



TRADE UNION COMMS AWARDS 2025



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TUC







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WELCOME



The Trade Union Comms Awards holds a special place in the TUC calendar. It's our opportunity to celebrate the creativity, skill and dedication of union communicators across the movement – those who work every day to win change, shape public debate and make working people's voices heard.

Whether it's helping to foreground members' stories in the media and online, driving campaigns on the issues that matter most, or increasing public pressure on employers and politicians to do better – our communications teams continue to rise to the challenge.

In a climate where populist and far-right forces are seeking to divide working people, putting unions – and our members – front and centre has never been more vital. The stories we tell and the values we champion have a crucial role to play in strengthening solidarity and showing the power of collective action.

I'd like to extend my sincere thanks to our judges for giving their time and expertise to review this year's entries. Their specialist experience across a wide range of communications disciplines has been invaluable in recognising excellence and sharing best practice across our movement.

Finally, a heartfelt thank you to our colleagues at Aquatint CHP for their generous support in printing this booklet and to Pellacraft and Thompsons Solicitors for sponsoring the awards. Your continued partnership helps us to celebrate and showcase the very best in trade union communications.

PAUL NOWAK
TUC GENERAL SECRETARY

JUDGES

Garech Butler

Director at Aquatint CHP

Hannah Davenport

Trade union reporter

Elly Gibson

Senior media manager at Ark

Anthony Hayes

Digital campaigns and organising project leader at the TUC

Georgie Laming

Director of campaigns and communications at HOPE not hate

Lois McCallum

Digital campaigner and organiser at the TUC

Henrietta Phillips

Head of legal services at Thompsons solicitors

Gerald Stilliard

Head of union client relations at Thompsons Solicitors

Chris Vince

Member of Parliament for Harlow

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by Andy Aitchison

CATEGORY 1

BEST UNION JOURNAL

Once again, this category drew the largest number of entries reflecting the core role journals continue to play in trade union comms. And it reflects the importance union place in their primary audience – their members. Our judges were impressed by all of this year's entries, as they showed an exceptional quality of work and wide range of strong and informative content. The high standard made the final decision very close.



WINNER ★★★

The Journalist
NUJ

This magazine is of a very high professional standard and has the feel of a national publication rather than a traditional trade union title. The design quality is exceptional, and the front cover of the edition was very powerful. The content is varied and well-balanced, with a mix of national, contemporary and historical features. And the judges thought it showed how much pride the NUJ takes in holding up the high standards of journalism.

General Secretary

Welcome



...to the new Musicians' Union Journal and let me introduce you to Jodie Orton, our new editor following Keith Ames' retirement.

We have moved to a thicker annual publication which features key stories from across the year and focuses on the work of the Union and our many brilliant staff and activists. Meanwhile, we have a digital-first approach to news, and you will always find the most current stories on our website and across social platforms.

It is important to me that we are representative of musicians; wherever they live and work, whatever their background and however they make music. I hope you will see this in the new journal; there should be something for everyone.

Please place on your coffee table. Or if you are one of our loyal members that collects MU publications, we hope this will take pride of place alongside copies of The Musician, Conference Reports and the diary.

This has been a challenging year for many members, but we are making genuine progress on many of our key priority issues. We know you don't all vote Labour but regardless of your political views, I hope you will see what a difference our Labour affiliation makes now they are in government. I can honestly say doors have opened for us. We are representing your views and campaigning for you in the corridors of power, nationally and at devolved level. We hope this means we will deliver more for you in 2025 than ever before.

Have a good winter break. May this publication keep you company and signal hope for what the new year brings for musicians.

Naomi

Naomi Pohl
MU General Secretary



AMPLIFY Musicians' Union Journal 2024 | 1

HIGHLY COMMENDED ★★

Amplify Musicians' Union

The judges were impressed by the journal's design. It's vibrant, inclusive, and contemporary - making it an engaging read. The layout is smart and well-structured, with accessible stories and a clear, readable font. It's a powerful showcase of the MU's campaigning work and support for musicians.

Challenging racism
Educators against the
far right. See page 19.

Union supports Waspis
Women denied pension rights
are pushing back. See page 25.

NEU wins member's assault case
Teacher awarded six-figure
sum. See page 26.



educate

November/
December 2024

Your magazine from the National Education Union

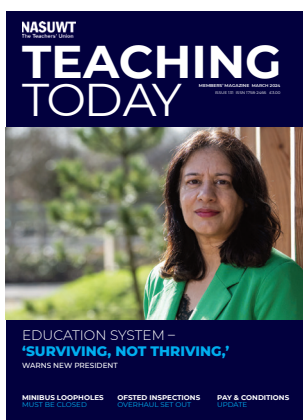


COMMENDED ★

Educate NEU

The magazine is packed with engaging content and makes a worthwhile read for all union members. It offers a strong mix of news stories, complemented by fresh and dynamic photography. Educators will find plenty of material they can bring into their own schools and classrooms.

TRADE
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Teaching Today NASUWT

A clear and accessible publication, opening with a strong national pay update to set the tone. The contents page is well laid out, and the focus on inclusion and equality stands out. It offers a rich mix of local and international stories – plenty to read, reflect on, and share.



PCS People PCS

The title fits well – this feels like a magazine where members truly come first. Judges felt

readers would leave well-informed about the union's wide-ranging work, which is impressive given it covers activity across 400 employers. It's a strong achievement and a credit to the editorial team.



RMT news RMT

A strong members' magazine with a wide range of content. It gives a solid sense of the union's identity with its visual portrayals of solidarity. Judges praised the variety of stories, which keep members informed about campaign priorities and union wins nationwide.



Landworker Unite

Landworker has a clear identity and style. The general secretary's introduction is strong, and the news pages offer a broad mix of stories with well-chosen photos. The campaigns and features sections – especially the international piece – are engaging and informative, adding real depth to the publication.



Arena Udaw

This digital magazine delivers on its aims, covering a broad mix of topics with engaging, well-written content. It's a valuable quarterly update for all reps, regardless of their level of union involvement. A solid, informative read that reflects the union's work and priorities.

CATEGORY 2

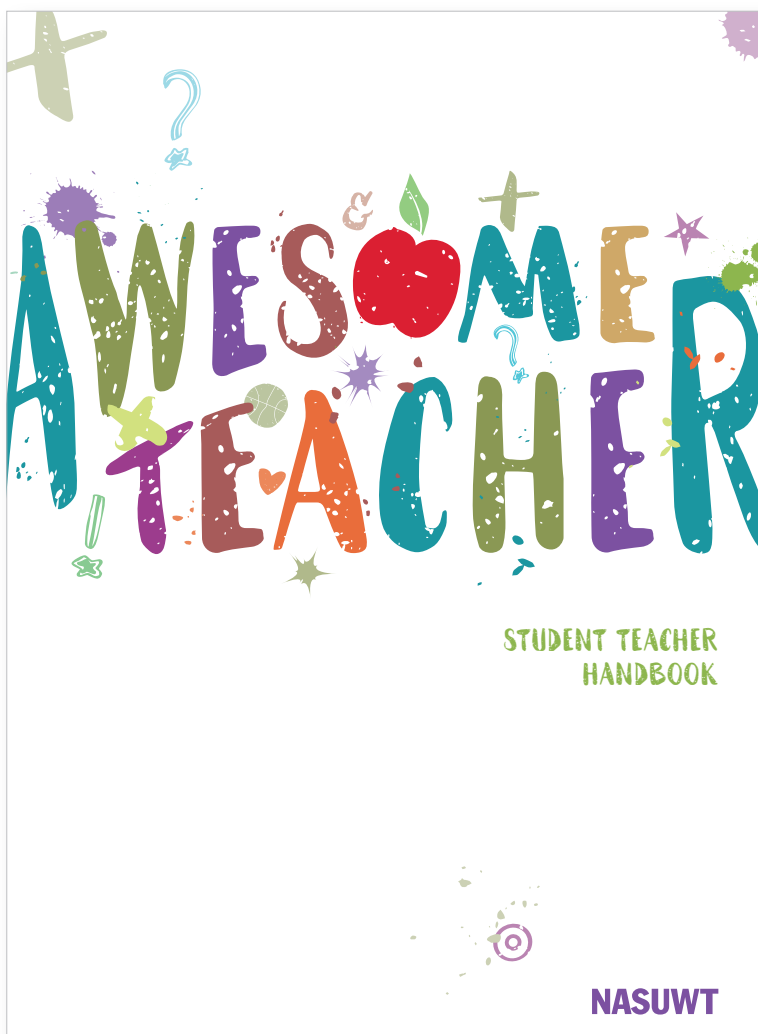
BEST RECRUITMENT AND ORGANISING COMMUNICATION

Judges praised the overall quality in this category. Campaigns featured striking clips, booklets, and leaflets with clear, accessible guidance. Many showed measurable impact, such as rising membership and more workplace reps, demonstrating how strong communication can drive recruitment and organising. The entries reflect the creativity and effectiveness of unions in engaging members and delivering results across the movement. And they provide valuable inspiration for all union recruiters and organisers.

WINNER ★★★

Awesome Teacher NASUWT

The judges loved the 'Awesome Teacher' rebranding of resources for recruiting new teachers and student teachers for the bold design and the clear, well-crafted content. The materials offered practical guidance and demonstrated deep understanding of the profession, successfully fostering pride and positivity among students and teachers. The campaign stood out for its ability to inspire and inform, making a strong contribution to recruitment efforts in education.



THE RMT APPRENTICE CHARTER



HIGHLY COMMENDED ★★

The RMT Apprentice Charter RMT

RMT's impressive recruitment programme targeting young transport workers was much admired by the judges. The booklet featured a modern, visually appealing layout with diverse imagery. Highlights included clear information on apprenticeship charters and a dedicated section for engaging young members, making the campaign both informative and highly effective.

pcsActivate

Analysis and resources for PCS activists

April 2025

In this issue of Activate, PCS activists who work for the Met Police tell us about the extraordinary organising work that has been taking place in their group over the past few months and years.

We speak to recent attendees of PCS Academy sessions about the importance of trade union education and examine the government's employment rights bill to pick out some of the organising opportunities it may present for activists.

Email your views and ideas to activate@pcs.org.uk



Government pay offers must reflect cost-of-living pressures

In her latest column for Activate, Fran writes about cost-of-living pressures, civil service budget cuts and our members opposing forced returns to the office.



Organising the Met Police

From detailed workplace mapping to targeted briefings, Met Police activists have recruited hundreds of members and a large new batch of activists. Read how they won a historic ballot for unprecedented strike action – and are building their branches for future battles.



How the employment rights bill could benefit PCS activists

Learn about how the government's employment rights bill could, if enacted in full, create new organising opportunities for PCS activists, allowing us to expand our membership, strengthen collective bargaining, and improve our ability to withdraw our labour effectively.

COMMENDED ★

Activate PCS

PCS's online resource for activists was praised for its clear messaging and intuitive navigation by the judges. A standout feature was an inspiring piece titled 'A Politics of Hope' which captured attention and reinforced the union's commitment to positive, forward-looking engagement with workers through the union's activism.



Stand Up for Quality Education – Workload Podcast EIS

Judges praised the EIS podcast for its clear, well-presented and hard-hitting content. It demonstrated deep understanding of workload pressures in education. And it highlighted strong support for members, making it an impactful and authoritative resource.



Public Sector Development and Monitoring Scheme (PSDMS) FDA

FDA’s impressive entry was much admired by the judges for its impactful initiatives. Training and mentoring helped Fast Stream applicants from lower socio-economic backgrounds succeed. Successes included 15 new reps, 90 new members, and refugees securing civil service roles – demonstrating a strong commitment to inclusion and growth.



Nautilus linkup with Travel with Liberty Nautilus International

Judges praised this campaign for successfully boosting membership via social media. Producing five high-quality, engaging videos on a tight budget was impressive, and strong viewership reflected its impact. The content was professional, impactful, and a smart use of resources to connect with members effectively.



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CATEGORY 3

BEST CAMPAIGN COMMUNICATION

This category attracted another strong pool of entries. And it gave the judges another tough job in picking a winner. All the entries showed the power of collective organising in the workplace. And from celebrity backers to killer stats, they all found creative ways to engage support. Judges were impressed by the clarity of campaign objectives, the range of campaign tools and techniques use, and the impacts and influence that the campaigns achieved.

Health and Safety | NETWORK

various shifts.
Once you are ready, you can order the campaign materials from www.usdaw.org.uk/H5matters selecting the size most appropriate for your workplace. To spread the word in your workplace, advertise the event by putting up a poster on your union noticeboard and/or posting on social media.

What to do on the day of the campaign?
Hand out the Reps Make A Difference flyer to the workforce to help explain your role as a health and safety rep and answer any questions.
Speak to non-members about the benefits of Usdaw membership – have membership forms handy for them to complete.
Also, ask the member to complete the Body Mapping exercise – be sure to explain to them that the information they give you will not be shared with the employer.
Promote the day by taking

Health & Safety Matters

TOGETHER FOR A SAFER WORKPLACE

pictures and posting them on social media. To help us promote the event in the union magazines, send your pictures and any comments you have about your day to the magazine team at: network@usdaw.org.uk

What to do after the campaign day?
Assess the Body Mapping sheets you have collected and look for trends, then write to your employer

with your findings and work in partnership with them to decide on solutions.
It is also important to keep members updated on how the issues are progressing and when any changes have been agreed.
If you need any guidance or assistance, contact the health and safety section at: healthandsafety@usdaw.org.uk or alternatively by phone call to: 0161 413 0927.



WINNER ★★★ Health and Safety Matters Usdaw

This was a well-executed communications campaign with a clear objective and outcome. Judges praised its cohesive presentation and creative use of mixed media – print, social, video, and online learning. The campaign offered practical resources and demonstrated impact through press releases, handouts, imagery, questionnaires, and feedback forms. The entry clearly demonstrated how each tool contributed to a unified strategy, successfully engaging members and meeting its goals.



Funding the Nation: Optimising HMRC

HIGHLY COMMENDED ★★

Funding the Nation FDA

A standout union campaign, driven by strong member engagement. It produced a report that directly shaped government policy – an impressive achievement. A well-executed media and communications strategy for reps supported the effort, with 45 per cent of the union's HMRC members engaging with the findings. Clear objectives led to real policy change.



COMMENDED ★

Stop the Cuts Equity

Judges were impressed by the results achieved following an open letter featuring high-profile members and the impactful speeches by Equity activists. The rallies achieved strong engagement from reps and members. And the campaign's objective was exceeded. It's a great example of how coordinated union action can influence government funding.



Fair Pay RFA Nautilus International

This campaign united the union movement to demand fair pay for the Royal Fleet Auxiliary. Through engaging social media and a dynamic YouTube channel, it informed and empowered members, building solidarity and amplifying its message across multiple platforms.



Real Say Better Pay NUJ

This campaign showcased the power of collective workplace organising. NUJ reps used a smart and strategic mix of tools – pay surveys, posters, letters, and social media – to push for better pay at PA. The result was a historic win, achieved through a coordinated effort.



CATEGORY 4

BEST MEGAPHONE PETITION IN A UNION CAMPAIGN

This new category celebrates how unions use Megaphone petitions as part of wider campaign strategies. A strong petition is just the beginning – a good Megaphone campaign mobilises those signatories to influence decision-makers, build public support, attract media attention, and show workers they're backed to win. Judges looked for campaigns with a clear, well-executed theory of change and engaging petition text that helped drive meaningful action.



WINNER ★★★

Save Bethnal Green Working Men's Club Equity

This campaign was a powerful example of rapid response action. Within hours of the venue's sale announcement, a petition launched, gaining over 10,000 signatures in 48 hours and major media attention. Equity's rallies and outreach built strong community support, pausing the sale and enabling the creation of 'Friends of BGWMC' a group now fundraising to buy the club as a community asset. Judges praised its speed, impact and strategic use of Megaphone.

To: Claire O'Hare, HR Manager at UK Operation of Tata Global Beverages

Tetley Tea Workers Can't Afford To Buy Tetley Tea!

GMB Campaign created by
 GMB NEYH .



After standing firm in the face of management, the workers have settled their dispute! Together, you raised close to £3000 for the workers' strike fund. And 850 of you used this page to send an email in support of the workers. Here's a message of thanks from GMB organiser Paul Clark:

Firstly, I want to extend a heartfelt thank you for all your unwavering support during our Tetley pay dispute. Your commitment and solidarity have truly made a difference throughout this journey.

I'm pleased to announce that we have successfully settled on a two-year deal that reflects our collective efforts and dedication. Here are the key highlights:

- Year One: A 5% increase backdated to April 2024, along with an additional day of leave to be taken before the end of March 2025.
- Year Two: Another 5% increase effective from April 2025, plus an additional two days of leave to be taken between April 2025 and March 2026.
- Importantly, non-accrued holidays for those who participated in industrial action will not be deducted.

This new offer was accepted by 74% of our membership, demonstrating our unity and strength. Thank you once again for your incredible support. Together, we are making strides towards a better future for all.



HIGHLY COMMENDED ★★

Tetley Tea Workers Can't Afford to Buy Tetley Tea GMB

GMB North East, Yorkshire & Humber launched a powerful email petition supporting Tetley Tea workers striking against poverty pay. With emotive messaging and a clear target, it mobilised over 850 supporters to email Tata's HR manager and raised nearly £3,000 for the strike fund. The campaign demonstrated how digital tools can drive community support, apply pressure, and show practical solidarity – making it a standout example of effective online organising.

MEGAPHONE
 .ORG.UK BE HEARD AT WORK

CATEGORY 5

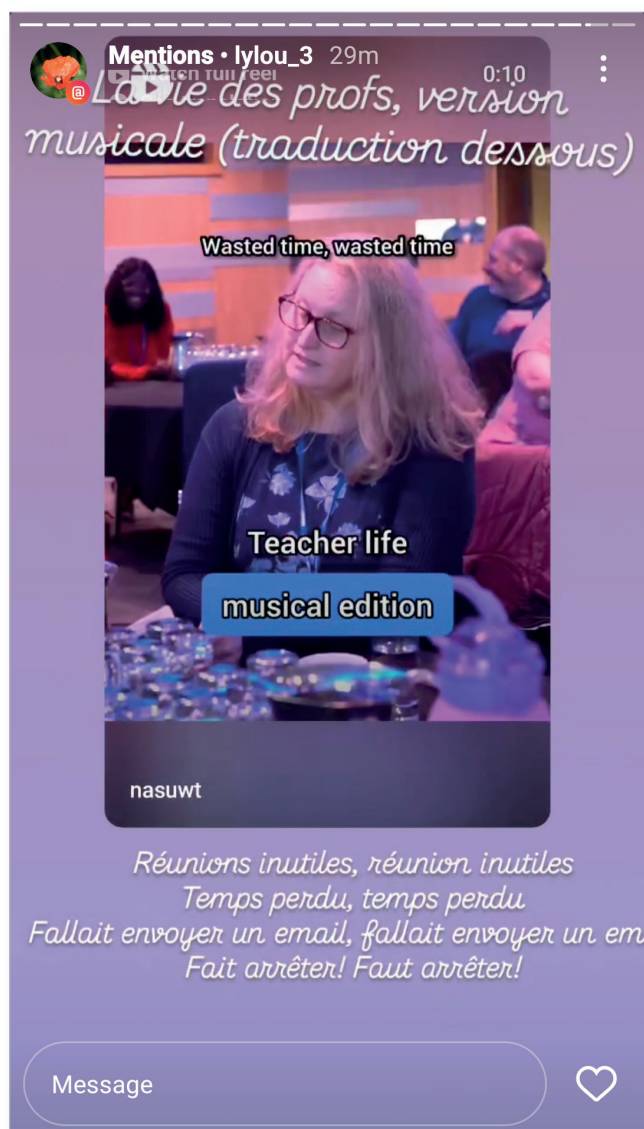
BEST USE OF SOCIAL MEDIA

This category received many strong and varied entries across the mixed media that social media platforms allow. Judges were impressed by how effectively unions have been using the opportunities platforms provide to engage not only with their members, but wider public audiences too. Video content was especially engaging and well-produced. And it's impressive that union content now ranges from short-form clips to long-form content distributed as video and podcasts.

WINNER ★★★

New video first social media strategy NASUWT

For a new social media strategy, the engagement it has achieved is impressive – especially on TikTok, where one post reached nearly 600k views. The use of short-form video has broadened the union's campaigning reach and visibility. And the content is lively and responsive, with a strong mix of humour, visuals, sound, editing, and informative content. The judges were impressed by how the union has embraced the format creatively – even reaching audiences in other languages.





HIGHLY COMMENDED ★★

Music Streaming Sucks if You're a Non-Featured Artist Like Rachel Bolt Musicians' Union

This was a very effective post, gaining over 115,000 likes organically. It delivers a compelling narrative, with clear use of stats. It highlights a key issue relevant to both members and non-members. And it features great use of music – of course!



COMMENDED ★

Demand Better in Film and TV Equity

Equity's ongoing campaign to renegotiate film and TV agreements has achieved strong engagement, with nearly 200k views and 600 shares. The campaign's social media presence is robust, using interviews and events to create content that resonates with both members and the wider public.

COMMENDED ★

Weekly Show | CWU

The judges praised CWU for showing great initiative in being the first union to produce a live weekly show. It's getting thousands of views each week, and its audience is growing. It's a great way to communicate with members and the wider public, and we are sure that other unions will follow the trail they have blazed.



Awareness months BFAWU

This social media campaign highlights diversity and raise awareness. It includes very eye-catching posts at a time when activity in support of inclusivity for all workers is particularly necessary in our political climate.



And it's great to see QR codes being used in the campaign posts for recruitment.

Uncensored – Why Yacht Crew Need Union Representation Nautilus International

Nautilus International's campaign showed the effectiveness of creating strategic partnerships for online campaigning – especially if your partner has a good social media presence. Their partnership with



Yachting International Radio achieved a 140 per cent increase in followers compared to the previous month.

CATEGORY 6

BEST COMMUNICATION FROM A SMALLER UNION

In the second year for this category, our entrants showed that size is not everything. Smaller uses may not have the same resources as larger unions. But judges were impressed at the professional quality and imagination on show in their campaigns. And even if next to no budget, they showed that you can still achieve impact and get results.




WINNER ★★★

Nautilus TV

Nautilus International

Nautilus TV has produced a highly professional standard of video content, with a good variety of items and presentation styles. The judges praised the union for trying a new way to reach and engage with its existing membership and potential new members. The content is easy to follow and most importantly relevant to members. And video content makes the senior management team more accessible to the membership. It's easy to see why the engagement figures are strong.

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HIGHLY COMMENDED ★★


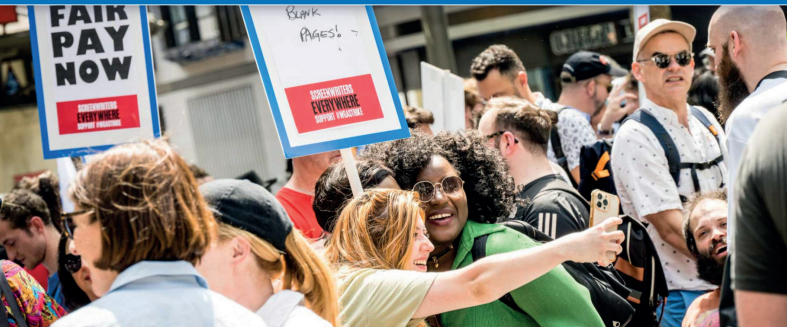
Become an Advance Rep Advance

The judges were impressed that this clear and effective campaign was produced with no budget – yet is still managed to achieve a 60 per cent increase in signing up new reps. This smashed their target twice over – a great result for the union, and hopefully an inspiration to much bigger unions.

COMMENDED ★

Redeveloped WGGB website

This website refresh is eye-catching and shows great awareness of what works. It is easy to navigate whether on a computer or a mobile phone. And whether you are using the website to get information and news, or to 'get involved' in campaigns, the new design make the union more accessible.

We are the trade union for writers in TV, film, theatre, audio, books, poetry, comedy, animation and videogames

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