



## ***Communicating to Build Power for Workers***

*LUCA In The Loop* provides local UAW communicators with ideas and inspiration. Please feel free to share any information from this email with your members. Please let us know if there is anything you want us to add or eliminate. Please feel free to forward this to any other LUCA or UAW members you believe may be interested.



## **Graphic Design Trends 2025**

Whether we're bargaining a contract or organizing new workers into our unions, graphic design plays a crucial role in labor communications by enhancing the clarity, impact, and appeal of our messages. Effective design helps convey complex ideas in a visually compelling way across platforms such as social media posts, informational flyers, or membership newsletters. It grabs attention, simplifies information, and strengthens branding, making it easier for workers to stay informed and engaged. In an age where visual content



dominates, well-crafted graphic design ensures that labor movements communicate their values and messages with professionalism and impact.

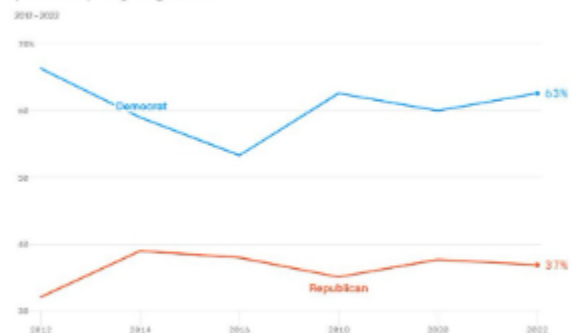
Here is an article that covers projected design trends that will keep your designs looking fresh.

[Full story click here](#)

## [How unionized voters could decide the election](#)

Collective bargaining changes lives, and the most important thing a union member can do is vote for candidates who support not only UAW members, but all workers. Walter Reuther stated, “There’s a direct relationship between the ballot box and the bread box, and what the union fights for and wins at the bargaining table can be taken away in the legislative halls.” This means that voting directly impacts your economic well-being, as decisions made through legislative policies affect all workers’ livelihoods and protections. Voting ensures that collective voices are heard, securing better futures for all members.

Annual share of votes from employed U.S. adults in unions, by political party alignment



Data: Center for American Progress analysis of Cooperative Election Study data. Note: A analysis of presidential elections or during midterm elections for House of Representatives. Chart Action: Focus

[Full story click here](#)

## [NAFTA Attacks American Working Class](#)

NAFTA, implemented in 1994, aimed to boost trade between the U.S., Canada, and Mexico by removing tariffs.

NAFTA resulted in the loss of around 700,000 U.S. jobs, primarily in manufacturing-heavy regions like the Midwest.



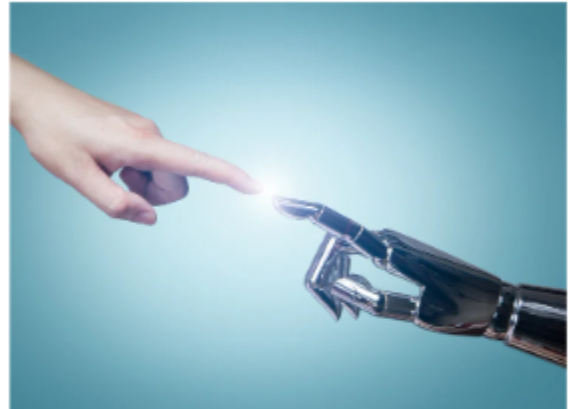
Blue-collar workers have taken it on the chin for decades due to bad trade deals like NAFTA and USMCA. These policies were pushed by corporate America and supported by members of both parties.

However, with President Joe Biden and Kamala Harris in the White House, we're beginning to see the tide turn. We must not be fooled or distracted by the false promises of a billionaire con man like Donald J. Trump.

[See video](#)

### [A worker-centered approach to policy in the era of AI](#)

Artificial intelligence poses significant challenges for workers, including possible job displacement as machines and computers automate tasks previously performed by humans. This shift can lead to unemployment and income inequality, as many workers struggle to adapt to new technologies. Moreover, increased reliance on AI may result in a dehumanized workplace, diminishing job satisfaction.



Labor unions are fighting back to protect workers' rights in a profit-driven economy, limiting and monitoring the use of AI, while pushing for new policies to safeguard workers' jobs and wages.

[For full report click here](#)



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