



ULA NETWORK MEDIA SERVICES

2025

Overview

What's Inside this Proposal

3



Introduction

4



Who We Are

5



Opportunities

6



Services Overview

7



Partnership Benefits

8



Measurable Outcomes

9



Next Steps



INTRODUCTION



MEDIA for the MOVEMENT.

ULA Network is a media-first, mission-driven organization dedicated to elevating the voices, visibility, and victories of the labor movement. We provide union-focused digital storytelling, social media management, event production, and distribution services that drive real-world impact.

From apprenticeships to organizing wins, we tell labor's story with power, pride, and purpose.



Who We Are

Union-first. Mission-driven. Media-ready.

ULA Network is a team of creators, strategists, event pros, and labor advocates who believe in amplifying the working class through modern storytelling. We're built for unions — and by professionals who understand the heart and soul of the labor movement.

We combine decades of experience in media production, community engagement, digital strategy, and workforce development to serve locals, training centers, and national union organizations. Whether we're producing a rally recap or launching a podcast, everything we do is grounded in purpose and power.

2021

Your firm is founded.

6

Employees

24

Happy clients



Why Partner With ULA NETWORK?

BENEFITS OF WORKING WITH ULA NETWORK

1

Union-Strong

Union-centered strategy with digital expertise

2

High Quality

High-quality, mobile-first content

3

Hands-On

Hands-on event execution from experts, like you.

4

Built-in

Built-in distribution channels that fan across all social media and SMS/Email platforms

5

Story-Telling

Creative storytelling with advocacy impact that effects the brotherhood & sisterhood of your teams.

6

Optimize

Custom packages for any union size or goal





Our Services

➔ ***Social Media Strategy***

We manage union-branded channels from launch to daily content, helping organizations stay visible, relevant, and engaged with their members. Our approach boosts reach, recruits new talent, and celebrates union wins in real-time.

➔ ***Event Production & Activations***

Whether it's a graduation, rally, ground breaking, or training launch, we handle the logistics and storytelling — so the event lives on in video, press, and member pride.

➔ ***Audio / Video Podcast***

From testimonial reels to branded series, our video and audio content brings labor voices to life. These assets build trust, preserve stories, and drive digital engagement across platforms.

➔ ***Video Production***

Create short, high-impact storytelling videos that highlight what it means to be part of the union. Equip union leadership with video tools to speak directly to their members.

➔ ***News Distribution & SMS/ Email Campaigns***

We deliver high-impact union messaging directly to members, media, and the public through smart, timely communications. This ensures your message doesn't just get said — it gets seen and shared.

➔ ***Paid Media Campaigns***

We offer targeted ad campaigns across platforms like Facebook, Instagram, YouTube, TikTok, and Google to boost visibility for union initiatives. In addition to PPC, Paid Search and geofencing.

Our content is bold, union-authentic, and built for shareability.



PROBLEM



Labor Has the Power - *But Not Always the Platform*

Unions are essential to America's workforce, but too often lack the tools to effectively:

- Communicate with members
- Reach new recruits
- Showcase wins to the public

The result? Missed opportunities in media, recruitment, and influence.



Measurable Outcomes:



GOALS

- Increased visibility across social and media platforms
- Member engagement & retention
- Recruitment of next-generation tradespeople
- New revenue channels
- Content with lasting shelf life
- Engage Union Leadership, Associations and Membership
- Vendors with tailored content for unions saw **41% higher lead-to-close rates**
- Educational & video content sees **+35% YoY impressions** growth.
- Vendors that humanize their value, align with union priorities, and consistently engage via digital channels build deeper trust, stronger conversion, and measurable ROI.



Additional Opportunities

THERE'S MORE....

Beyond our core service offerings, ULA Network provides innovative and strategic enhancements that can extend your reach, deepen engagement, and drive long-term value. These offerings are designed to help unions connect with new audiences, preserve legacy stories, and support advocacy through tailored content and campaigns.

- Labor legacy storytelling series
- DEI + Women in Trades campaigns
- Veterans media initiatives (Helmets to Hardhats)
- New sponsor onboarding kits
- Digital partner impact reports
- School engagement + intern-powered campaigns
- Livestream support + real-time coverage
- Campaign creation for Voter Drives or Labor Week



Let's Get to Work Together

We believe unions deserve world-class storytelling, modern tools, and bold visibility. ULA Network exists to make that a reality — not someday, but now. Whether you're launching your first campaign or scaling national impact, we're ready to partner, produce, and promote your message every step of the way.

By choosing ULA, you're not just investing in media — you're investing in the future of labor itself.

Let's make your mission louder, clearer, and impossible to ignore.
Let's Build Something Bold Together.



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