



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

SHAWN FAIN, *PRESIDENT* • MARGARET MOCK, *SECRETARY-TREASURER*
VICE-PRESIDENTS: MIKE BOOTH • RICH BOYER • LAURA DICKERSON

The 2026 UAW-LUCA Excellence in Communication Contest celebrates outstanding labor communications by UAW local unions. This contest recognizes and honors the hard work of UAW members who create newsletters, websites, social media campaigns, videos, and other communications that keep members informed and engaged.

The **2026** contest will evaluate communications created between **January 1 and December 31, 2025**.

- **Submission Period: January 5 to February 6, 2026**
- **Submission Portal:** uawlucacontest.org
- Late or mailed entries will not be accepted.

LUCA membership is **FREE** and open to all UAW local unions. If your local is not yet a member, you can register at uawsolidweb.org/luca.

Who Can Enter?

The contest is open to all registered LUCA communicators.

Who Qualifies as a UAW Communicator?

You are a UAW communicator if you have:

- Edited or helped produce a local union newsletter, texting program, website, or social media page (e.g., Facebook, Twitter (X), YouTube, SolidWeb, Mobile Commons).
- Produced a video or taken photos for your local.
- Spoken about UAW issues to community groups, political organizations, or the media.
- Represented the UAW in public meetings.
- Written a letter to the editor on working-class issues for a community newspaper or other outlet.

Contest Categories

Print Categories – (Print categories will be judged based on membership size: Over 1500/1,499 or fewer)

- **General Excellence (Local Design):** Submit two (2) consecutive issues to be judged on writing, design, layout, and use of photos, graphics, or cartoons. (above or below 1,500).
- **John Davis- General Excellence Awards (Local Design):** Best publications in two membership tiers (above or below 1,500).

DIGITAL PUBLICATIONS

- **Award for the best digital publication designed by a local union, membership. Must submit two consecutive issues. Publications will be judged on content, layout, and design.**

Website Categories

- **Best SolidWeb Website:** Submit URL, frequency of updates, and administrator information.
- **Best Non-SolidWeb Website:** Same as above for websites built on other platforms.
- **General Excellence Awards:** Best website judged on content, updates, and design for both SolidWeb and non-SolidWeb platforms.

Social Media Categories

- **Best Use of Social Media:** Submit screenshots and analytics showing engagement and growth for a campaign or period in 2025.
- **Best Original Graphic:** Submit original graphics with designer information.

Video and Audio Categories

- **Best Video:** Video under 2 minutes with a description, producer names, URL (if applicable), and distribution details.
- **Best Podcast:** Judged on content and presentation.

Photography Categories

- **Best Photo:** Recognized as the Fred Taylor Award. Submit original photo with photographer and event details.
- **Best Photo Collage:** Best use of multiple images to illustrate a theme.

Writing Categories

- **News Story:** Articles about local/regional events.
- **Essay or Opinion Piece:** Articles with a thematic focus.
- **Officer or Committee Report:** Recurring columns or reports.
- **Political Report:** Articles about state or federal laws or elections.

“Pops” Nudi Awards

Named after Alfred “Pops” Nudi, these awards honor communicators dedicated to the cause of local union communication. Through years of hard work, resilience, and the power of words, these nominees have transformed union member stories into legacies, advocated for fair representation, and built lasting connections with other labor communicators.

- **Lifetime Achievement Award:** Submit a 500-word letter describing the nominee’s contributions to labor communication.

Official Contest Rules

- **AI Disclaimer:** Submissions should reflect the original creativity and effort of LUCA members. AI- (Artificial Intelligence) generated content, including articles, images, audio, or video, should not be submitted and will be omitted from the contest.
- Open to registered LUCA communicators working on official local communications.
- Locals must register at uawsolidweb.org/luca if not already registered.
- Submissions must be made at uawlucacontest.org between January 5 and February 6, 2026.
- Maximum of six (6) entries per local, region, or retiree unit (excluding “Pops” Nudi nominations).
- Entries must have been created between January 1 and December 31, 2025.
- No hard copy entries will be accepted.

Contact Information

For questions, email Roy Escandon rescandon@uaw.net.

UAW Communications Department



(313) 926-5291



www.uawluca.org



Facebook.com/UAWLUCA

RE:ak

opeiu494afl-cio