

# CALM Awards

**2009 ENTRY FORM — SUBMISSION DEADLINE: MONDAY, MARCH 29, 2010**

- The CALM Awards are for members and associate members of the Canadian Association of Labour Media (who were members in 2009 and are fully paid-up members for 2010). The awards honour excellence in the print, electronic, cyberspace and graphics arts fields for material produced in 2009.
- The *Publication Awards* are open to
  - small, volunteer-produced local union newsletters
  - staff-edited national union magazines
  - and everything in between.
- Some of the *Beyond Publication Awards* are intended for productions and campaigns of affiliate union communications departments. Other categories are intended for everyone.
- The classification system puts items produced by union communications staff or outside professionals in the same category. What's produced by volunteers (including those who get a few hours' time paid by the local) is divided into three classifications, according to circulation.
- For local unions and local labour councils, there is no entry fee. For provincial, national and international unions, the entry fee is a flat \$80, for entry into any number of categories.



# CALM Awards

## RULES & GUIDELINES

**The following rules apply for the 2009 CALM Awards, which will be presented at the 2010 CALM conference May 13–15, in Windsor. 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 2009.
- 2 •** They are open only to CALM members and associate members who were members in 2009, with their current 2010 membership dues fully paid.
- 3 •** There are two divisions (Publication and Beyond Publication) and many award categories. Some categories are sub-divided into two to four classifications. Awards will not necessarily be made in all categories or classifications, depending on the number and merit of the entries.
- 4 •** There will be four independent judges: print, electronic, cyberspace and graphic arts.
- 5 •** The entry fee is \$80 for provincial, national and international unions and federations of labour. It covers submissions for any number of award categories. The entry fee, in the form of a cheque payable to CALM, must accompany your submission.
- 6 •** There is no entry fee for local union or labour council publications.
- 7 •** You must provide one sample for each award category you wish to enter. So, if you enter your newsletter into the first three print categories, your entry must include three samples of your newsletter.

Each sample must have an identification label attached to it (see page four), identifying the publication or production and award category.

**8 •** Each local union newsletter entry will receive a written evaluation by the print judge. This will be mailed to all entrants after the 2010 CALM conference. Provincial, national and international union print submissions will not receive written evaluations. The names of the winning entries will be posted to the CALM website in the summer.

**9 •** It is expected that entries be union-made, provided that union printers, producers, technicians and reproduction facilities are available to the entrant.

**10 •** 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.

**11 •** To be eligible, submissions must be received at the address below no later than Monday, March 29, 2010. Please note that this address is good for awards only. It is not the CALM address.

## HOW TO SUBMIT YOUR ENTRY

Ship your entry to: CALM Awards, c/o Suite 300  
61 International Blvd., Rexdale, ON M9W 6K4

Use this checklist before you submit your entry.

- Read the rules and guidelines above.
  - Fill out the entry form, pages 2–3, and include it with the entry.
  - Submit one sample for each award category, following the instructions for that category on the entry form.
  - If you're a provincial, national or international union, or federation of labour, enclose the entry fee, cheque payable to CALM, attached securely to the entry form.
  - Make sure your 2010 dues are fully paid. If in doubt, call CALM at 416-656-CALM or 1-888-290-CALM to check.
  - Attach an identification label (page four) to every sample you submit. Use staples or tape (no paperclips, please). Please fold posters.
  - Ship your whole entry to arrive at the above address no later than Monday, March 29, 2010.
- Any questions? Call Sally Leitch, 1-888-290-CALM or 416-656-CALM.*

# CALM Awards

## 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 four classifications, defined by their Canadian circulation and 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 an outside professional hired by the union, local or labour council. 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.

- A** Circulation up to 500, produced by volunteers     **C** Circulation more than 1,000, produced by volunteers  
 **B** Circulation 501–1,000, produced by volunteers     **D** Any size, produced by staff or outside professional

Number of classifications (and thus potential awards) within each category: four in categories 1-3; two in categories 4-6 and 18-24; one in each remaining category.

## PUBLICATION DIVISION

### ■ Award category

Please indicate which of the award categories below you want to enter. You may enter one or all award categories. Be sure to include samples as specified for each category that you enter. Each sample must have an identification label attached to it (see page four). Attach small items (e.g. cartoons) to a standard size sheet of paper.

- 1 Best overall publication** (Best combined use of writing, graphics, design, editorial content and judgement.)  
*Enclose only one edition of your publication.* The winner in class A receives the **Katie FitzRandolph Award**.
- 2 Excellence in layout and design** (For imaginative use of graphics, cartoons, photography, typography and layout in conveying the editorial message.)  
*Enclose only one edition of your publication.*
- 3 Excellence in writing** (Original material) *Submit one complete edition of your publication, with all the original material clearly marked.*
- 4 Best photograph** *Submit up to two original, published photos, clipped from your publication. Include artist's name.*
- 5 Best cartoon** *Submit up to two original, published cartoons, clipped from your publication. Include artist's name.*

# CALM Awards

## ENTRY FORM

### PUBLICATION DIVISION *continued*

- 6 Best illustration** *Submit up to two original, published illustrations, clipped from your publication. Include artist's name.*
- 7 Ed Finn Award** (For the best feature story.) *Submit one piece, clipped from your publication. Include the author's name.*
- 8 The Morden Lazarus Prize** (For best editorial, column, or opinion piece that thoughtfully argues labour's position on an issue.) *Submit one piece, clipped from your publication. Include the author's name.*
- 9 The Cliff Scotton Prize** (For the best piece reflecting the history, traditions and culture of the labour movement.) *Submit one piece, clipped from your publication. Include the creator's name.*
- 10 The Breaking Barriers Award** (For a communications initiative that enhances member participation and access and overcomes discrimination.) *Submit one initiative, along with a covering note explaining how it achieved change in your organization.*
- 11 Muckraking Award** (For a communications initiative that exposes an anti-union or anti-social practice.) *Submit one piece, including the creator's name.*

### BEYOND PUBLICATION DIVISION

#### ■ Award category

Include one entry for each of the award categories below you want to enter (except where otherwise noted). Each sample must have an identification label attached to it (see next page). Fold oversize items to a standard size (that's how we ship them to the judges). Use labels for website entries. Add a password if the judge will need one.

- 12 Best audio-visual production for membership education and information** (Electronic medium intended for an in-house audience.)
- 13 Best public advocacy audio-visual production** (Electronic medium intended for a public audience.)
- 14 Best commercial television ad**
- 15 Best commercial radio ad**
- 16 Best poster** *Submit up to two entries.*
- 17 Best print ad** *Submit up to two entries.*
- 18 Best flyer or brochure** *Submit up to two entries.*
- 19 Best "moving billboard"** (For the best slogan illustrated on a button, bumper sticker, hat, T-shirt or other portable item) *Submit up to two entries.*
- 20 Dennis McGann Stroke-of-Genius Award** (Given for the most unusual, innovative, novel and uncategorizable communications project. Can include a publicity package. Please attach a statement explaining why it was such a good idea.)
- 21 Best overall website**
- 22 Best website content**
- 23 Best website design**
- 24 Best cyberunion** (Given for the most effective use of website architecture to do union work.)

# CALM Awards

**COPY SHEET • USE STAPLES OR TAPE • ONE LABEL PER SAMPLE • FOLD OVERSIZE ITEMS**



## PUBLICATION DIVISION

NAME OF PUBLICATION

UNION & LOCAL NO.

AUTHOR (FOR CATEGORIES 7, 8, 9, 11)

ADDRESS

CITY/TOWN/PROVINCE

POSTAL CODE

Classification (circle) A B C D

Award Category (circle) 1 2 3 4 5 6 7 8 9 10 11

## BEYOND PUBLICATION DIVISION

NAME OF PRODUCTION OR CAMPAIGN OR WEBSITE

UNION & LOCAL NO.

PRODUCER

ADDRESS

CITY/TOWN/PROVINCE

POSTAL CODE

Classification (circle) A B C D

Category (circle) 12 13 14 15 16 17 18 19 20 21 22 23 24

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UNION & LOCAL NO.

AUTHOR (FOR CATEGORIES 7, 8, 9, 11)

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