

06.07.25

ST. JOHN'S, NL

# 2025 CALM AWARDS

Recognizing Excellence in Union Communications



CANADIAN ASSOCIATION  
OF LABOUR MEDIA

*Announcing the winners of the*

# 2025 CALM AWARDS

**6** ENGLISH WRITING  
CATEGORIES

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**14** LES CATÉGORIES  
ÉCRITS EN FRANÇAIS

---

**16** DESIGN  
CATEGORIES

---

**24** BROADCAST  
CATEGORIES

---

**26** ONLINE  
CATEGORIES

---

**30** PEOPLE'S CHOICE  
AWARDS

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For a full list of winners along with links to their winning material, visit [calm.ca/2025-award-winners](https://calm.ca/2025-award-winners).

Dear CALM Members,

The 2025 CALM Awards highlight the very best in union communications throughout this past year and serve as a recognition for the incredible effort that goes into creating creative, impactful and thought-provoking campaigns, op-eds, posters, podcasts and more.

Thank you to all who participated and submitted entries. Your work strengthens the broader labour movement and inspires us all to continue to raise our collective voice.

This year, we received nearly 300 entries across 37 different categories.

At a time when strong communications are vital to mobilizing members and challenging the status quo, this year's winners stand out as a powerful example of what effective, values-driven storytelling can achieve.

On behalf of the CALM Executive Board and staff, congratulations to the 2025 CALM Awards winners!

In Solidarity,

A handwritten signature in black ink, appearing to read 'Tasia Brown', written in a cursive style.

Tasia Brown  
President, Canadian Association of Labour Media

# 2025 JUDGES



## **Chelsea Vowel English Writing Categories**

Chelsea Vowel (BEd, LLB, MA) is Métis from manitow-sâkahikan (Lac Ste. Anne) Alberta, residing in amiskwacîwâskahikan (Edmonton). Chelsea is a queer, disabled, nêhiyawêwin (Cree) language instructor, public intellectual, writer, and activist educator whose work intersects language, gender, Métis self-determination, futurisms, and resurgence.



## **Antoine Casgrain French Writing Categories**

Antoine Casgrain est conseiller syndical à la Centrale des syndicats du Québec. Il a été conseiller à la recherche pour Québec solidaire de 2015 à 2024.



## **Ritche Perez** **Design Categories**

Ritche Perez is a skilled photographer and graphic designer, currently a Multimedia Specialist at Memorial University, with experience in website firms and advertising agencies. Additionally, Ritche is a musician and songwriter, having played in several alternative rock bands and currently performing with Xia 3.



## **Ahmar Khan** **Broadcast Categories**

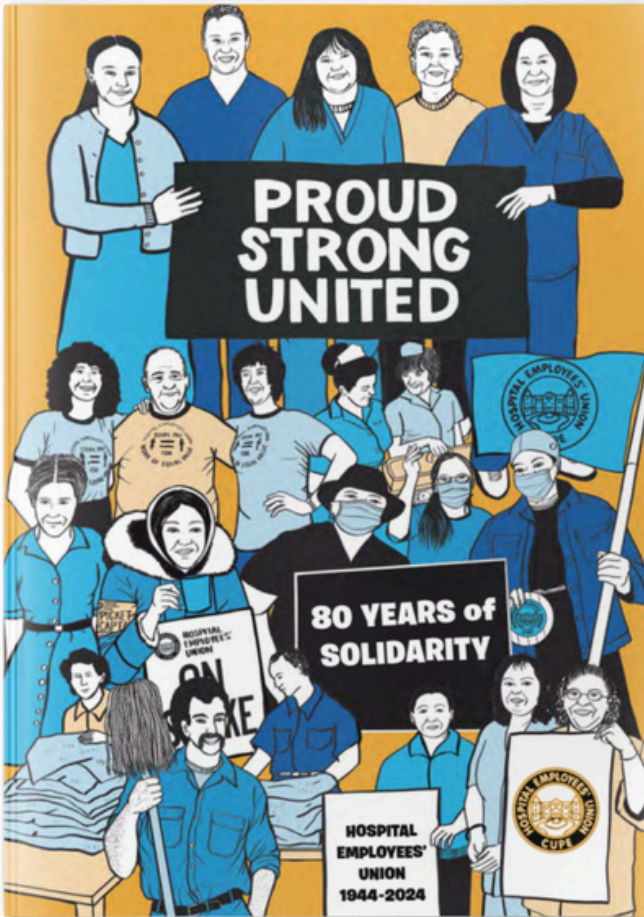
Ahmar Khan is a freelance journalist and digital strategist. Ahmar has worked for all the major broadcasters, reporting for television, radio, and digital media for nine years. He has worked in Ottawa, Winnipeg, Vancouver, Victoria, Kamloops, and Toronto newsrooms. Khan's coverage focuses on issues surrounding vulnerable people, racialized communities and politics.



## **Chris Lawson** **Online Categories**

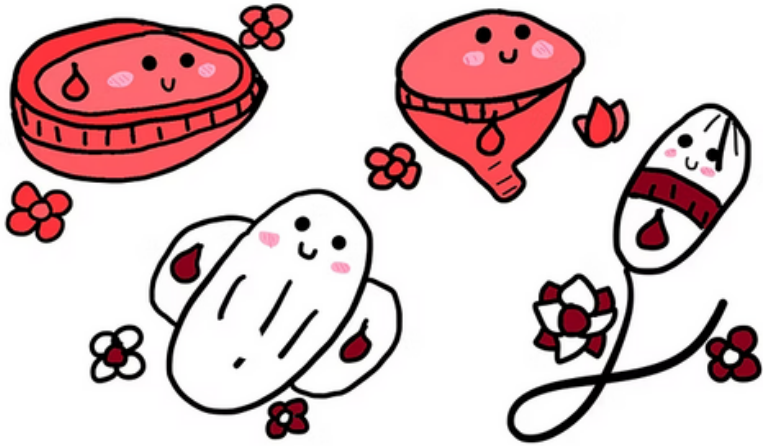
Chris Lawson designed his first website for a national union in 1997. His career as a union communicator spanned 24 years, including some time spent as CALM's president. He headed out on his own as a digital communications consultant in 2016 where he's been building websites and helping with strategy for a variety of non-profit, civil society clients.

# ENGLISH WRITING CATEGORIES



**Ed Finn Award for Excellence in Writing  
Staff Produced**

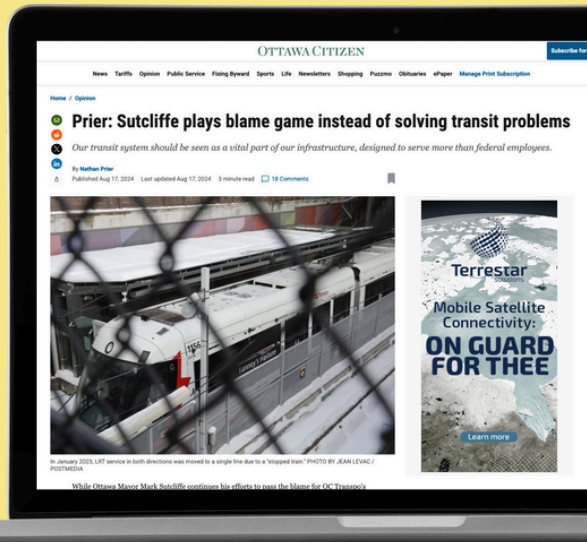
**Winner: Hospital Employees' Union  
80<sup>th</sup> Anniversary Booklet**



**Ed Finn Award for Excellence in Writing  
Volunteer Produced**  
**Winner: BC Teachers' Federation  
Project RED**

**The Morden  
Lazarus Prize for  
best editorial,  
column, or  
opinion piece**

**Winner: Canadian  
Association of  
Professional  
Employees**



*Prier: Sutcliffe plays blame game instead  
of solving transit problems*



## The Cliff Scotton Prize

Winner: Canadian Union of Postal Workers  
Road to Equality



**The Fighting Oppression Award**  
Winner: Public Service Alliance of Canada  
Walking in Our Truth Together



**Best Local Campaign  
Volunteer Produced**

**Winner: United Steelworkers Local 1998  
Sickness Spreading Program**



Text **UNION** to **63115**  
Start your Union Advantage today

## Best Local Campaign Staff or Agency

Winner: IUOE Local 115  
2024 Union Advantage



## Best Provincial or National Campaign

Winner: Health Sciences Association of Alberta  
Addictions Care is Health Care



The Katie FitzRandolph Award  
Staff Produced  
Winner: BC Teachers' Federation  
Teacher May/June 2024



The Katie FitzRandolph Award  
Volunteer Produced  
Winner: CUPW Local 730  
Spring Newsletter

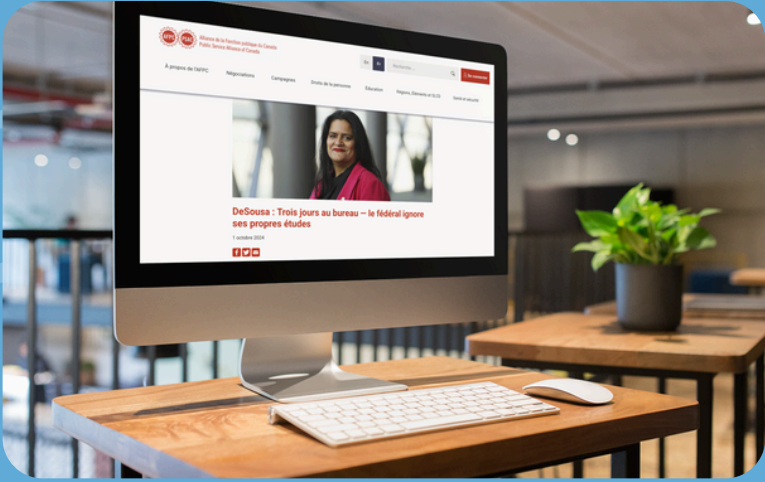
# Dennis McGann Stroke-of-Genius Award Winner: UFCW 1518 First Aid Bargaining Game



# LES CATÉGORIES ÉCRITS EN FRANÇAIS

The Katie FitzRandolph Award  
Produced in French  
Winner: FEESO/OSSTF  
Education Forum Volume 50 Issue 2





**Best Opinion, News or Feature Story  
Produced in French – Staff Produced**

**Winner: Alliance de la Fonction publique du Canada  
DeSousa : Trois jours au bureau — le fédéral ignore  
ses propres études**



**Best Opinion, News or Feature Story  
Produced in French – Volunteer Produced**  
**Winner: FEESO/OSSTF**

**Comment je me suis retrouvé en grève des loyers**

# DESIGN CATEGORIES



**Best Photograph  
Staff Produced**

**Winner: Public Service Alliance of Canada  
Photograph by Blair Gable**

**Best Photograph  
Volunteer Produced**

**Winner: BC Teachers' Federation  
Photograph by Deblekha Guin**



# Is ANYONE Out There?

"Is anyone out there?" is an age-old inquiry not limited by time or borders. It resonates with our curiosity, the vastness of space, and the possibility of life 'out there.' As we explore the universe, we are also exploring ourselves. The search for life beyond our planet reflects our longing for connection, fascination with the unknown, and desire to comprehend our place in the universe. It speaks to our innate curiosity, ability to be amazed, and unwavering pursuit of knowledge. This question seeks to find life beyond Earth and aims to understand what it means to be human.

**Write a poem,  
short story, or essay.  
Create a drawing  
or painting.**

**We even have a category  
for digital productions,  
including videos  
and songs!**

Learn more about the  
Student Achievement Awards  
and which of the categories  
you will enter at:



 OSSTF/FEESO

**The Freeperson Award for Best Cartoon,  
Illustration or Infographic – Staff Produced**

**Winner: OSSTF/FEESO  
Student Achievement Awards Poster**

# The Freeperson Award for Best Cartoon, Illustration or Infographic – Volunteer Produced

Winner: UFCW 1518  
Earnest Comic





## Rosemarie Bahr Award for Excellence in Print Layout and Design Staff Produced

Winner: OSSTF/FEESO  
Education Forum  
Volume 50 Issue 2

## Rosemarie Bahr Award for Excellence in Print Layout and Design Volunteer Produced

Winner: United  
Steelworkers Local 1998  
STEELDRUM Fall 2024

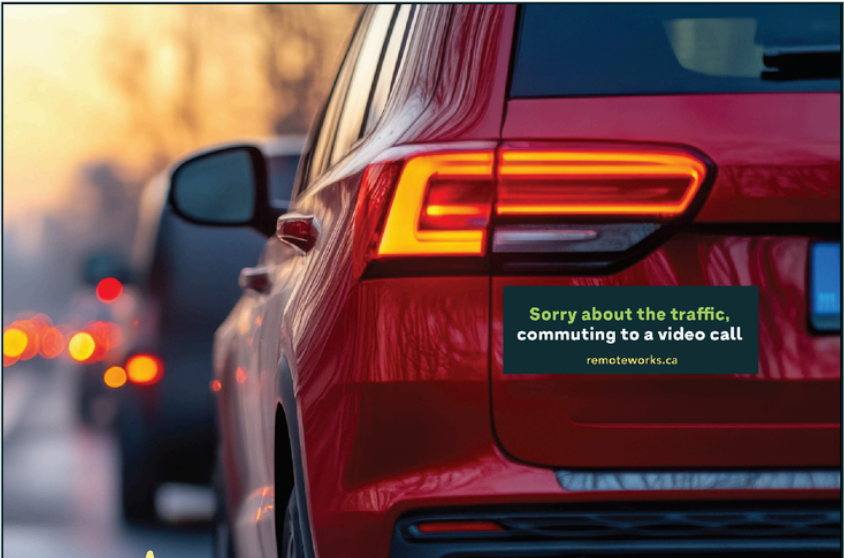


**Best Hard Copy Promotional Material**  
**Winner: Public Service Alliance of Canada**  
**Remote Works Bumper Sticker**



**Sorry about the traffic,**  
**commuting to a video call**

[remoteworks.ca](https://remoteworks.ca)



Join the campaign to  
**SAVE STUDENTS** from

# FORD HIGH

Ford High is an original series about the most popular school in Canada. Because the class sizes are way too big.

If you want to stream this in real life, just visit schools across Ontario. Schools have lost so much funding, it feels like something out of a bad TV show.



Stop Ford High from  
becoming a reality.

[FordHigh.ca](http://FordHigh.ca)







# BROADCAST CATEGORIES



**Best Short Video, Made for TV  
Broadcast or Online Distribution**  
Winner: FFAW-Unifor  
**The Next Generation of Commercial Fish  
Harvesters Video**

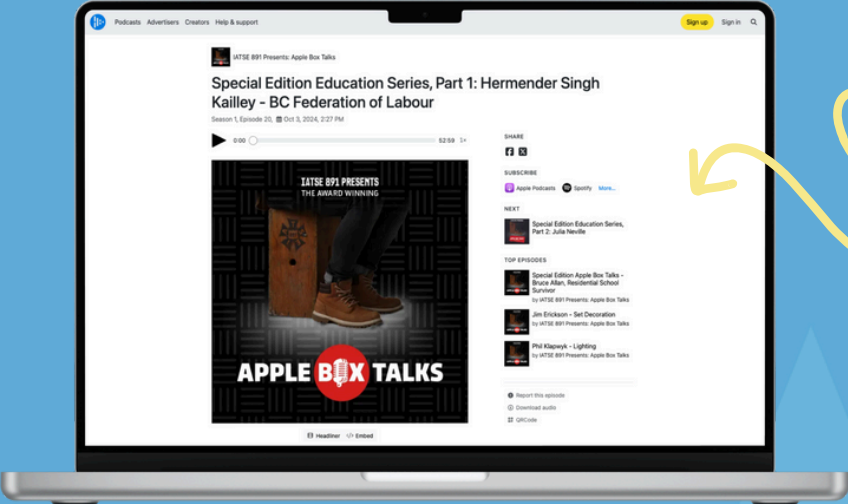


**Best Narrative Video,  
or Video Series Documentary**  
Winner: FFAW-Unifor  
**2024 FFAW Constitutional  
Convention Video**



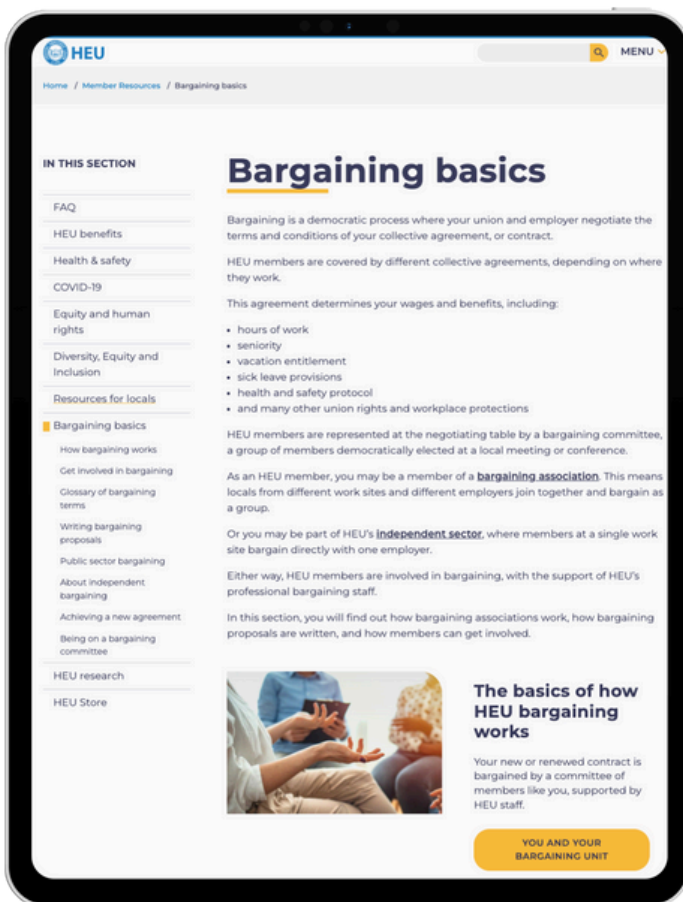
**Best Audio  
Production: Radio Ad  
Winner: NSGEU Radio Ad**

### Best Audio Production: Podcast



**Winner: IATSE 891  
Special Edition Education Series, Part 1: Hermender  
Singh Kailley – BC Federation of Labour**

# ONLINE CATEGORIES



Best Website Content  
Staff Produced

Winner: Hospital Employees' Union  
Bargaining Basics



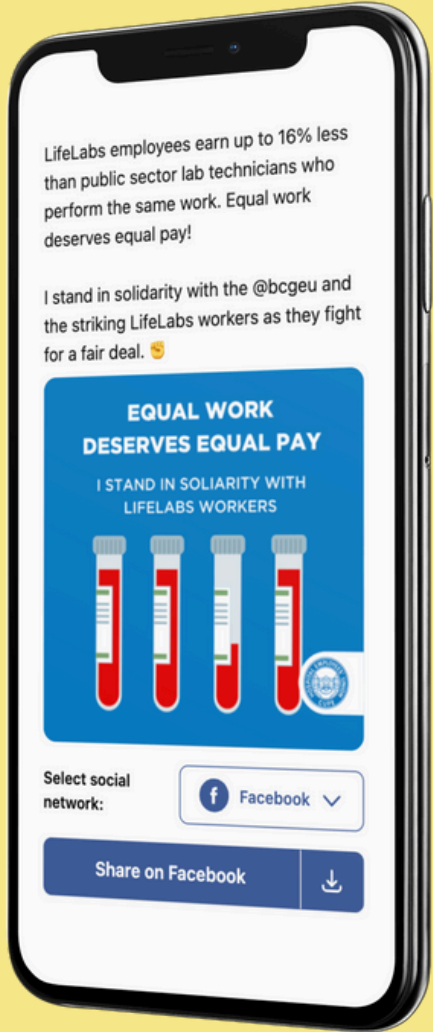
**Best Website Redesign Over \$15K**  
**Winner: Ontario Nurses' Association**  
[www.ona.org](http://www.ona.org)



**Best Website Redesign Under \$15K**  
**Winner: UFCW 1518**  
[www.ufcw1518.com](http://www.ufcw1518.com)

# Most Innovative Online Tool

Winner: Hospital Employees' Union  
HEU Action Kit



# Best Use of Social Media by a Union Staff Produced

Winner: Hospital Employees' Union

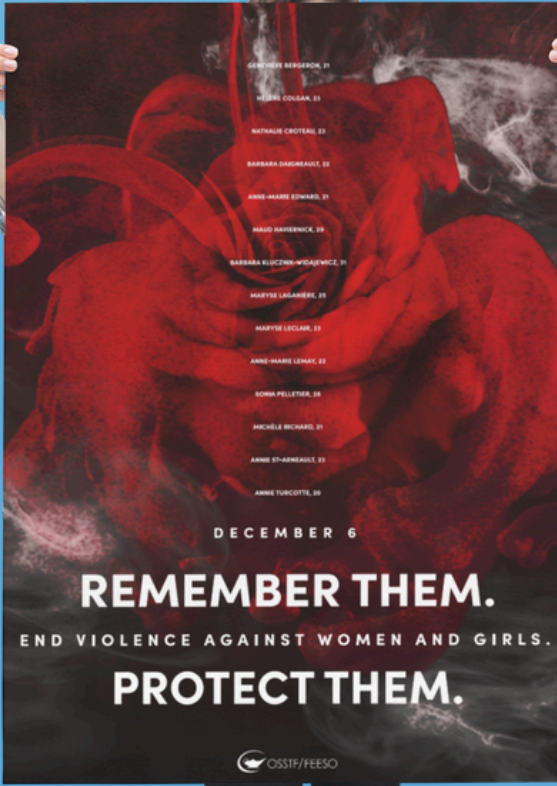


# Best Use of Social Media by a Union Volunteer Produced

Winner: OPSEU Local 415



Best Poster – Staff Produced

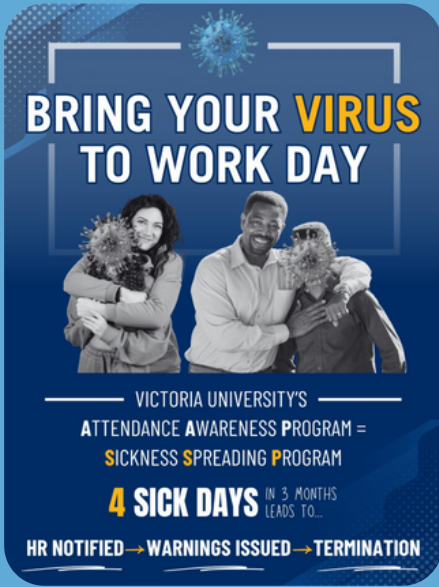


Winner: OSSTF/FEESO  
December 6th Poster

# PEOPLE'S CHOICE AWARDS



*As voted by our members!*



**Best Poster – Volunteer Produced**  
**Winner: United Steelworkers Local 1998**  
**Bring Your Virus to Work Day Poster**



**Best Meme**  
**Winner: AUPE – Zoolander Meme**