



CALM Awards

2021 Entry Form - Submission Deadline: Thursday, April 1 2021

The CALM Awards are for members of the Canadian Association of Labour Media (who have paid membership fees for 2021). The awards honour excellence in the print, broadcast, online and graphics arts fields for material produced in 2020. 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 virginia@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 (staff produced). 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.

There is no fee to enter the awards. All CALM members have the right to enter any number of categories.

You may submit online at our website: <http://calm.ca/awards>, with a mass file transfer service like WeTransfer, or by sending a link to a Cloud folder (Google docs, Dropbox etc.) to virginia@calm.ca.

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)**. You can submit your entry partly online and partly through the mail. Due to the proximity to a Canada Post counter, we insist that packages are sent via 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 virginia@calm.ca or call 647-428-8028

CALM Awards

Rules and Guidelines

The following rules apply for **2021** CALM awards for work done in **2020**. The awards will be announced in June, details TBD. **If your entry does not conform to these rules, it may not be considered.**

1. The awards are strictly for original material published or produced in 2020.
or persons who created the material, and the award category.
2. They are open only to CALM members who have paid 2021 membership dues. Membership dues can be submitted at the time of the awards application.
3. Some categories are sub-divided into various 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, unless otherwise stated.
4. There will be five independent judges in the five categories: print, broadcast, online, graphic design and French writing.
5. You must provide one sample for each award category you enter. If you enter something into multiple categories and send it via mail, 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
6. It is expected that entries be union-made, provided that union printers, producers, technicians and reproduction facilities are available to the entrant.
7. 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.
8. To be eligible, submissions must be received through the online submission form or at the address above no later than April 1, 2021. Winning entries will be posted on the CALM website in June.
9. 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.

Ship your whole entry to arrive at the above address **no later than April 1, 2021 if sent by regular mail.**

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Entry Form

Identification

NAME OF UNION & LOCAL NUMBER

ADDRESS

PHONE

E-MAIL

NAME OF PERSON PREPARING ENTRY

PHONE

Classification

Submissions will be judged in up to three classifications, most often 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.

When circling the award category, please again check the appropriate letter. Please leave blank if you are submitting to more than one classification, and indicate instead on the individual submissions to which class (A or B) you are submitting it to.

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(s) 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 (unless otherwise stated), and as many categories as you would like. Be sure to include samples as specified for each category that you enter. **Each mailed 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.

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.

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Award categories

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.

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, 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.

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Award categories

15. Best print advertisement. Submit a URL, file or hard-copy example of the ad as it appeared in print. It can be for a billboard, a newspaper ad or other printed material.

16. 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.

17. Best poster. Submit up to two entries in **soft copy only** (URL, PDF, JPG etc.). Hard copy submissions **will not be considered**.

- a) Staff produced
- b) Volunteer produced

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

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

- a) Staff produced
- b) Volunteer produced

20. 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

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

22. Best meme. Submit up to two entries in **soft copy only** (URL, PDF, JPG etc.) Hard copy submissions **will not be considered**.

23. 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 virginia@calm.ca or call 647-428-8028.