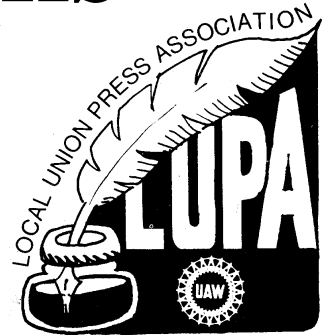


# Official Call



# 2008 UAW-LUPA Communications Conference



*Please join us for an exciting conference this year! We've got a great line-up of classes and activities, and it's also a chance to meet your fellow communicators and exchange ideas. We're looking forward to seeing you.*

*Begins 3 p.m. Sunday, Aug. 10  
Ends 8:30 a.m. Friday, Aug. 15*

Walter and May Reuther  
UAW Family Education Center  
on Black Lake in Onaway, Mich.

**Registration Deadline: June 13**

## **Who is invited to the LUPA conference?**

Communication with our members in today's ever changing world is more important than ever. The UAW has expanded its LUPA service to local union editors to include all types of communication and communicators. This conference is for all union communicators.

## **Who is a Union Communicator? A union member who has...**

- Edited or helped produce a local union newsletter or Web site
- Written a leaflet for a local's Worker-to-Worker program
- Produced a video for a local
- Talked about workers' issues to a local community or political group
- Addressed a public meeting as a representative of the UAW
- Written a letter about workers' issues to the editor of your community newspaper or wanted to

## **What are the benefits of free LUPA membership?**

Access to the newly designed LUPA Web site containing:

- Photos
- Cartoons
- News articles
- Text of important speeches
- Relevant data and links about Election '08 issues
- Tips and advice to improve your local union publications and Web sites
- Free graphics and articles to be downloaded and used by LUPA member unions
- Hands-on skill building opportunities at our LUPA Communications Conference (Aug. 10-15, 2008) held at the Walter and May Reuther Family Education Center
- Classes in creating and improving newsletters, Web site building, photography and more; feedback and critiques of local union publications, photos, and web sites; networking with other labor communicators around the country
- Official LUPA ID badges to designated local union LUPA members
- E-mail communications from the International UAW

## **Who can benefit from LUPA membership?**

- Local union presidents and other officers
- Local union editors, writers, photographers, videographers and webmasters
- Worker-to-Worker, Education and Communication committee members
- Anyone else who regularly communicates with members of the community for the UAW local

When your local union accesses its FREE LUPA membership, your local, your members and all of us WIN! Informed union members are strong union members.

# The LUPA conference is a great value for UAW communicators:

- Four days of hands-on, classroom instruction and discussion on a variety of topics for UAW communicators
- All course materials
- Room and meal costs
- A LUPA communications awards banquet and ceremony
- Recreational activities, including a LUPA Luau, with your fellow UAW communicators at the beautiful UAW Family Education Center on Black Lake in Onaway, Mich.

## **CONFERENCE FEE**

The conference fee is \$550, which includes a non-refundable \$75 registration fee.

Make check or money order for \$550 for each delegate (or \$50 for each scholarship delegate - see below) payable to: **INTERNATIONAL UNION, UAW.**

Your local union is responsible for paying: (1) any and all lost time; (2) the \$550 conference fee, which includes 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 has five scholarships, worth \$500 each, available for delegates to help pay for the conference. Regional offices select scholarship recipients and should notify Joan Silvi at [jsilvi@uaw.net](mailto:jsilvi@uaw.net) when a delegate is awarded a scholarship. Scholarships cover conference room, food and registration fee, not lost time or any other expenses.

# CLASS SELECTION FORM

YOUR NAME \_\_\_\_\_ LOCAL \_\_\_\_\_ REGION \_\_\_\_\_

YOUR DAYTIME PHONE NUMBER \_\_\_\_\_

**Instructions:** In order to receive your participation certificate, you are required to attend class Monday through Thursday from 8:45 a.m. to 4:15 p.m., with a break for lunch. You can have one Morning class and a different Afternoon class, or one All Day class. Sign up below for either 1) ONE Morning class and ONE **different** Afternoon class OR 2) ONE **All Day** class. Rank the top three classes you prefer in option 1) or 2) by indicating the class number. We will do our best to accommodate your preferences, **but cannot guarantee it.** Workshop students will be allowed to leave the afternoon class that day to attend the workshop. Workshops are not mandatory.

## MORNING CLASSES

First choice \_\_\_\_\_ Second choice \_\_\_\_\_ Third choice \_\_\_\_\_

1. **Beginning Editors** — So, you've been named editor of your local union publication. Now what? Come find out in this class that takes you from start to finish in newsletter production. We'll cover the main principles of an editor's job: planning and reporting, clear writing, tight editing, appealing design and layout, and a focused message. We'll also discuss production schedules, story budgets and other tips to help make your job easier. You'll produce a newsletter in two-person teams using the most basic production method: cut and paste. (We'll bring the scissors.) The only software you need to know is Microsoft Word, which will be provided on the classroom PCs. (No laptops allowed.) **Note: You will not use any other desktop publishing software.** Our goal is not pretty, it's practical.
2. **Basic Labor News Writing** — This class gets down to the nuts and bolts of writing and reporting the news in your local. Story structure, style, use of quotes and fact checking are among the topics covered here. We'll look at how to write certain basic types of stories common to most local union newspapers and Web sites. Basic knowledge of Microsoft Word preferred.
3. **Writing That Goes Beyond Who, What, When and Where** — Whether you are writing about an organizing campaign, legislative issues or a newly ratified contract, a good feature story can help convey the facts to members on a level that connects. This is a good class for editors who are looking for a fresh approach to stories, who want to brush up on interview skills or feel more comfortable writing feature stories. Bring copies of your LUPA publications and local union contract, and we'll write magazine-quality stories that connect with readers while reinforcing the principles and values we fight for every day. Classroom time will include writing, interviewing and research. The goal is to produce strong, poignant feature stories for publication in local union newspapers, regional newsletters, Web sites and more. Word processing and basic news writing skills required.
4. **Framing Our Message** — After John Kerry's 2004 loss to George Bush, Howard Dean wrote, "If only the Democrats had read George Lakoff a few years ago, we would not be in the position we find ourselves today..." Since then, thousands of progressives have read Lakoff's book, "Don't Think of an Elephant," and now realize the same old tactics of presenting laundry lists of liberal programs and giving people "facts" do not guarantee electoral victory by themselves. This class will look at how the Right Wing framed the political debate to their advantage using language, such as "right-to-life" and "right-to-work," to persuade millions of working-class Americans to vote against their own best interests. By the end of this class, you will know how to write an article that re-frames the debate by framing our own progressive values, vision and mission.
5. **Beginning Digital Photography** — This class is for beginning photographers and covers the basics of how to use your camera, including composition techniques, equipment suggestions, understanding exposure, choosing film and getting the shot. Must bring a digital camera. To get the most out of the class, also bring your camera manual, memory card and card reader.
6. **Basic Union Web Page Development** — This class is for those with only basic knowledge of Web sites or the Internet. Editors will get hands-on experience in creating a union Web page.

## AFTERNOON CLASSES

First choice \_\_\_\_\_ Second choice \_\_\_\_\_ Third choice \_\_\_\_\_

1. **Beginning Editors** — So, you've been named editor of your local union publication. Now what? Come find out in this class that takes you from start to finish in newsletter production. We'll cover the main principles of an editor's job: planning and reporting, clear writing, tight editing, appealing design and layout, and a focused message. We'll also discuss production schedules, story budgets and other tips to help make your job easier. You'll produce a newsletter in two-person teams using the most basic production method: cut and paste. (We'll bring the scissors.) The only software you need to know is Microsoft Word, which will be provided on the classroom PCs. (No laptops allowed.) **Note: You will not use any other desktop publishing software.** Our goal is not pretty, it's practical.
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4. **Talking Politics with the Members** — UAW members hold a wide variety of political views. To succeed in winning votes for labor-backed candidates, we need tools to communicate across the spectrum to Democrats, independents — and even Republicans — who may have different opinions on many issues, but who share common values in support of working families. To help us navigate the "wedge" issues that pro-business candidates use to divide us, this class will focus on how local union communicators can influence values and voting behavior. Our emphasis will be on the "bridge" issues that unite union members and our families, like quality health care, jobs, a clean environment, fair trade and human rights at home and abroad.
5. **Communications Planning** — This class covers how to develop a communications plan for a local union by using newsletters, Web sites, e-mail lists, press releases, letters to the editor, advertisements, blogs, You Tube, the LUPA Web site and other sources. We'll include information on how to deal with the media, including good interviewing skills, and explore ways to communicate with members through an effective communications strategy.
6. **Beginning Digital Photography** — This class is for beginning photographers and covers the basics of how to use your camera, including composition techniques, equipment suggestions, understanding exposure, choosing film and getting the shot. Must bring a digital camera. To get the most out of the class, also bring your camera manual, memory card and card reader.
7. **Advanced Union Web Page Development** — Students will receive more technical, hands-on experience with Web site programming HTML, cascading style sheet and graphics optimization. The course will also cover do's and don'ts of effective Web site design, UAW International policy for local union Web sites and using video and YouTube on your Web site. Must have basic experience in Web site development.

## ALL DAY CLASSES

**First choice** \_\_\_\_\_ **Second choice** \_\_\_\_\_

1. **Advanced Digital Photography** — Experienced photographers only, please. This class will cover using Adobe PhotoShop to improve your digital images, including digital correction, file types, converting to graphics and printing tips. Digital photography is covered in the morning, PhotoShop editing in the afternoon. If you have a laptop computer with PhotoShop or PhotoShop Elements, bring it to class. Must bring a digital camera, memory card and card reader to participate.
2. **YouTube and You** — The World Wide Web is such a valuable new way to distribute our message to members and our communities. This video class will take advantage of this powerful new medium by focusing on feeding material to the Internet, including links to the UAW's new "IAmTheUAW.org" Internet advertising campaign. Participants will share some of their work either on DVD or video tape. We'll focus on how to select the best spokesperson for your message, with emphasis on shooting and editing interviews with coworkers for Web site distribution. If you have a camera and/or a laptop editing system, please bring them to class. This class may include joint sessions with the "Advanced Union Web Page Development" and "Communications Planning" classes on topics such as how to light, frame and conduct an interview and editing material for short video clips.

## TUESDAY AFTERNOON WORKSHOPS (OPTIONAL)

These optional classes will meet for about 90 minutes on Tuesday, Aug. 12 when Afternoon classes end at 3 p.m. The workshops begin at 3:15 p.m. Please indicate your top two choices by number.

**First choice** \_\_\_\_\_ **Second choice** \_\_\_\_\_

1. **Using the LUPA Web site and the Internet to Generate Stories** — OK, you've been granted access to the LUPA site, but what's the best way to make use of this new tool? How do I get text and how do I get photos and other graphics? And how can I use the Internet to generate stories for my publication or Web site? We review useful sites by government, labor, think tanks, private foundations, non-profits, grassroots organizations and more.
2. **Working with the Media** — It can be frustrating trying to get the mainstream media to cover your event, or to go in depth about issues concerning your local. This class provides practical advice on news releases, obtaining coverage, disputing errors and other issues related to dealing with the media.
3. **Getting Ready for Nov. 4** — Getting ready for the election must mean more than writing about issues, signing up volunteers and getting out the vote. It must mean getting our THINKING POINTS together, too. In 1980, Republicans learned something we progressives are just starting to figure out: communicating values matters more to voters than presenting a laundry list of policies. In this workshop, we will not only talk about how to win Nov. 4 but get our country back on a progressive track.

# Working-class culture rocks!

## The Fourth Hedy Hilburn “LUPA Idol” Talent and Stupid People Tricks Show (Please, no pets!)

Name \_\_\_\_\_

Special Talent \_\_\_\_\_

Bring instruments, CDs, tapes, costumes  
or other materials that you will need for your performance.  
Let us know in advance if there is anything else you need.  
Send this form in with your registration or sign up at Black Lake.

### **LUPA Sing-A-Long**

Bring along your instruments, voices, song books and classmates to the backroom  
at Mazey's for the traditional LUPA Monday Night Sing-A-Long.  
No registration required. Just show up and join the fun. All musical styles welcome.

### **ALOHA!**

This year, the LUPA conference will include a LUPA LUAU on the beautiful  
beach of Black Lake. Be sure to bring some Hawaiian clothes and be ready  
for a cookout, volleyball and lots of fun with your fellow LUPA communicators.

### **When you arrive at the conference:**

- Be sure to sign up for volleyball, basketball and softball
- Sign up at the front desk for a 20-minute tour of the Black Lake Conference Center
- Buses leave promptly at 4:30 p.m. Monday, Aug. 11 from the main lobby

Be sure to enter the 2008 LUPA Communications contest!  
Check the LUPA Web site, [www.uawlupa.org](http://www.uawlupa.org)  
for details. Deadline to enter is June 6, 2008.



# 2008 LUPA CONFERENCE REGISTRATION FORM



(Please have your local union communicator type or print clearly. One name only per registration form. Make a copy of this blank form if you need more than one form.)

Name of delegate: \_\_\_\_\_

Is this your first LUPA conference? YES \_\_\_\_\_ NO \_\_\_\_\_ If yes, may we contact you about our conference Mentoring Program that gives you guidance at the conference?  
YES \_\_\_\_\_ NO \_\_\_\_\_

Check / money order number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Local union: \_\_\_\_\_ Local union phone: (     ) \_\_\_\_\_ - \_\_\_\_\_

Local president: \_\_\_\_\_

Region: \_\_\_\_\_ Delegate's daytime phone: (     ) \_\_\_\_\_ - \_\_\_\_\_

Delegate's e-mail address \_\_\_\_\_

OK to print delegate's e-mail address in Conference Class List distributed to all delegates? Yes \_\_\_\_\_ No \_\_\_\_\_

Which language(s) do you speak fluently? \_\_\_\_\_

Delegate's home address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Transportation: I am driving. \_\_\_\_ I am flying. \_\_\_\_ (If flying, fill out form on page 9, and FAX ONLY to UAW Family Education Center. See instructions on page 9.)

We will guarantee only two (2) reservations per local. Delegates will be housed on a double-occupancy basis. Single rooms for delegates are NOT available, unless there is a serious health issue. The center is NOT open on Saturdays, so please don't arrive until Sunday, Aug. 10.

Male \_\_\_\_\_ Female \_\_\_\_\_ Do you smoke? YES \_\_\_\_\_ NO \_\_\_\_\_

Do you require barrier-free accessibility? YES \_\_\_\_\_ NO \_\_\_\_\_

Do you have any special health needs? YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, please explain. \_\_\_\_\_  
\_\_\_\_\_

**AIRLINE RESERVATION FORM**  
*2007 LUPA Communications Conference, April 15-20*

**Delegate's name** \_\_\_\_\_ **Local #** \_\_\_\_\_ **Region** \_\_\_\_\_  
(Airlines require the legal name of passenger, as it appears on driver's license. If not provided, there will be a \$100 nonrefundable fee to correct.) **Smoking or non-smoking room at Metropolitan Hotel? (circle one)**

**Airfare reimbursement payable to:**  Local union  Delegate

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Daytime phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Charge to credit card:**

VISA  American Express  MasterCard  Other

Account #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

**OR**

**I will be paying by LOCAL UNION check.** Make check payable to UBE/Air. After Travel Focus contacts you to make your flight arrangements, a Local Union check **MUST BE MAILED BY OVER-NIGHT DELIVERY AND RECEIVED WITHIN 24 HOURS. MAIL THE CHECK TO: UBE/Air, Education Department, UAW Family Education Center, 2000 Maxon Rd., Onaway, Michigan, 49765. For prompt reimbursement, on the memo line of the check write the delegate's name and the conference date.**

- Within 24 hours of payment receipt, a copy of the electronic ticket will be faxed to the Local Union office. The UBE will reimburse only the cost of a 14-day, advance, nonrefundable ticket. Any changes, additional costs or late fees will not be reimbursed by the UBE and will be the responsibility of the Local Union or delegate. Reimbursement will be made upon completion of the conference.

- A \$75 airline registration fee will be deducted from the reimbursement. Personal checks cannot be accepted.

I have read the above and acknowledge that payment is due UBE/Air 24 hours after contact from Travel Focus. In case of cancellation or non-attendance of conference, UBE will not make reimbursement.

Signature \_\_\_\_\_ Title of Local Union officer \_\_\_\_\_

**LOCAL UNION instructions: This form must be mailed or faxed to your Regional office.**

**REGIONAL OFFICE instructions: This form must be faxed to Jacquelyn Preiss, UAW Family Education Center, Education Department at (989) 733-2865.**

**LOCAL UNION and/or DELEGATE instructions: Your Conference Registration form (page 3), your Class Selection form (pages 5 and 6) and your conference registration payment (\$550 per delegate) should be mailed to: LUPA Conference Registration, UAW Public Relations and Publication Department, 8000 East Jefferson Ave., Detroit, Michigan 48214.  
See page 4.**

## HERE'S WHAT WE NEED YOU TO MAIL TO THE ADDRESS BELOW:

- (1) A \$550 conference fee for each delegate who will attend. Make your check or money order payable to: INTERNATIONAL UNION, UAW. (Do not send cash.)
- (2) A completed registration form (Page 3) for each delegate from your local union who will attend. (If more than one delegate is attending, please photocopy the blank form and use as another form.)
- (3) A completed Class Choices form (Pages 5-6).

**Mail (1), (2) and (3) to:**

**LUPA Conference Registration**

**UAW Public Relations and Publications Department**

**8000 East Jefferson Ave.**

**Detroit, Michigan 48214**

If you are flying, you have an additional form to fill out: the Airline Reservation form (Page 7). Fill it out as soon as possible, then follow the mailing/faxing instructions to your Region and the UAW Family Education Center at the bottom of that form.

You're done! You will receive your room and class assignments when you arrive at the conference on Sunday, Aug. 10, 2008. If you have any questions, please call Joan Silvi at (313) 926-5291 or e-mail [jsilvi@uaw.net](mailto:jsilvi@uaw.net).

## HELPFUL INFORMATION ABOUT STAYING AT THE CONFERENCE CENTER:

**-Facilities:** An ATM is located at the hotel front desk. The rooms include all linens and towels, an iron and ironing board, TV and telephone (delegates are responsible for all phone charges). A limited number of blow dryers are available at the front desk for \$5. Pre-breakfast coffee stations are available throughout the center. Gymnasium users must wear shoes with white soles. Conference attire is casual, except for the awards banquet and ceremony, where dressy attire is recommended. There is a swimming pool, so bring your bathing suit.

**-Check-in and room assignments:** Check-in begins on Sunday, Aug. 10 **after 1 p.m.** EST. All delegates will be housed two to a room. Single rooms are not available. Special room requests will not be taken over the phone. Those with special needs (sleep apnea, etc.) may be roomed in a single unit of the 400's. They will share a bath. In case of an emergency, family members can call the front desk, open 24 hours a day, at (989) 733-8521. The conference begins Sunday, Aug. 10 with check-in, followed by dinner later that afternoon, and then general assembly immediately after. Check out is the morning of Friday, Aug. 15.

**-Internet access:** Internet and e-mail access are available on computers provided for guests in a computer room at the conference center 24 hours a day. Laptop users - although WiFi is not available in hotel rooms, access is available in the dining room, in the computer room located above the main lobby/front desk and in classrooms.

**-If you are flying to the conference,** you must arrive at Detroit Metro Airport on Saturday, Aug. 9. The UAW will make arrangements for and pay for one night's lodging at Metropolitan Hotel, located near the airport. Flyers can call for a shuttle to the hotel when they arrive at the airport baggage claim area. Charter buses will provide transportation from the hotel to the conference center on Sunday, Aug. 10. This information is printed on flight itineraries and faxed to the local union.

**-Schedule and certificates:** Classes are held Monday through Thursday. Participation certificates are passed out on Thursday to delegates completing the conference program. Friday, Aug. 15 is a travel day.

**-Parking policy:** Vehicles parking in the center must have vehicle VIN numbers beginning with 1, 2, 4 or 5 (noting a union or American-made vehicle). VIN numbers are located on the dashboard or door jam of vehicles. Upon arriving at the center, security guards at the front gate check each vehicle VIN number. If the VIN starts with a number other than 1, 2, 4 or 5, parking is available in a lot adjacent to the center's front gate. A center shuttle bus will transport those drivers to the hotel front desk.

**IF YOU FLY TO THE CONFERENCE, PLEASE REMEMBER:**

☑ Delegates who live **more than 500 miles** from the center may fly and will be reimbursed airfare minus \$75 per ticket. **To assure maximum savings on flights, delegates must arrive in Detroit on Saturday night, Aug. 9. In these cases, one night's lodging will be provided (at no cost to you) by the UAW at the Metropolitan Hotel in Romulus, Mich., near the airport. You will be sharing a room at the Metropolitan Hotel. We will do our best to accommodate your smoking/non-smoking needs.**

☑ UAW delegates who fly must fill out the attached Airline Reservation form on Page 7 and return it to us. Flight arrangements will be made **by the center** at least 15 days in advance so that discount fares may be purchased. Upon completion of the conference, airline tickets will be processed for reimbursement.

☑ Charter buses will be provided (at no cost to you) by the UAW for transportation from Detroit to the center and back. Delegates will be picked up at the **Metropolitan Hotel** (one time only) at 9:30 a.m. on Sunday, April 15. The buses will leave the center (one time only) at 9 a.m. on Friday, April 20.

**Delegates must have return flights after 5 p.m. to allow time for the bus ride back to Detroit.**

**IF YOU DRIVE TO THE CONFERENCE, PLEASE REMEMBER:**

☑ The International does NOT reimburse mileage for the first 1,000 miles roundtrip. The International will reimburse for mileage over 1,000 miles at the prevailing IRS rate **for the driver only** upon completion of the conference. For example, if your roundtrip is 1,500 miles, you or your local is responsible for the cost of the first 1,000 miles of the trip; the International will reimburse for the remainder.

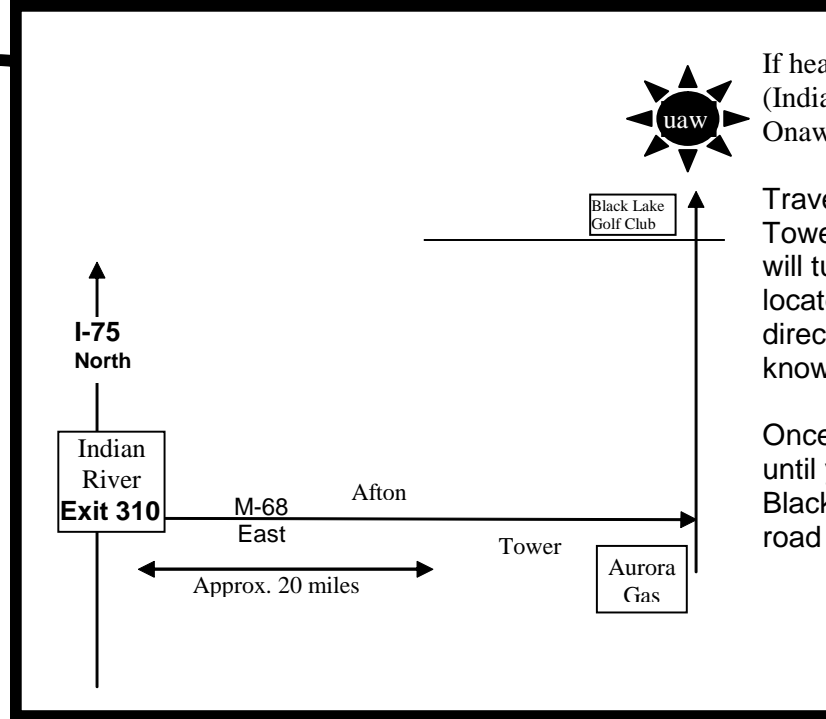
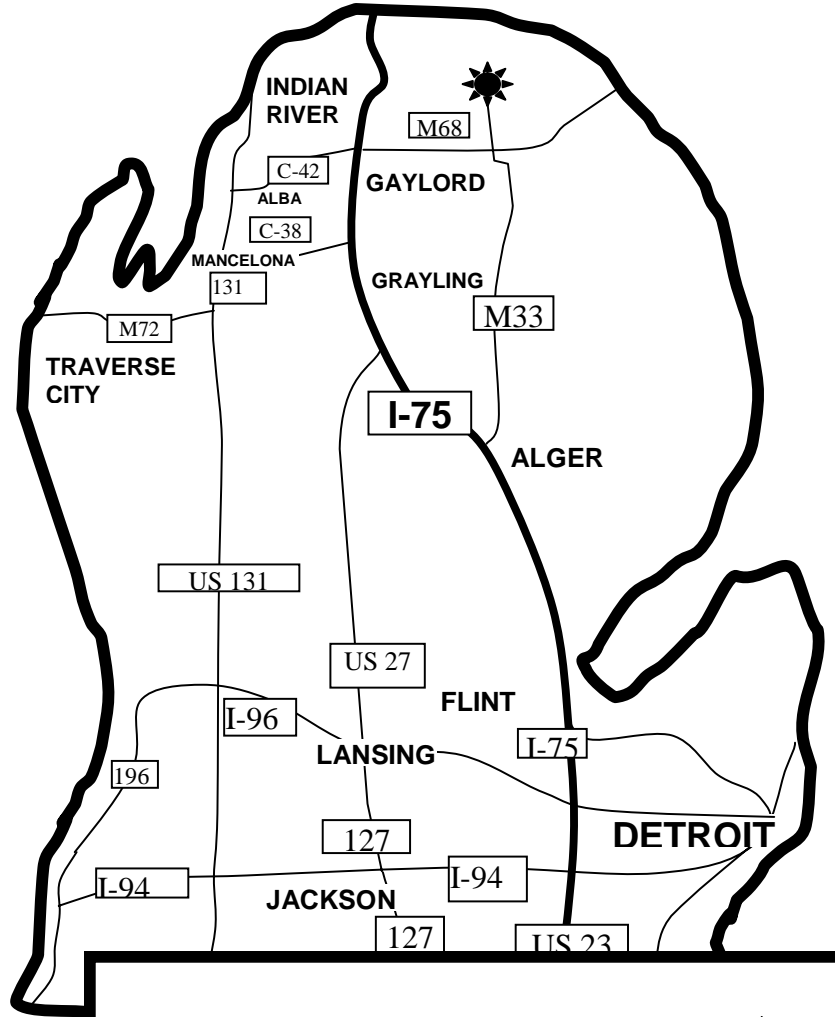
☑ The cost of one night's lodging, if necessary, will be reimbursed. The UAW reimburses \$60 for a single room, \$80 for a double room. Delegates from the same local, of same gender, are expected to share a room. Delegates traveling from the same local and driving together are expected to carpool.

**CANCELLATIONS**

Cancellations must be submitted to us at least 10 working days before the conference so that reservations may be reallocated. Refunds will only be granted for valid emergency reasons. No refunds will be given after July 31, 2008.

Directions to  
**Walter and May Reuther  
 UAW Family  
 Education Center**

**If leaving Detroit Metro Airport,** take I-94 West to I-275 North, to I-96 West, to US 23 North which becomes I-75 near Flint. Travel north to Exit 310, Indian River.



If heading north on I-75 (Indian River) you will turn right onto M-68 East. Black Lake Golf Club is located on the right side of the road. Tower is located on the right side of the road. Aurora Gas is located on the right side of the road. Black Lake Golf Club is located on the right side of the road.