of companies/public entities sacrificing the public good for personal profit. It uses the Flint Water Crisis, Upper Big Branch Mine Disaster and other calamities to good effect. Piece is a little long and could be tightened up just a bit.

**Best column or officer/committee report*****First Place*****Local:** 685**Creator:** Carl Greenwood**Title/Headline:** The President's Report**Name of publication, media or URL:** Local 685 News**Judge's comments:**

President Greenwood's report gives a solid explanation to dissatisfied active and retired members who would -- in a moment of frustration or anger -- stop paying dues or withdraw from the union. It's well-reasoned, and calmly explained with facts, not vitriol. It established the connection between company profits and the Christmas bonus in one case, and explained that the state, led by Mike Pence at the time, makes the decision on unemployment compensation, not the company or the union. Excellent.

***Second Place*****Local:** 163**Creator:** Ralph Morris**Title/Headline:** President's Report**Name of publication, media or URL:** UAW Local 163 Newsletter

**Judge's comments:**

All the news you can use, including the re-introduction of the Local 163 Newsletter (Yeah!). One learns a lot about the local just by reading the president's recap as it touches on just about all the goings-on at the local. A major plus is that the piece is well-crafted and keeps the political ask short and on point.

***Third Place*****Local:** 1268**Creator:** Horace Hubbard**Title/Headline:** 2016 UAW National Veterans Conference**Name of publication, media or URL:** Union Voice**Judge's comments:**

Local 1268's report from its Veterans Committee is interesting -- one of the survivors from the U.S.S. Indianapolis spoke and Brother Hubbard effectively relays his chilling World War II-era story. Would have liked to have seen more on the classes he attended and what he learned to let members know the conference was worthwhile.

**Best political report*****First Place*****Local:** 249**Creator:** Colleen Taylor**Title/Headline:** Beard-Fosnow Stands with Working Class**Name of publication, media or URL:** First Local News**Judge's comments:**

Taylor's profile of a statehouse candidate is what a political profile should be: an introduction to the candidate, her background, her positions on issues important to UAW members, whether or not she is a UAW-endorsed candidate and why she is preferable to her opponent. Toss in some good quotes from the candidate and from the local president and you have a nicely done candidate profile story. The addition of the names of UAW members who tirelessly work for CAP is a nice touch. Always good to recognize those who work hard for their union!

***Second Place*****Local:** 163**Creator:** Ray Herrick**Title/Headline:** Trump and the Working Class**Name of publication, media or URL:** UAW Local 163 Newsletter



**Judge's comments:**

Herrick accurately points out the contradictory appeal of Donald Trump to working-class Americans who have traditionally voted for Democrats. His argument is right on point as the facts all point against Trump's ability to build a wall, to undo NAFTA, and supposed voter fraud. Facts didn't seem to matter to many, as Herrick points out in this nicely written and engaging piece.

***Third Place***

**Local:** 1714

**Creator:** Kasey King

**Title/Headline:** Stronger Together

**Name of publication, media or URL:** Focus

**Judge's comments:**

King's account of Vice President Joe Biden's visit to her local is straight-forward, well-organized and full of facts from the speech that drive home the reasons for supporting Hillary Clinton. Nice job on quotes, too.

***Honorable Mention***

**Local:** 551

**Creator:** Kellie Banks

**Title/Headline:** What is TPP?

**Name of publication, media or URL:** Local 551 Informer

**Judge's comments:**

A fact-filled account of the many reasons for fighting the Trans-Pacific Partnership. Nice call to action piece.

**Best series*****First Place***

**Local:** 862

**Creator:** Vanda Moore

**Title/Headline:** Skilled Trades Corner

**Name of publication, media or URL:** OnLine

**Judge's comments:**

The skilled trades series is a great way to target a specific audience. It's an interesting look into the culture of skilled trades. The series has great value to journeymen and apprentices and no doubt gets those two populations talking about the specific issues they face. In fact, it's a good read for the entire membership, especially anyone thinking about becoming an apprentice. It's written in an engaging tone with personal insights into the skilled trades. Keep it going!

### ***Second Place***

**Local:** 1243

**Creator:** Heather Weaver

**Title/Headline:** Dear Rosie

**Name of publication, media or URL:** Union Talk

**Judge's comments:**

Dear Rosie is a great way to keep members educated and engaged with their union and their contract. This explanatory series helps members understand why the union does what it does and why it things sometimes take so long. Basics, such as knowing Weingarten Rights and the grievance process are covered. The tone is conversational, not condescending, which draws readers in. This would be a great series for other locals to emulate.

### ***Third Place***

**Local:** 6000

**Creator:** Steve Schmitt

**Title/Headline:** Union Basics 101

**Name of publication, media or URL:** Newsbreak

**Judge's comments:**

Union Basics 101 helps members understand specific parts of their contract, how it is implemented in practice, and how it directly affects them. There's a good explanation of the members' need to become personally involved in their particular on-the-job issues. It was a good editorial decision to pair the Union Basics 101 column with the list of new members on the same page.

### ***Honorable Mention***

**Local:** 686

**Creator:** Jessie Jesson

**Title/Headline:** UAW Local 686 Spotlight

**Name of publication, media or URL:** Voice of Labor

**(Cat 5, HM) Judge's comments:**

Nice idea for a series. The recognition for a local hero and a retiree veteran being honored are great candidates for a member spotlight.

## **Best first-time entry writing excellence**

### ***First Place***

**Local:** 163

**Creator:** Andrew Lewis

**Title/Headline:** Future Shock?

**Name of publication, media or URL:** UAW Local 163 Newsletter

**Judge's comments:**

Andrew Lewis made me do a double take: He starts out excited to see Donald trump Make America Great Again and happy Hillary didn't take his guns. What? But over the course of his essay, it becomes clear he knows the value of satire to make a point. He lists all the things we now stand to lose as a nation. The ending is awesome. Well played, well played.

***Second Place***

**Local:** 2209

**Creator:** Angela Stout-Sharp

**Title/Headline:** Back in the Day ...

**Name of publication, media or URL:** Local Voices

**Judge's comments:**

Angela Stout-Sharp's piece on being disrespected by management will ring true for many of her fellow union brothers and sisters. Perhaps management will see this an endeavor to become a little more human on-line speed and other issues. Probably not, but this is a nice job.

***Third Place***

**Local:** 1243

**Creator:** Carolyn Harris

**Title/Headline:** Black History Facts and the Union

**Name of publication, media or URL:** Local 1243 Union Talk

**Judge's comments:**

Informative piece on Black History Month that illuminates Black History beyond MLK. The tie between the civil rights movement and the labor movement is important and noted. The connection between African-American inventors and the union-manufactured products they developed is interesting and probably unknown to a lot of members.

## **Website Contest**

### **Best SolidWeb website**

***First Place***

**Local:** 862

**Creator:** Anthony Johnson

**Title/Headline:** UAW Local 862 SolidWeb 1.0 Website

**Name of publication, media or URL:** <http://uaw862.org>

**Judge's comments:**

UAW Local 862's website was really distinct from the competition. Your site is unmistakable. Good job!

### ***Second Place***

**Local:** 578

**Creator:** Sandy Drifka

**Title/Headline:** UAW Local 578's SolidWeb 1.0 Website

**Name of publication, media or URL:** <http://www.uaw578.org/>

**Judge's comments:**

Browsing UAW Local 578's SolidWeb site is an unambiguous experience. Your use of the web is really judicious. Good job!

## **Best non-SolidWeb website**

### ***First Place***

**Local:** 2209

**Creator:** Benjamin Johnson

**Title/Headline:** UAW Local 2209's Website

**Name of publication, media or URL:** <http://www.uaw2209.org>

**Judge's comments:**

This site really stood apart from the others in terms of mobile experience and ease of navigation. There's a lot of great information on here, and the mobile-first attitude of the designer really inched you above the competition. Bravo!

### ***Second Place***

**Local:** 1268

**Creator:** Marilyn Spradling

**Title/Headline:** UAW Local 1268's Website

**Name of publication, media or URL:** <http://www.uaw1268.org>

**Judge's comments:**

So little separated you from first place this year, it was a really tough decision. You've done a really great job on this site, creating a site that's a pleasure to use both in mobile and desktop. The one piece of advice I'd have is to make sure you think about how static images scale in mobile -- sometimes those images will distort or become small and hard to see--especially if they have text on them. Overall, though, really excellent job. You made my job hard, which makes me very happy!

### ***Third Place***

**Local:** 31

**Creator:** Vicki Hale

**Title/Headline:** UAW Local 31's Website

**Name of publication, media or URL:** <http://www.uawlocal31.org>

**Judge's comments:**

When I started judging this contest three years ago, I didn't dream that the top three winners would all be mobile responsive websites. Congratulations on helping move us forward. Check that your images scale correctly in mobile and don't get smashed or stretched and that your text doesn't disappear as feature images change sizes.

## Social Media Contest

### Best use of social media

***First Place***

**Local:** 551

**Creator:** Brian Robinson and Jeff Bacon

**Title/Headline:** UAW Local 551 Digital Media Program

**Name of publication, media or URL:**

[https://m.facebook.com/UAW-LOCAL-551-COMMUNICATIONS-237227981231/?ref\\_component=mbasic\\_bookmark&ref\\_page=XMenuController;](https://m.facebook.com/UAW-LOCAL-551-COMMUNICATIONS-237227981231/?ref_component=mbasic_bookmark&ref_page=XMenuController;)

<http://instagram/uawlocal551;>

<https://twitter.com/uawlocal551;>

<https://play.google.com/store/apps/details?id=com.groupahead.uaw551&hl=en>

**Judge's comments:**

Local 551 really does a fantastic job using social media to communicate with their membership. Whether it be on Facebook, Twitter, Instagram, the web, or their very own local app. You guys are really on the cutting edge and doing a great job in Strategy, Engagement and Design as well as being one of the few locals running a real digital media program. Kudos!

***Second Place***

**Local:** 249

**Creator:** Pat Hayes

**Title/Headline:** UAW Local 249's Facebook Page

**Name of publication, media or URL:** <https://www.facebook.com/UAWLocal249/>

**Judge's comments:**

UAW Local 249 really does a great job with their Facebook page. What's most striking about this page as compared with other local pages is the amount of engagement that Local 249 gets from their members. It's clear that the content they are posting is relevant to the membership and is getting the information out that people want to know. Great job!

### ***Third Place***

**Local:** 862

**Creator:** Vanda Moore and John Kiel

**Title/Headline:** UAW Local 862 OnLine Facebook Page

**Name of publication, media or URL:** <https://www.facebook.com/UAW862OnLine/>

**Judge's comments:**

I think that UAW Local 862 does a really good job on their Facebook page of having a good mixture of content and information for their local. I love the use of animated gifs on the page. One thing I wish you had was more engagement -- think about how you can get more people to engage with content by creating polls or other things that might generate engagement on social media.

## **Photo Contest**

### **Best photo**

#### ***First Place - Fred Taylor Photography Award***

**Local:** 933

**Creator(s):** Jeffrey Jones and Brian Bourff

**Title/Headline:** Local 933 Veterans Committee Car Show

**Name of publication, media or URL:** UAW Local 933 Newspaper

**Judge's comments:**

Bold, sleek, sexy, and colorful are just a few words to describe these photos... and the cars! Great angles and lighting, the characters in these photos really pop out and sell the viewer on the event and the display of muscle power of yesteryear that they will see. With this montage of photos on display, it was important to have enough variety of colors and angles, but more importantly, a great mix of great cropped photos... and this selection nails it!

#### ***Second Place***

**Local:** 659

**Creator:** Chuck Inman

**Title/Headline:** Flint Water Crisis

**Name of publication, media or URL:** 659 Searchlight

**Judge's comments:**

Great mix of photos showing the vastness of the crowd and the variety of signage. Seeing these photos immediately puts the viewer in the mix of the rally and brings instant cold air to our room while imagining ourselves placed among the crowd in these freezing temperatures and snow outside the State Capitol. On the other page, seeing the colorful display of toys offered up for donation really pops and breaks up the page. Nice mix of speakers highlighted here, too. My

only suggestion would be to crop out the empty chairs in the union hall and show the bulk of the people sitting and standing so it looks more like a packed room.

### ***Third Place***

**Local:** 900

**Creator:** Stan Belue

**Title/Headline:** Never Too Young To make A Difference...Today's Youth Will Be Tomorrows Leaders

**Name of publication, media or URL:** UAW Local 900 Newsletter / Election Edition

**Judge's comments:**

On the verge of being an iconic photo, this photo is poignant and beautiful. The girl sits with a sign being held next to her that reads, "I stand with Flint" which puts perfectly into setting the time and place for this photo in our history. My only suggestion would be to crop this photo to put the emphasis on what is happening on the right side of the frame giving the child more look space.

### ***Honorable Mention***

**Local:** 602

**Creator:** Robert A. Wade Jr.

**Title/Headline:** Stronger Together

**Name of publication, media or URL:** <https://www.facebook.com/groups/219423038069827/>

**Judge's comments:**

This is a nice action shot capturing Bill Clinton in a great pose with a colorful backdrop, but sometimes a photo can say so much and have multiple meanings to different people like this photo does with Clinton holding up his hands at the podium.

## **Video Contest**

### **Best video**

#### **First Place**

**Local:** 933

**Creator:** Brian Bourff

**Title/Headline:** UAW Black Lake 2016

**Name of publication, media or URL:** Facebook and YouTube

**Judge's comments:**

A perfect video capsule of memories from 2016 filled with photos and music that provokes emotion, remembrance, and a yearning to go back to that time and place.

## ***Second Place***

**Local:** 685

**Creator:** Mike Rankert

**Title/Headline:** Martin Luther King Jr. Statue Unveiling and Dedication

**Name of publication, media or URL:** Facebook and <http://local685retirees.org/>

**Judge's comments:**

A great video that preserves an important moment in time in Kokomo with the unveiling of a new Martin Luther King statue. You may not be able to see the person speaking, but from the point of view of the videographer, the audience feels like they're sitting with the rest of the audience seeing the statue while listening to the speaker. The video also has nice audio which is sometimes hard to obtain during events such as this.

## ***Third Place***

**Local:** Region 163

**Creator:** Ryan Martin

**Title/Headline:** Membership Spotlight - Featuring Shop Chairman Mark "Gibby" Gibson

**Name of publication, media or URL:** <http://www.uawlocal163.org>

**Judge's comments:**

Great personal address to membership and presents great potential for future endeavors but suffers from a lack of good audio so that the audience can hear the shop chairman better. This can be solved by bringing the camera closer to the speaker, but the idea behind this video is great.

## **“Pops” Nudi New Horizon Spirit Award**

For those who are new at communicating or inspiring, with two years or less of experience

**Winner:** Ryan Martin, election committee chairman, Local 163

**Nominated by:** Ralph Morris Jr., president, Local 163

**Nomination:**

For the 2017 Alfred H. “Pops” Nudi-New Horizons award I would like to nominate my UAW Local 163 Union Brother, LUCA member, and Detroit Diesel Corporation co-worker Ryan Martin. Brother Martin has been instrumental in the revitalization of the way Union leaders communicate within Local 163 over the past several years. He was the driving force in the establishment of the UAW Local 163 Newsletter in 2016, after a decade of inactivity. With his Bachelor of Science degree in Computer Science from Eastern Michigan University, Brother Martin provided insight and innovation in the production of the Local 163 Newsletter, getting us connected with the Lucid Press platform for publication of the newsletter, doing the layout of the material for each issue, and producing and directing the new “Membership Spotlight” video e-Magazine component attached to the UAW Local 163 solid-web website.



Brother Martin also produced, directed and moderated the first ever “Live Streaming” of Informational Meetings for the possible ratification of the new 2016 Master Agreement between UAW Local 163 and Detroit Diesel in May of 2016, on the Facebook page specifically set up for the Union workforce at Detroit Diesel titled “The Membership Voice”, where Brother Martin is also the administrator. Brother Martin was recently re-elected to his 2nd term as the chairperson of the Election Committee at UAW Local 163; is a UAW Region 1A Peer Activist; is the official videographer for UAW Local 163 at Detroit Diesel; handles all of the computer training for Union officials and team leaders in all of the departments within Detroit Diesel; is the UAW representative for the plant Employee Suggestion program; AND....when he has a spare moment from his “day job” as a facilitator in the Truck Operative Systems department, he gives plant tours to prospective buyers of Detroit Diesel engines, transmissions and axles.

Using Brother Martin’s innovative ideas, and ceaseless energy and enthusiasm, along with the like-minded members he has inspired, UAW Local 163 has gone from the dark ages of limited communications from leadership to the membership, to where we are now, at the forefront of an exciting future of communicating with our membership through all means of Social Media, electronic devices, and a new (and hopefully LUCA award-winning) Newsletter.

“New Horizons” is the name associated with this “Pops” Nudi award, and this award can be given to the revitalized communications efforts by many in leadership at UAW Local 163, but we were “spinning our wheels” for many years in these efforts before Brother Martin’s streamlining of the process that brought us, kicking and screaming, into the new millennium. For all of his innovations, his boundless energy, and his dedication to the Labor Movement, I believe that Brother Ryan Martin of UAW Local 163 would carry on the proud tradition of Alfred “Pops” Nudi as the 2017 recipient of the New Horizons award.

(Nomination written by Ray Herrick, Local 163 benefits representative)

## **“Pops” Nudi Unsung Hero Spirit Award**

Not a beginner, but not a veteran, at inspiring or communicating

**Winner:** Eric Welter, GM bargaining committee chair, Local 598

**Nominated by:** Judy Mosier, recording secretary and Debi Kirchner, education committee chair, Local 598

### **Nomination:**

We would like to nominate Local 598’s GM Bargaining Committee Chair, Eric Welter, for the 2017 Unsung Hero Award. We often say “Communication is everyone’s job” but as Local Union Communicators we know that the responsibility often falls to the one or two people who work on the newsletter, web page, or the local’s social media page. We have also experienced those dreaded conversations with Officers as we encourage them to write a monthly report.

Here at Local 598 we are fortunate to have a Bargaining Chair who believes that communication with the membership is one of HIS most important jobs and has worked since his election as Chair in 2016, (and re-election by acclamation in April this year) to continually improve the communication between himself, the bargaining committee, and the membership.

He not only strives to give an in-depth report each membership meeting, he writes very thoroughly in our monthly newspaper each month to share that information with the membership who did not attend the meeting. To take this one step further he requested that the Executive Board support his request to develop a stand-alone website and Phone app where he can stay in touch with members between meetings, giving out important information and publicly answering emails that are of interest to the entire membership.

The Executive Board agreed (and the membership approved) his request. The website is: <http://m.the598plaintruth.com> (see screenshot at the end of this) and the app can be found by searching UAW Local 598. Not by any means a computer geek, he nevertheless has taken on the job of personally updating the site. It is a work in progress and his goal is to keep evolving it as membership needs change.

Eric has been a UAW member since 9-13-99 and has served on the Bargaining Committee as Alternate, Committee-at-Large, and Shop Committee and presently as Chair. In addition to his other duties he participates in the many community activities our Local/Region is involved in and recently helped to form a Flint Chapter of the Coalition of Black Trade Unionists (CBTW) where he was elected to serve as President.

Communication IS everyone's job but it is a rarity to find a Bargaining Chair who takes this challenge so seriously, and it is for this reason that we feel that Eric Welter, UAW Local 598, is the perfect recipient of the Pops Nudi Unsung Hero Award.

### **"Pops" Nudi Lifetime Achievement Spirit Award**

For many years of communications experience or inspiration

**Winner:** Cylister Williams, retiree, OnLine newsletter and publication committee, Local 862

**Nominated by:** Vanda Moore, Local 862

**Nomination:**

When I think of dedication to the labor union movement, one person always comes to mind: Cylister Williams. Cylister was in the labor movement before many of us were born! He became a member of the UAW Local 862 in 1965 after serving his country in the U.S. Army.

Cylister was a charter member of the Civil and Human Rights Committee at the Ford Kentucky Truck Plant. During that time, he committed himself to the publication committee and was a contributing writer and editor of the Local 862 newspaper, currently known as the OnLine. Cylister has written countless articles, taken a multitude of pictures, and spent copious hours working on layout of the newspaper. His goal was always to "get the word out!"

In his 30 plus years working at Ford, he has worn many hats and never once overlooked any organization that he was a part of, which were numerous.

He was and still is the President of the Louisville chapter of the A. Philip Randolph Institute (APRI), 2<sup>nd</sup> Vice President of the Local chapter of the NAACP, treasurer of the Louisville chapter of the Coalition of Black Trade Unionists, a member of the organizing committee of the Martin Luther King, Jr. Day Annual Parade, organizing member of the Greater Louisville United Labor Day Picnic at the Zoo Committee, and a board member at the Kling Center, an activity center for senior citizens.

Cylistar is President Emeritus of Central High School Class of 1957. He is a member of Jobs with Justice. He is dedicated to the Get Out the Vote (GOTV) program and frequently organizes voter registration drives. On election day, Cylistar can be found at the APRI office from sun up to well after sundown, overseeing rides to the polls with dozens of volunteers recruited by him. Everyone loves to help Cylistar because Cylistar loves to help anyone who needs help.

He has been a member of the OnLine staff for over 30 years. He still comes by the union hall when he can to offer his assistance and advice.

Cylistar has shown "tireless dedication and union spirit" for more than 50 years! He is an inspiration to each of us every day. We wish to honor Cylistar by nominating him for the Pops "Nudi" Spirit Award for lifetime achievement

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