



**CANADIAN ASSOCIATION OF
LABOUR MEDIA**

CALM Annual Report
2021

Submitted to the CALM membership
Virtual AGM – June 9, 2021

Overview

Each year, CALM issues an annual report to highlight what we've accomplished over the past year together. This report is special as it describes our work throughout the COVID-19 pandemic (so far). Despite an extremely difficult year, CALM has continued to do its work: we've supported locals, provided services and created spaces for members to check in with one another.

The annual report details our work in 2020: webinars, member meet-ups, content, new services and support that we offered CALM members during an incredibly difficult year. The pandemic forced us to pivot and find new ways to serve our membership. From hosting online social gatherings, to organizing a social justice webinar, and announcing the CALM award winners online, this year has brought new challenges. Despite this year's unexpected circumstances, we also managed to launch a brand new, user-friendly website and increase our social media presence.

The pandemic put an end to CALM's primary supplemental revenue source as we decided to offer all online trainings to members for free. The difference in income was made up by the Canada Emergency Wage Supplement and a strong continued membership base, for which CALM's board and staff are incredibly thankful.

Your membership in CALM allows our organization to offer direct member support at any time. Whether you came to CALM for the trainings or the awards, for the stock photos or the job board, your membership allows CALM staff to work with you to troubleshoot Mailchimp, NationBuilder, billboard ads, membership outreach and so much more. Whenever you need us, we promise that we will be there, ready to research or provide feedback on whatever communication or organizing challenge you're facing. In this moment of uncertainty, there is finally a light at the end of the tunnel. And while the vaccines will not eliminate the social problems that were exacerbated by the pandemic, 2021 is a year that is full of promise. If you have any questions about the content of this report or CALM's work, we encourage you to be in touch with Nora Loreto or Virginia Ridley at any time.

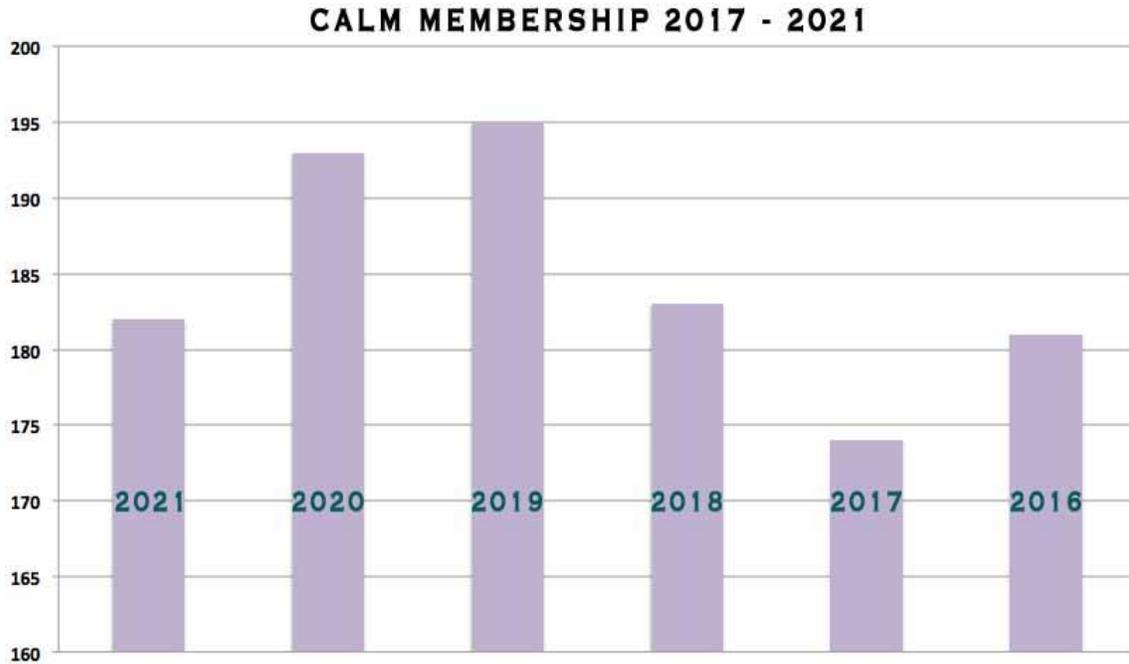
At the very least, we will see you in Calgary in June 2022.

On behalf of the executive,

Tasia Brown
President

Membership

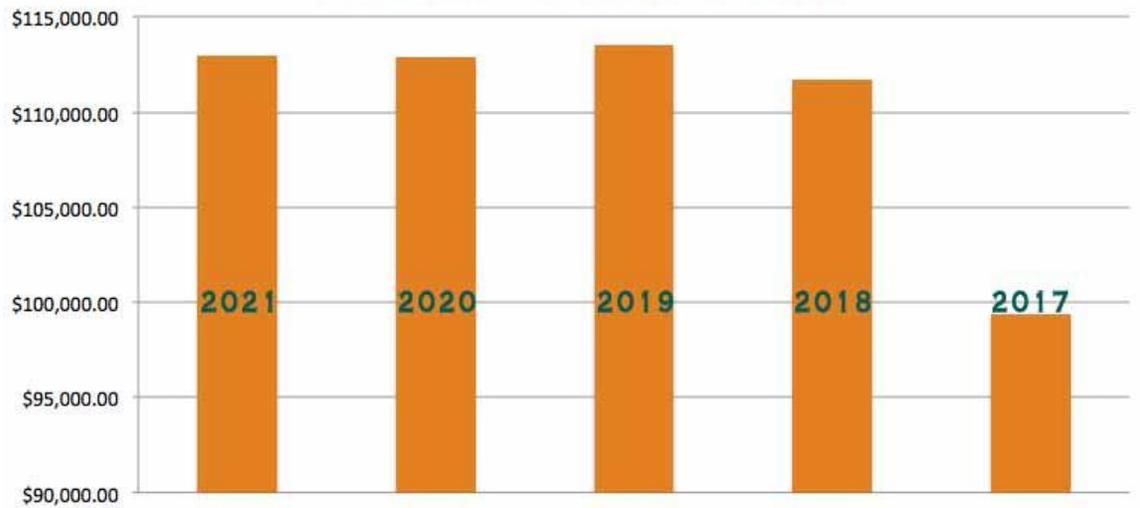
In 2020, there were 193 CALM members. This was a net decrease of members by 2 from 2019 but a net increase of 10 from 2018. This report is up-to-date as of April 16, 2021 and so the membership figure for 2021 is a mid-year figure and is already missing four new members!



Last year, at the time of writing the annual report (May 15, 2020), we had 176 renewed CALM members. As of April 30, 2021 we have 183 members already confirmed. 2021's membership has already exceeded that of 2017 and we are on track to meet or exceed 2020's membership levels.

CALM staff were unsure how the pandemic would impact membership in CALM. Without our in-person events, it was hard to see if members would still see value in their membership. We are very pleased that our membership has mostly decided to renew in 2021 and that many new members have joined. We hope to reach 200 members in 2021!

CALM ANNUAL DUES 2017 - 2021



CALM membership dues have been steady for the past four years, thanks to a solid membership core and membership fluctuation that has evened out each year (i.e. the number of organizations who decide not to renew usually equals the number who decide to join). In 2020, we anticipated a slight drop in dues related to the pandemic, which did not materialize. The decrease was minor, and not related to pandemic financial pressures.

In 2021, we anticipate that we will surpass our budget expectations as there are still outstanding dues of \$5000 that we expect to receive. If the pandemic has caused budgetary pressures on the communications budgets of our members, it will likely appear in 2022, when things start to get back to normal.

Despite the steady membership numbers and dues, there has been a significant changeover in membership. The following lists some members who have chosen not to renew, some who have chosen to return and new members who have joined CALM.

New or returning members in 2020:

- | | |
|-------------------------------------|--|
| Unity Communications | |
| United Utility Workers' Association | Unifor Local 433 |
| New Brunswick Union | Canadian Union of Labour Employees |
| CUPE Local 37 | CUPE Local 829 |
| Unifor Local 2169 | CUPE-Vancouver Island District Council |
| NSGEU | CUPE Local 41 |
| Macewan Staff Association | Concordia University Support Staff Union |
| CUPE Local 374 | |
| CUPE Local 2977 | Canada Employment and Immigration Union |
| OPSEU Local 720 | |
| Unifor Local 1119 | Campaign gears |

The collective total in dues from these organizations is \$5,520.00

Unions and organizations that formally ceased membership in 2020:

Canadian Media Guild	OSSTF D19 Occasional Teachers
CUPE local 3287	Bargaining Unit
Durham Regional Labour Council	International Brotherhood of Electrical
Ontario Public Service Staff Union	Workers Local 258
(OPSSU)	Grain and General Services Union
OPSEU Local 464	Unifor Local 414
Saskatoon and DLC	CUPE Local 4600
Sudbury Mine Mill and Smelter Workers	ACEP/CAPE
union Local 598/Unifor	USW Local 1595
Confédération des Syndicats Nationaux	CUPE Local 2544
UNIFOR Local 444	OPSEU Women's Committee
Unifor Local 222	BCGEU
Public Interest Alberta	AMAPCEO
Sudbury Workers Education and	
Advocacy Centre	

The collective loss of dues from these locals is \$9706.60. CALM netted a negative increase in membership dues of \$685.38, mitigated by higher membership dues thanks to local membership growth.

2021 membership changes

To-date, the following unions joined or re-joined CALM for 2021:

Professional Institute of the Public	Radio Labour
Service of Canada	YEU Local 23
OSSTF D19 Occasional Teachers	ACFO-ACAF
Bargaining Unit	CUPE Local 4094 - YVR Flight Attendants
Briarpatch	for Air Canada
Canadian Centre Policy Alternatives	CUPW Fredericton Local
OPSEU Local 464	Spring Magazine
SEIU Local 2 BGPWU	Concordia University Arts and Science
CUPE local 3287	Student Association
Mathieu Murphy-Perron	University of Waterloo Faculty
Unifor Local 2025	Association
Peel Regional Labour Council	

The following unions discontinued their membership in 2021:

CUPE Local 101
SEIU Local 2 Branch NS
Unifor 594
Unifor 592

Outstanding membership dues for 2021:

As of April 19, 2021, there were 24 unions who have yet to pay their CALM dues for 2021, owing a collective \$5285.

We anticipate that most of these unions will renew their CALM membership. Each union was contacted in early April.

This year, recognizing that most unions are still not working from their offices, we decided to send the first round of invoices at the regular time, in mid-November, and then follow up in January with mailed invoices. Usually, we would send the mailed invoices immediately following the electronic ones. This seemingly gave CALM members a more useful reminder to pay, as our January dues collection was stronger than it has been in years. We will likely continue to space out sending invoices like this. If you prefer a mailed invoice, please ignore the emailed invoice when you receive it.

The list of unions and organizations that have not yet renewed in 2021 are:

ACTRA Toronto	Laurentian University Faculty Association /
Alward, Jason	Association Professeurs de l'Université
Assoc. of Allied Health Professionals NL	Laurentienne
Association of Part-Time Professors at	OPSEU Local 232
University of Ottawa	OPSEU Local 240
Concordia University Support Staff Union	OPSEU Local 416
CUPE 2424 - Carleton U Support Staff	OPSEU Local 543
Association	Society of United Professionals - IFPTE 160
CUPE Local 1615	Teamsters Local Union No. 31
CUPE Local 3911	Unifor Local 4304
CUPE Local 41	Unifor Local 592
CUPE Local 728	Unifor Local 594
CUPE Local 829	USW Local 9705
CUPE-Vancouver Island District Council	

Services and Content

Website

In last year's annual report, we promised to investigate options to re-design the CALM website. The pandemic ended up being the perfect moment to do this. We worked with Ottawa-based InHouse Marketing to fully recreate CALM's website, moving it from Drupal to Wordpress. The new website is more beautiful and more intuitively laid out, with a bigger emphasis on design and images to help people navigate our website. The Drupal/civiCRM database that CALM created five years ago will stay in place. As CALM has always treated these two entities separately, there will be no change in how we manage our memberships now that we have a brand new website.

One of the side effects of the new site was that we lost all CALM logins in the process. But, the new site comes with a new, easy automatic login that verifies individual accounts with any email address, rather than the email address needing to be connected to a Gmail, Facebook or Twitter account. All CALM members had to redo their logins as the redesign erased old accounts, but the process to encourage members to make new accounts has been very smooth.

The new design of **calm.ca** matches the design and treatment of **uniontraining.ca**.

Conferences

Deferred Miniconferences

CALM staff had planned a mini conference for St. John's, Newfoundland and Labrador in coordination with NAPE. This event was scheduled for April 3, 2020 however was cancelled due to the COVID-19 pandemic. It will be rescheduled once travel is deemed safe.

A storyboarding workshop was also planned in April 2020, to take place in Toronto, hosted by video producer Matt Loreto. The workshop will also be hosted the moment it is safe to do so.

Annual Conference

The 2020 Annual Conference was cancelled in March 2020, but the contract we have signed with the Ramada Plaza Calgary Downtown, remains in force. The hotel has been accommodating, first moving our conference from 2020 to 2021.

In January of 2021, it became clear that mass vaccination will not occur in time for the

June 2021 conference. The annual conference has therefore been deferred again until June 8-11, 2022.

Webinars & Workshops

Shifting delivery of our services to online was a natural transition to meet the needs of our members during the pandemic. Online workshops and webinars have been successful and well received. While CALM has lost significant revenue due to a lack of in-person events, we believe that it's been important for our webinars to be offered for free to CALM members. This was possible thanks to the Canada Emergency Wage Subsidy. Webinars have been our single biggest source of new memberships. They have ranged in participation from 12 to 60 people and we know that members appreciate being able to download the presentation and watch the video later.

Here is a list of webinars offered during the past year:

- Virtual Organizing Best Practices
- Home Office Ergonomics
- Choosing the Best Video Conferencing Platforms
- Social Media in the Time of COVID 19
- Going the Distance: Union Solidarity with Black Communities
- Facebook Advertising for Winning Campaigns
- Facebook Advertising for Building Your Local's power
- Hosting Zoom Meetings
- Podcasting 101 - Technical

During the pandemic, CALM has made webinars and workshops \$75.00 for non members. We wanted the rate to be affordable but also high enough to act as an incentive for unions and organizations to join CALM. Since creating this non-member webinar rate, only one delegate has paid, while more than ten unions have decided to join CALM.

Orientation for New Communications Staff

CALM has created a new presentation for professional communications staff who are new to the work of union communications. It can be modified based on the region, type of union, and can help orient communications professionals about the ins and outs of the labour movement. The goal with this presentation is to give new staff people and volunteers some context to understand aspects of labour communications that are different from professional communications. You can be in touch with Nora for more information or for an updated version of the presentation based on your local's needs.

CALM Social Media

In 2020, CALM created a Facebook networking group where members can share questions with one another in a closed setting. More than 50 members are in the group

and CALM staff have drawn on ideas and suggestions from it regularly. If you have not joined this group, please be in touch with CALM staff for an invitation.

We maintain a strong following on social media with 4260 followers on Twitter and 2225 followers on Facebook. CALM joined Instagram in September 2020 to expand our social media presence, and we have gained 425 followers so far. CALM continues to look for ways to improve our digital engagement.

CALM socials

Throughout 2020, CALM has held several Zoom meet-ups. These virtual check-ins usually welcomed between 10-20 people. Our last one was a virtual holiday party held just before the end of 2020. After this event, it was clear that people were growing somewhat wary of Zoom and we decided to stop organizing them.

CALM Store

CALM has created a new CALM Store where members can purchase greeting cards in bulk. The first round of purchases was geared towards the holiday season and holiday card. CALM arranged card printing and envelopes with a union print shop to make packages of printed cards available to members. Through the bulk purchasing agreement, members can purchase holiday cards at a reduced price, and can order a personalized message inside the card. The cards are priced to be cost-recovery. CALM commissioned three new holiday card images from RJ Patterson. Two of these images Christmas/Seasonal images are available in both French and English. The third image is a retirement theme. These, plus two older images are all available for order for holiday and retirement greeting cards (or for download).

The CALM Store is also selling Nora Loreto's 2013 book *From Demonized to Organized, Building the New Union Movement*. The book, published by the CCPA, can be purchased directly from CALM. The book is being sold for \$22 plus HST. CALM keeps all the profits related to the book.

Images/Photos

CALM negotiated licensing rights for hundreds of photos this year taken by Joshua Berson, Tamiqua Dalton-Champion, Samson Learn, and Abdul Malik.

These photos are nature images, landscapes, skyscapes, BLM rallies, climate strike/rallies, general rallies/protests, and general use photos.

All photos are uploaded to our website, and CALM staff are undertaking the process of improving the searchability of these images by updating tags and descriptions to align with the new website and its search functions.

An infographic on long-term care was also added in the spring. This graphic was created by Zaid Noorumar.

Translation Bank

After several requests to find reliable freelance translators in multiple languages, CALM staff created a translation bank that features translators who work in more than two dozen languages. Translators are added upon checking references regarding their translation work. The translation bank list is available on request and is frequently mentioned in newsletters.

CALM Press Cards

A CALM member requested that CALM create a new press card for union publications to use at press events. CALM has designed cards that list the names of your workers and the publication they write for (so, your local magazine or newsletter) to allow for them to get access to press credentials. The worker must produce writing that has journalistic quality. CALM asserts that we have read the publication and that the articles within are fair and accurate.

Any CALM member who would like a card needs to send an email to Nora with information about their publication. CALM then creates a card with their staff person's photo on it and sends it back to members to be printed locally.

Member support

The majority of CALM work is in member support. CALM typically supports 10-15 member requests each week by phone or by email. Members are encouraged to contact CALM staff for support as needed. Some examples of support include: locating specific resources, brainstorming communication strategies, connecting members with other locals, organizing training events, and supporting members on specific issues such as website, social media, writing and more. During the pandemic, we have also served as an information hub to give members information about COVID-19 from other jurisdictions or regions. CALM staff have a diverse skill set and are able to assist with most communications related problems or are able to find the right resources to help CALM members.

Awards

The 2020 CALM Awards were held under the shadow of the start of the pandemic. As a result, the awards deadline needed to be pushed several times to accommodate people working remotely and jobs being in total chaos. The number of submissions received in 2020 were lower than they normally would have been, but we still were able to give out awards in all categories that we would normally expect to be able to offer.

CALM staff toyed with the idea of doing an online awards ceremony but decided that because of competing demands on people's times and the need to span 6 time zones, that it made most sense to announce the awards online. The feedback we received from members was overwhelmingly positive. Members appreciated not needing to sit

through a Zoom event to find out if they won. We also optimized shareables so that award winners were able to announce their awards.

In 2021, the CALM Awards nomination period lasted for most of the month of March. CALM created a new award in 2021: best printed ad. There was never a good category for these awards to be submitted, and so we would often receive ads in our best infographic and Stroke-of-Genius award categories. Submissions this year were impacted by a lower level of activity from members due to the pandemic. This year's judges are: Justin Brake (English writing), Syrus Marcus Ware (Design), Vyas Saran (Online) and Anne Lagacé Dowson (Broadcast and French writing). We received hundreds of entries from 38 unions. This is about the same as last year, but less than in 2019. The CALM Awards will be announced online.

International

Throughout 2020, CALM maintained its relationship with our American counterpart the International Labour Communicators Association (ILCA). CALM staff have shared resources and information to ILCA Staff and board members when requested, and ILCA has shared information about CALM events to their members. CALM extended access to our webinars to ILCA members for free, and we've had several American communications representatives participate in our activities.

Staffing

At the beginning of the COVID pandemic, CALM staff were laid off for two weeks prior to the announcements of the Canada Emergency Wage Subsidy (CEWS). The CEWS allowed CALM to recall staff and continue normal operations, even in absence of the in-person events revenue stream. CALM's Coordinator works 28 hours per week and CALM's Editor works 22 hours per week.

Finances

Budget

Each year, the CALM executive approves an annual budget, and it's presented to the membership at the Annual General Meeting. In 2020 the loss of in person event revenue would have created a significant gap in our budget. Despite CALM's modest revenues, and with thanks to additional funding available this year through the Canada Emergency Business Account (CEBA) loan program and CEWS we were able to maintain a sustainable financial position, with no reduction to staffing or services. CALM's 2021 budget was approved in February 2021 by CALM's executive board.

Canadian Association of Labour Media			
Profit and Loss - Revenue			
January - December 2020			
	Total \$	Budget \$	Var \$
Revenue			
Grant income (Google Ads)	10,175.79	6,000.00	4,176.79
CEWS	39,224.44	0	39,224.44
Membership Dues	112,804.50	110,000.00	2,804.50
Annual Conference Fees	0.00	55,000.00	-55,000.00
Mini Conference Fees	275.00	12,000.00	-11,725.00
Product Sales	132.50	0	132.50
Interest Income	3,047.38	2,000.00	1,047.38
Job Board	350.00	500.00	-150.00
Miscellaneous Income	10,283.70	500.00	9,783.70
Training Income	0	0	0
Total Revenue	176,293.31	186,000.00	-9,706.69

Canadian Association of Labour Media			
Profit and Loss			
January - December 2020			
	Total \$	Budget \$	Var \$
EXPENSES			
Bank Charges	25.00	0	-25.00
Processing Fees	46.70	150.00	-103.30
Bookkeeping	280.00	500.00	-220.00
Advertisement Expenses	10,500.79	6,000.00	4,500.79
Awards Expenses	1,500.00	\$1,700.00	-200.00
Mini Conference Expenses	1,137.61	12,000.00	-10,862.39
Annual Conference Expenses	615.00	33,500.00	-32,885.00
Content	5,375.00	4,000.00	1,375.00
Equipment and software	141.33	200.00	-58.67
Miscellaneous Expenses	134.41	0	134.41
Office Supplies	0	250.00	-250
Postage, Mailing Service	207.20	200.00	7.20
Printing and Copying	375.94	400.00	-24.06
Audit Fees	3,700.00	3,700.00	0.00
Internet & Office	900.00	900.00	0.00
Employer Payroll Expenses	8,914.90	9,000.00	-85.10
Staff Per Diem	30.00	1,500.00	-1,470.00
Staff Salaries	103,875.50	108,030.00	-4,154.50
Telephone	371.78	300.00	71.78
Training Expenses	0	0	0.00
Staff Travel	537.04	5,000.00	-4,462.96
Website	15,075.39	2,400.00	12,675.39
Total Expenses	153,743.59	189,730.00	-35,986.41
Net revenue	22,549.72	-3,730.00	

Canadian Association of Labour Media

2021 Budget

	2021
Income	
Grant income (Google Ads)	\$6,000
CEWS	\$10,000
Membership Dues	\$110,000
Conference Fees	\$0
Product Sales	
Interest Income	\$1,500
Job Board	\$500
CEBA (grant portion)	\$10,000
Misc. revenue	\$500
Training Income	\$0
Total Revenue	\$138,500
Operating Expenses	
Advertisement Expenses (Google Ads)	\$6,000
Awards Expenses	\$1,700
Conference Expenses	\$0
Content	\$4,000
Equipment and software	\$200
Misc	\$50
Office Supplies	\$250
Postage, Mailing Service	\$200
Printing and Copying	\$400
Staff Per Diem	\$0
Staff Salaries	\$108,030
Telephone	\$300

Training Expenses	\$1,000
Staff Travel	\$0
Website	\$500
Processing fees	\$150
Bookkeeping	\$210
Audit	\$3,700
Internet & Office	\$900
Employer Payroll Expenses	\$9,300
Total Operating Expenses	\$136,790
Net Revenue	\$1,710.00

Audit

CALM is audited each year by Chaplin and Co. The audit is underway at the time of writing this report and will be made available to the membership at the Annual General Meeting.

Executive Board

The CALM executive board was elected at the 2019 annual general meeting held in Winnipeg. Each term is for three years. There are currently two vacant seats. Here is the current executive:

Tasia Brown - President (Public Service Alliance of Canada)

Hamid Osman - Treasurer (Unifor)

Deborah Turner-Davis (Yukon Employees' Union)

Diane Shanner (Unifor Local 1S)

Robert Bajko (CUPE Local 3904)

Emily Heikoop (Unifor Local 5555)

Allan Fisher (Unifor Local 88)

Lidia Campanaro (Unifor Local 2002)

Craig Hadley (OPSEU InSolidarity)

Chelsea Connor (RWDSU)

Sara Rozell (HEU)

CALM Staff

Nora Loreto - CALM Editor

Virginia Ridley - CALM Coordinator