



**CANADIAN ASSOCIATION OF
LABOUR MEDIA**

CALM Annual Report
2022

Submitted to the CALM membership
AGM – June 9, 2022
Calgary, AB

This past year was almost as challenging as the last. We braced for more waves of COVID-19 and endured more school shutdowns and business lockdowns. Now we face soaring high inflation rates and the cost of living climbing to uncomfortable levels.

Despite the challenges, there has been a silver lining. The pandemic has highlighted the importance of safe and secure jobs. Unionized workplaces fared far better throughout these past tumultuous two years – both in safety and stability. People are seeing the value of unions and the collective need for strong workers’ rights. After years of steady decline, union coverage in Canada increased to 30.9% in 2021, especially in the service and healthcare industries, which were most impacted by the pandemic. Much of that is owed to you: labour communicators.

For these past two years, you have had to shift how you communicate and find new, innovative ways to reach your membership. You have mobilized your members virtually and launched digital-only campaigns. You have helped organize non-unionized workplaces and achieved hard-earned victories. You have adapted to a health crisis, a new normal and a changing labour landscape, sometimes all at once.

The pandemic has forced CALM to make similar shifts along with you. Our full website revamp came just in time as most of us shifted to virtual spaces. We increased our online webinars and workshops, tackling timely topics like the social justice movement, how to host virtual meetings and podcasting 101. We launched an online store and increased our social media presence. We also continue to bring unions and labour activists together with our national job board. And this year, we see the return of our beloved mini-conferences and annual CALM Conference and awards ceremony.

I am very proud of all we have accomplished these past few years. We couldn’t have achieved all the above without the steadfast solidarity and commitment of our members. I also want to thank CALM’s Executive Board who always put the needs of our members first. And special appreciation goes to our dedicated CALM staff, Nora and Virginia, who ensure CALM continues to innovate, support and deliver exceptional service to our members.

As we have reached the light at the end of a long tunnel, let’s keep the new skills we have learned and add them to the tools we have missed. Let’s build on the momentum our movement has gained. Let’s help shape the future of work one dynamic campaign, compelling video and convincing article at a time.

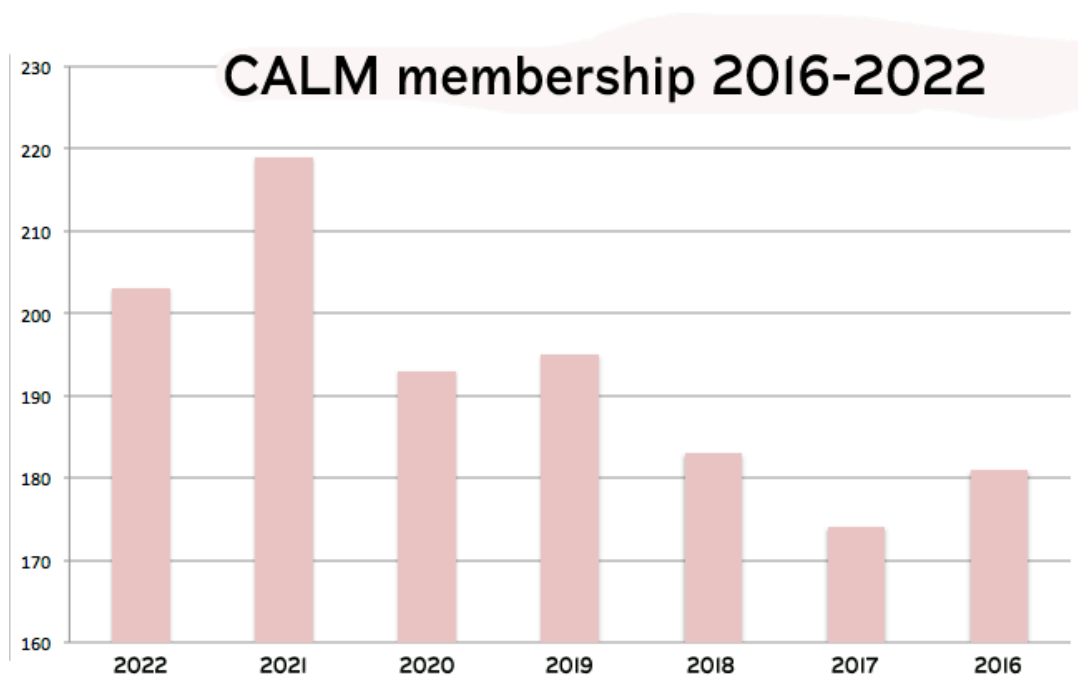
See you in Calgary at the 2022 CALM Conference!



Tasia Brown, CALM President

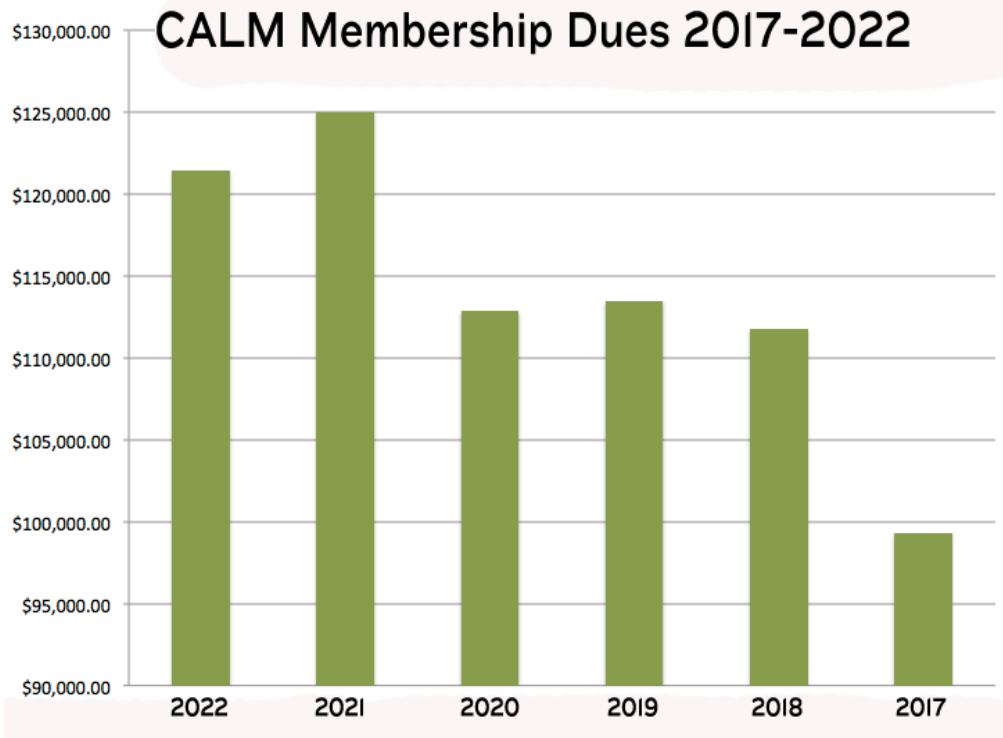
Membership

In 2021, there were 219 CALM members. This was a net increase of members of 26 – the highest membership increase that we’ve experienced in more than thirty years! This report is up-to-date as of April 25, 2022 and so the membership figure for 2022 is a mid-year figure.



Last year at the time of writing the annual report (May 15, 2021), we had 176 renewed CALM members. This year we have 201 members already confirmed plus several more unions who are either in the process of joining, or who have expressed interest in joining.

In last year’s report, we said that we had hoped that in 2021, CALM would surpass 200 members. Reaching 219 members has been a dream, and we’re so honoured by your enthusiasm and support.



Due to an increase in members, CALM had record-breaking membership dues income in 2021. In 2017, fearing that CALM would have to consider layoffs if several large unions decided to cease membership, CALM slightly increased its membership dues and harmonized the dues structure. You can see that the increase in income from that decision is about the same as the increase income of new membership in 2021.

The 2022 number is a mid-year number that we believe will rise above the 2021 levels. We still anticipate \$8550 in unpaid dues that will be paid within the next month.

Here is a list of the membership changes CALM experienced in 2021 and so-far in 2022.

New or returning members in 2021:

Mainland NS Building and Construction trades Council

OPSEU Local 449

CUPE Local 1334

COPE Local 343

PIPSC

OSSTF D19 Occasional Teachers Bargaining Unit

Briarpatch

Canadian Centre Policy Alternatives

OPSEU Local 464

SEIU Local 2

CUPE local 3287

Murphy-Perron, Mathieu

Unifor Local 2025

Peel Regional Labour Council	YEU Local 23
Radio Labour	CUPE 1281
ACFO-ACAF	NAPE
CUPE Local 4094 - YVR Flight Attendants for Air Canada	ATU Local 583
CUPW Fredericton Local	Yukon Employees Union Local Y010
Spring Magazine	Retired Members Division - OPSEU
Faculty Association University of Waterloo	ACWU
ATU Local 113	Green, Mary
UFCW Local 247	Public Interest Alberta
Concordia University Arts and Science	Yukon Federation of Labour

The collective total in dues from these organizations is \$12087.

Unions and organizations that formally ceased membership in 2021:

CUPE Local 101	CUPE Local 1615
SEIU Local 2 Branch NS	Concordia University Support Staff Union
Unifor 594	
Unifor 592	ACTRA Toronto

Unions that didn't pay 2021 membership dues but who didn't formally cease their membership in 2021:

Assoc. of Allied Health Professionals NL	CUPE-Vancouver Island District Council
Association of Part-Time Professors at University of Ottawa	OPSEU Local 232
CUPE 2424 - Carleton U Support Staff Association	Teamsters Local Union No. 31
CUPE Local 41	Unifor Local 4304
CUPE Local 728	Unifor Local 592
CUPE Local 829	Unifor Local 594
	USW Local 9705

The collective loss of dues from these locals is \$4475. Thanks to membership growth that offset these unions leaving, CALM had \$8886.11 more in membership dues in 2021.

2022 membership changes

To-date, the following unions joined or re-joined CALM for 2022:

CUPE Alberta	Verzuh, Ron
Fisher, Allan	University of Regina Students' Union
Labour Community Services	Government Services Union
LiUNA Western Council	USW - Eastern Ontario Area Council
Nova Scotia Nurses' Union	Dalton, Patti
University of Toronto Mississauga Students' Union	InHouse Marketing
Pile Drivers, Divers, Bridge, Dock and Wharf Builders Local 2404	IBEW Local 213

The following unions and groups discontinued their membership in 2022:

Unifor Local 4304	Public Interest Alberta
USW Local 9705	Unity Communications
Teamsters Local Union No. 31	

Outstanding membership dues for 2022:

As of April 26, 2022, there were 23 unions who had yet to pay their CALM dues, owing a collective \$6502.50.

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

The list of unions and organizations that has not yet renewed in 2022 is:

Association of Professors of the University of Ottawa	CUPE-Vancouver Island District Council
ATU Local 583	Green, Mary
Berson, Joshua	Murphy-Perron, Mathieu
Briarpatch	OPSEU Local 464
Canadian Federation of Students	OPSEU Local 543
Canadian Union of Postal Workers CUPW	Unifor Local 2169
CUPE Local 1334	Union Communications
CUPE Local 1750	United Way Centraide of North East Ontario / Nord-est de l'Ontario
CUPE Local 2599	University of Guelph Faculty Association
CUPE Local 374	YEU Local 23
CUPE Local 3912	Yukon Employees Union Local Y010
CUPE Local 4094 - YVR Flight Attendants for Air Canada	

Services and Content

Website

CALM's website is its primary portal for CALM services. There's little doubt that part of CALM's membership growth is thanks to the 2020 website redesign, as it gave CALM a new, professional look.

CALM staff approve between 2 and 10 new accounts every week. As old logins were wiped in the re-design, and as new members join and communications departments shift around, we are regularly engaging with people to create new accounts. We have discovered that there are some organizations who have firewalls that negatively interact with our user authentication system, an issue that CALM staff have been working together with our web designer, InHouse Marketing, to fix.

User authentication has also been a challenge for some of the email-based accounts, another issue that we were able to fix in March 2022 though some issues remain. CALM has no plans to expand parts of the website though if users have any ideas or suggestions about how to improve it, they should be in touch with CALM staff.

Conferences

Mini conferences

For all of 2021, it was impossible to organize mini conferences. There wasn't a moment in the year where CALM members expressed enough confidence in an in-person mini conference to make it happen. As such, we continued to host online webinars and workshops, free of cost for members.

CALM resumed in-person mini conferences in 2022.

Annual Conference

There was no 2021 annual conference. The CALM board and staff agreed that it would be too difficult, long and frankly boring to push the three days of programming normally expected at a CALM conference online. Everyone agreed that sticking with webinars was a better option than trying to replicate the annual conference online, and a separate, virtual Annual General Meeting was held to present the 2020 Annual Report and audited documents. 36 members attended.

CALM staff negotiated with the Ramada Downtown Hotel in Calgary to be able to push the annual conference back by another year. It's scheduled for June 9-11, 2022 in Calgary.

Webinars & Workshops

CALM continued to offer online workshops and webinars through 2021 to meet the needs of our members during the pandemic. Online workshops and webinars have been successful and well received.

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

- Podcasting 101
- Podcasting 102
- What (else) could go wrong? A case study on live streaming events
- Hosting Zoom meetings
- Facebook advertising for building your local's power

Workshops were recorded and made available to CALM members at www.calm.ca after the event. These workshops are free for members, and a small fee is charged 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, most delegates have chosen to join CALM.

Orientation for new communications staff

In 2021, CALM created a new presentation for staff who are new to the work of union communications. The presentation can be modified based on your region and kind of union, and can help orient communications professionals about the ins and outs of the labour movement. This service continues to be offered on request. 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. It was sent to new union communicators five times in 2021. You can be in touch with Nora for more information or for an updated version of the presentation based on your local's needs.

Job Board

The CALM Job Board continued to be one of CALM's most popular and publicly-visible services in 2021. Each week, an email full of open jobs was circulated among the job seekers' bank, which grew to more than 600 people that year. We posted 377 job posts in 2021.

CALM Facebook Networking

In 2020, CALM created a Facebook networking group where members can share questions with one another in a closed setting. Today, more than 75 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.

CALM Store

In 2021, CALM created a new CALM Store where members can purchase greeting cards in bulk. CALM procured card printing and envelopes from 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.

Today, CALM has 19 labour-themed card designs available including holiday cards, retirement, and our most recent addition - thank you cards.

The CALM Store is also selling Nora Loreto's 2013 book *From Demonized to Organized, Building the New Union Movement*. CCPA no longer had a mechanism to sell the books, but the book remained in demand. The book, published by the CCPA, can be purchased directly from CALM. The book is being sold for \$25 plus HST. CALM keeps all the profits related to the book as Nora was paid upfront to write it. The total revenue in 2021 was \$1075.

Images/Photos

In 2021 CALM negotiated licensing rights for thousands of photos taken by Joshua Berson and hosted in his Flickr account. CALM Members can get access to the Flickr account by emailing virginia@calm.ca for login credentials.

These photos are nature images, landscapes, skylscapes, rallies, climate strike/rallies, general rallies/protests, and general use photos with a focus on British Columbia.

CALM additionally purchased the rights to several political cartoons by Caryma Sa'd. Caryma provides modern cartoon commentary on political issues and current events.

Translation Bank

CALM maintains a list of 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

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. These cards are especially popular with CALM's Alberta membership.

Member support

The majority of CALM work is 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. We were even asked to help re-create an orientation module for one members' shop stewards and offered some direct support troubleshooting Mailchimp. 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.

Requested presentations

In 2021, CALM staff presented the following workshops:

Association of Professors of the University of Ottawa: Union communications

Canadian Federation of Students: Deconstructing media

COPE 343: Media relations and writing

CUPE 4094: Mailchimp advanced features

Elementary Teachers Federation of Ontario: Basics of writing

Labour Community Services: New member orientation

Peel Regional Labour Council: Organizing

Professional Employees' Association: New member orientation

University of Manitoba Faculty Association: Media relations

University of Regina Faculty Association: Deconstructing media

University of Regina Faculty Association: Podcasting 101

Combined with CALM webinars, CALM staff hosted 16 virtual workshops over the course of 2021 – more than one workshop per month, and to thousands of participants!

Awards

The 2021 CALM Award winners were announced online. The impact of the pandemic had caught up to unions, and so in 2021, even fewer entries were received than in 2020: 37 unions submitted 272 entries to the awards program in 2021.

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. The awards judges in 2021 were: Justin Brake (English writing), Syrus Marcus Ware (Design), Vyas Saran (Online) and Anne Lagacé Dowson (Broadcast and French writing).

The 2022 awards nomination period has already passed and the awards banquet is planned for June 10, 2022 in Calgary.

International

Throughout 2021, 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 no charge.

Staffing

There were no staffing changes in 2021. 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. CALM's 2022 budget was approved in February 2022 by CALM's executive board. On the next page, you will see CALM's financial information.

Canadian Association of Labour Media			
Profit and Loss			
January - December 2021			
	Total \$	Budget \$	Variation \$
Revenue			
Grant income (Google Ads)	5,634	6,000	-366
CEWS	10,185	10,000	185
Membership Dues	125,477	110,000	15,477
Annual Conference Fees	0	0	0
Mini Conference Fees	150	0	150
Product Sales	2383	0	2383
Interest Income	789	1,500	-711
Job Board	150	500	-350
Miscellaneous Income	10,712	500	10,212
Training Income	0	0	0
Total Income	155,479	128,500	26,979

Canadian Association of Labour Media			
Profit and Loss			
January - December 2021			
	Total \$	Budget \$	Variation \$
EXPENSES			
Bank Charges	25	0	25
Processing Fees	25	150	-125
Bookkeeping	252.5	210	42.5
Advertisement Expenses	5,959	6,000	-41
Awards Expenses	1,350	1,700	-350
Mini Conference Expenses	799	0	799
Annual Conference Expenses	590	0	590
Content	6,070	4,000	2,070
Equipment and software	200	200	0
Miscellaneous Expenses	0	50	-50
Office Supplies	0	250	-250
Postage, Mailing Service	90	200	-110
Printing and Copying	290	400	-110
Audit Fees	3,700	3,600	100
Internet & Office	875	900	-25
Employer Payroll Expenses	9,649	9,300	349
Staff Per Diem	163	0	163
Staff Salaries	108,031	108,030	1
Telephone	308	300	8
Training Expenses	0	1,000	-1,000
Staff Travel	1,963	0	1,963
Website	1,045	500	545
Total Expenses	143,270	136,790	6,480
Net revenue	12,209	-8,290	20,499

Canadian Association of Labour Media			
2022 budget			
	\$		\$
Income		Operating Expenses	
Grant income (Google Ads)	5,000	605 Advertisement Expenses	5,000
CEWS	0	606 Awards Expenses	1,700
Membership Dues	117,000	607 Mini Conference Expenses	13,000
Conference Fees	50,000	608 Annual Conference Expenses	35,500
Mini conference fees	15,000	609 Content	4,000
Product Sales	1,500	610 Product Inventory	
Interest Income	700	612 Equipment and software	200
Job Board	300	618 Misc	50
Miscellaneous Income	500	620 Office Supplies	250
Training Income	0	622 Postage, Mailing Service	200
		624 Printing and Copying	400
Total Revenue	190,000	640 Staff Per Diem	600
		642 Staff Salaries	111,270
		646 Telephone	400
		649 Training Expenses	0
		652 Staff Travel	3,000
		656 Website	1,000
		600 Bank fees	
		602 Processing fees	100
		603 Bookkeeping	240
		Total Operating Expenses	190,810
		Net Revenue	-810

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 on June 10, 2022.

Executive

Most executive members were elected at the 2019 Annual General Meeting held in Winnipeg. Each term is three years. In 2021, Brad Walchuk from CUPE 3906 and Hugh Pouliot from CUPE National were elected at the Annual General Meeting.

Tasia Brown - president (Public Service Alliance of Canada) Term 2019-2022

Hamid Osman - treasurer (Unifor) Term 2019-2022

Deborah Turner-Davis (Yukon Employees' Union) Term 2019-2022

Diane Shanner (Unifor Local 1S) Term 2019-2022

Robert Bajko (CUPE Local 3904) Term 2019-2022

Emily Heikoop (Unifor Local 5555) Term 2019-2022

Allan Fisher (Unifor Local 88) Term 2019-2022

Lidia Campanaro (Unifor Local 2002) Term 2019-2022

Craig Hadley (OPSEU InSolidarity) Term 2019-2022

Chelsea Connor (RWDSU) Term 2019-2022

Sara Rozell (HEU) Term 2019-2022

Brad Walchuk (CUPE 3906) Term 2021-2024

Hugh Pouliot (CUPE) Term 2021-2024