



CALM Awards

2017 Entry Form - Submission Deadline: Friday March 31 2017

The CALM Awards are for full members of the Canadian Association of Labour Media (who have paid membership fees for 2017). The awards honour excellence in the print, broadcast, online and graphics arts fields for material produced in 2016. You can join CALM at any time if you'd like to make a submission to the awards contest. To confirm your union's membership status with us, please contact editor@calm.ca.

Several of the awards are split into two categories: staff or volunteer. Items produced by union communications staff or outside professionals are in the same category. The other category is for volunteers (that includes those who get a few hours' time paid by the local). Judges reserve the right to move entries from one category to the other.

Entry fee:

\$25 (+HST \$28.25) for local labour councils and for local unions with up to 1,000 members

\$75 (+HST \$84.75) for union locals with more than 1,000 members

\$150 (+HST \$169.50) for provincial, national or international unions and federations.

You can enter any number of categories once you've paid the entry fee.

You can also enter the CALM Awards through the mail. If you are submitting paper copies, please remember **to clearly label each entry. DO NOT SUBMIT ENTRIES TWICE (I.E. online and by mail)**. If you mail through a courier please email editor@calm.ca with the expected time of arrival. Due to the proximity to a Canada Post counter, we prefer that packages are sent through Canada Post.

Please read the rules enclosed in this package closely. Any submission that doesn't adhere to the rules as defined in this package might be disqualified.

MAIL ENTRIES TO:

CALM
196 Rene-Levesque W
Quebec, QC
G1R 2A5

Questions?

Email editor@calm.ca

CALM Awards

Rules and Guidelines

The following rules apply for **2017** CALM awards for work done in **2016**.

The awards will be announced at our annual awards banquet on Saturday, May 6 in Toronto at the annual CALM conference. **If your entry does not conform to these rules, it will not be considered.**

1. The awards are strictly for original material published or produced in 2016.
2. They are open only to CALM members who have paid 2017 membership dues. Membership dues can be submitted at the time of the awards application.
3. Some categories are sub-divided into two classifications. Awards will not necessarily be given in all categories or classifications, depending on the number and merit of the entries. You may only submit up to two entries per category.
4. There will be five independent judges in the four categories: print, broadcast, online, graphic design and French writing.
5. The entry fees are \$25 for local labour councils and for local unions representing up to 1,000 members, \$75 for union locals and local labour councils representing more than 1,000 members and \$150 for provincial, national or international unions and federations. It covers submissions for any number of award categories. The entry fee, in the form of a cheque payable to CALM or submitted online, must accompany your submission. The fee is subject to HST.
6. You must provide one sample for each award category you enter. If you enter something into multiple categories, your entry must include multiple samples. Each mail-in sample must be identified with the name of the union local, the person submitting the award, the name of the person or persons who created the material, and the award category.
7. It is expected that entries be union-made, provided that union printers, producers, technicians and reproduction facilities are available to the entrant.
8. The authority to determine the appropriate award classification for each entry rests with CALM and will be based on the information provided on the attached entry form and CALM's membership records.
9. To be eligible, submissions must be received through the online submission form or at the address below no later than March 31, 2017. Winning entries will be posted on the CALM website during the 2017 conference.
10. Several categories are open to English and French submissions. Read the categories closely to ensure that you submit your award to the right category, and in the right language, if applicable. All categories are open to both languages, unless otherwise noted.

If you mail your entry, please ensure you've met the following requirements:

- ✓ Read rules and guidelines above.
- ✓ Fill out the entry form and include it with the entry
- ✓ Submit one sample for each award category, following the instructions for that category on the entry form.

Enclose your entry fee, cheque payable to CALM, with the entry form. Please write "CALM Awards" on the cheque. Ship your whole entry to arrive at the above address **no later than March 28, 2017 if sent by regular mail.**

CALM Awards

Entry Form

Identification

NAME OF UNION & LOCAL NUMBER

ADDRESS

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PHONE

E-MAIL

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NAME OF PERSON PREPARING ENTRY

PHONE

Classification

Submissions will be judged in two classifications, defined by whether they are produced by communications staff or by volunteers. Staff is defined as someone on the union payroll whose job includes the publication or website or an outside professional hired by the union, local, labour council or federation. Volunteers include members who may get union-paid time away from their regular jobs to do the newsletter or production. **Please check one classification below that applies to you. When circling the award category, please again check the appropriate letter. Please leave blank if you are submitting to both classifications, and indicate instead on the individual submissions.**

- **A** Work undertaken by union staff
- **B** Work undertaken by volunteers

Rules

- Material must be original
- Material must include the **date(s)** it was published
- **Each item submitted must have a label that clearly identifies to which category it is being submitted, the name of the person submitting the entry, the union name and local number, and the name of the person who produced the work.**

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Award categories

Please indicate which of the award categories below you would like to enter by circling the number and letter (if appropriate). You can enter up to two entries per category, and as many categories as you would like. Be sure to include samples as specified for each category that you enter. **Each sample must have the following information either written on the back of the entry or on a separate piece of paper attached to the entry: name of union local; name of the person submitting the entry; the number/letter of the award you're submitting the entry to; name of the author(s) if it's not embedded in the entry.**

- 1. Ed Finn Award for excellence in writing [ENGLISH ONLY].** Submit up to two original stories.
 - a) Staff produced
 - b) Volunteer produced
- 2. Best photograph.** Submit up to two original photos, in hard copy or URL. Include photographer's name.
 - a) Staff produced
 - b) Volunteer produced
- 3. The Freeperson Award for best cartoon, illustration or infographic.** Submit up to two original items, in hard copy or URL. Include artist's name.
 - a) Staff produced
 - b) Volunteer produced
- 4. The Morden Lazarus Prize for best editorial, column, or opinion piece that thoughtfully argues labour's position on an issue [ENGLISH ONLY].** Submit hard copy or URL. Include the author's name.
- 5. The Cliff Scotton Prize for a narrative, video, audio or visual that reflects history, traditions and culture of the labour movement [ENGLISH ONLY].** Submit hard copy or URL. Include the creator's name.

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Award categories

6. The Fighting Oppression Award for a communications initiative that raises consciousness and contributes to struggles against racism, sexism, homophobia, ableism and other forms of oppression and discrimination [ENGLISH ONLY]. Submit one initiative, along with a covering note explaining how it achieved change in your organization.

7. Best campaign. Please include in your submission a write-up about the campaign, the kinds of material you produced for this campaign, and the successes that the campaign led to.

- a) best local campaign (volunteer produced)
- b) best local campaign (staff or agency produced)
- c) best provincial or national campaign

8. The Katie FitzRandolph Award for best overall regular print publication. Best combined use of writing, graphics, design, editorial content and judgment. Enclose only one edition.

- a) Staff produced (ENGLISH ONLY)
- b) Volunteer produced (ENGLISH ONLY)
- c) Produced in French (FRENCH ONLY)

9. Rosemarie Bahr award for excellence in print layout and design in regular print publication for imaginative and effective use of graphics, cartoons, photography, typography and layout. Submit only one edition.

- a) Staff produced
- b) Volunteer produced

10. Best opinion, news or feature story that demonstrates excellence in labour writing [FRENCH ONLY]. Submit up to three original stories.

- a) Staff produced
- b) Volunteer produced

11. Best short video, made for TV broadcast or online distribution. Submit URL or file and names of the individuals or agency who produced it.

12. Best narrative video, or video series documentary. Submit URL or file and names of the individuals or agency who produced it.

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Award categories

13. Best audio production: radio ad, podcast. Submit URL or file and names of the individuals or agency who produced it.

14. Best hard copy promotional material (posters, brochures, print ads, buttons, Frisbees etc). Submit sample by mail with a short explanation of where and how the material was used. It can be a set of different materials for the same campaign.

15. Dennis McGann Stroke-of-Genius Award for the most unusual, innovative, novel communications project.) Please attach a statement explaining why it was such a good idea along with any visuals that will aid your submission.

16. Best poster. Submit up to two entries in soft copy only (URL, PDF, JPG etc.).

- a) Staff produced
- b) Volunteer produced

17. Best membership mobilization material. Demonstrate how the material was used for outreach/impact, with a focus on creativity)

18. Best website content. Submit one URL and a password if the judge will need one.

- a) Staff produced
- b) Volunteer produced

19. Best website redesign. Submit one URL and a password if the judge will need one. Please include a short write-up about the redesign process, including the goals you had set out to meet.

- a) Staff produced
- b) Volunteer produced

20. Most innovative online tool. Submit the tool (URL etc.) and explain how this tool was used effectively

21. Best use of social media by a union. Submit links to your social media presence and include an explanation.

- a) Staff produced
- b) Volunteer produced

For any questions, comments or concerns, don't hesitate to email editor@calm.ca or call 647-428-8028.