



**CANADIAN ASSOCIATION
OF LABOUR MEDIA**

2023 CALM Annual Report

Submitted to the CALM membership
AGM – June 3, 2023

Saint John, New Brunswick

Overview

In 2022, we began to venture into a post-pandemic world, slowly figuring out what the “new normal” would look like. As we reflect on the past year, we cannot ignore the profound impact the pandemic has had on the broader labour movement. Communications strategies have had to embrace the virtual, but also recapture the synergy and engagement that comes with in-person interaction.

Communicators, more than anyone, know that to stay relevant and engaging, you must adjust and constantly evolve. CALM has been doing that very thing: adjusting and evolving.

We were thrilled to return to in-person events in 2022. There is an undeniable value in face-to-face interactions and networking opportunities. However, this has also come with challenges. Many were still uncomfortable with being in large gatherings and preferred virtual platforms. On the other hand, some folks were experiencing screen fatigue and wanted a change in scenery. People were clearly being pulled in too many directions and were still sorting out what *post-pandemic* meant for them. It’s been a year of experimenting, taking a few risks, experiencing a few setbacks, and still growing.

Despite a few hurdles, CALM has a lot to be proud of. We held a successful annual conference and award ceremony, elected several new members to our executive board, continued to build on our online presence, and saw our membership grow to an all-time high.

In this year’s annual report, you will find a comprehensive overview of our activities and achievements throughout 2022. It highlights what we do, how we have improved and gives a small glimpse at what we plan to do in the upcoming year. This report will be presented to CALM members at the 2023 Annual General Meeting (AGM) – held in Saint John, New Brunswick.

As we look towards next year, CALM’s Board and staff promise to continue to offer the best communications training and services that we can to make your work as easy and effective as possible. We strive to be the premier organization for union and progressive communications in Canada.

As always, it cannot be done without you, and we thank you so much for your continued support.

On behalf of the CALM Executive Board,



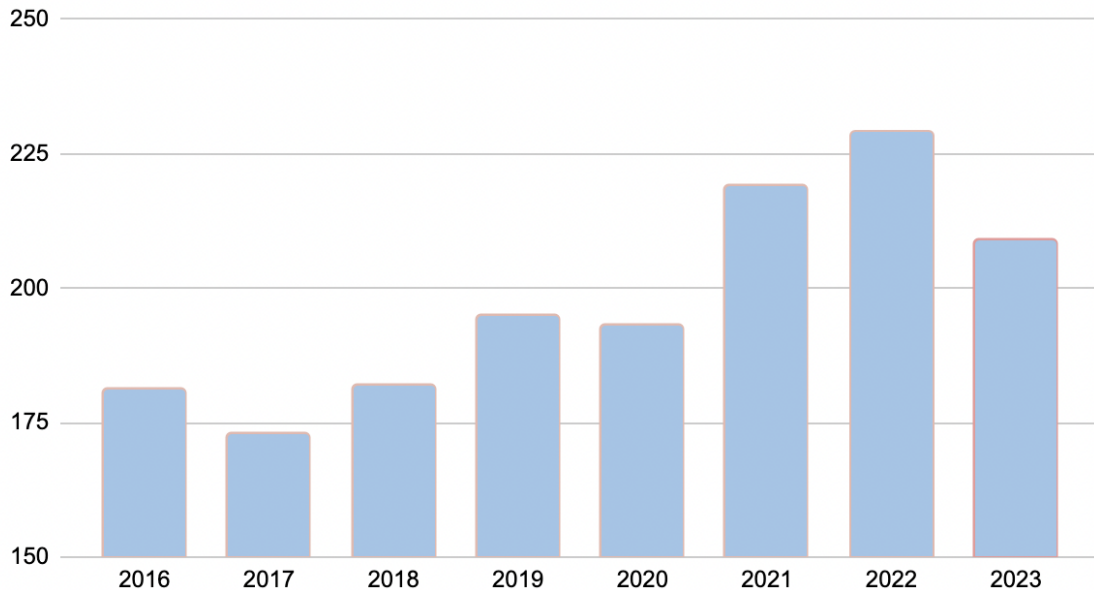
Tasia Brown
CALM President

Membership

In 2022, there were 229 CALM members. This was a net increase of members of 18 – the highest membership increase that we’ve ever experienced.

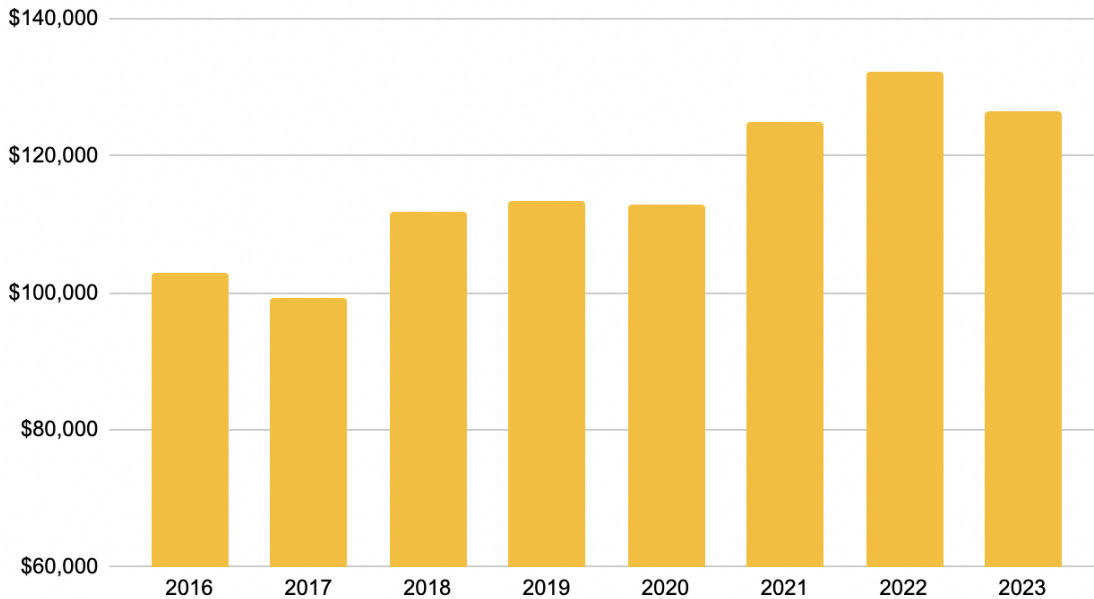
This report is up to date as of May 17, 2023, and so the membership figure for 2023 is a mid-year figure.

CALM membership 2016-2023



Last year at the time of writing the annual report (April 17, 2022), we had 201 renewed CALM members. This year we have 210 members already confirmed plus several more unions who have expressed their interest in joining.

CALM membership dues 2016-2023



The numbers for 2023 are mid-year numbers that, while they will rise, we cannot guarantee will rise above the 2022 level. We still have \$3900 in unpaid dues, about half of what we were still waiting on at the time of report writing in 2022.

Here is a list of the membership changes CALM experienced in 2022 and so-far in 2023.

New or returning members in 2022:

CUPE Alberta	University of Regina Students' Union
Allan Fisher	Government Services Union
Labour Community Services	OPSEU Local 629
LiUNA Western Council	PSAC Local 610
LiUNA Local 1611	USW - Eastern Ontario Area Council
Mount Allison Faculty Association	Patti Dalton
University of Toronto Mississauga Students' Union	InHouse Marketing
Nova Scotia Nurses' Union	CUPE Local 2316
Pile Drivers, Divers, Bridge, Dock and Wharf Builders Local 2404	IBEW Local 213
Ron Verzuh	CUPE 1287
	PSAC Local 555

OPSEU

Kim Siever

Metric Communications

CUPE Local 374

Workers' Action Network NL

The collective total in dues from these organizations was \$9522.5

Unions and organizations that formally ceased membership in 2022:

Unifor Local 4304

Public Interest Alberta

USW Local 9705

ATU Local 583

Teamsters Local Union No. 31

CUPE Local 1750

University of Guelph Faculty
Association

Unity Communications

The collective dues loss from these unions was \$2175.

**Unions that didn't pay 2022 membership dues but who didn't formally
cease their membership in 2022:**

Association of Professors of the
University of Ottawa

Mary Green

Mathieu Murphy-Perron

Joshua Berson

Unifor Local 2169

Briarpatch

Union Communications

CUPE Local 1334

United Way Centraide of North East
Ontario / Nord-est de l'Ontario

CUPE Local 2599

CUPE Local 4094 - YVR Flight
Attendants for Air Canada

YEU Local 23

CUPE-Vancouver Island District
Council

The collective loss of dues from these locals was \$2142. The net result of
membership shifts in 2022 was a net gain of nearly \$2000.

2023 Membership Changes

To-date, the following unions joined or re-joined CALM for 2023:

Saskatoon and District Labour Council	North Simcoe Muskoka & District Labour Council
ACTRA	OPSEU Local 116
MUN Faculty Association	OPSEU Local 464
Association of Academic Staff University of Alberta (AASUA)	Conley Mostard
Alex Lisman	Maxim Baru
Leftfield Digital	University of Waterloo Staff Association
Alina Patcheva	CUPE Local 2626

The following unions discontinued their membership in 2022:

CUPE Local 1287	PSAC Local 555
Unifor Local 199	Mainland N.S. Building and Construction Trades Council
CUPE Local 37	Workers' Action Network NL
CUPW Vancouver Local	Yukon Employees Union Local Y010
Unifor Local 2002	LIUNA Local 161
CUPE Local 561	
Ontario Confederation of University Faculty Associations	

The vast majority of unions who told us why they decided not to renew made their decisions based on financial reasons. There are five locals who have asked to be billed in 2024 to re-start their membership.

Outstanding membership dues for 2023:

As of May 17, 2023, there were 15 unions who have yet to pay their CALM dues for 2023, owing a collective \$3900. This is down from 23 unions at the time of writing this report last year.

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

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

OPSEU Local 317	Airline Central Lodge 2323 IAMAW
CUPE Local 2977	University of Toronto Faculty Association
CUPW Fredericton Local	Our Times Publishing
OPSEU Local 629	Concordia Arts and Science Student Association
CUPE 1281	ATU Local 113
CUPE Local 4967	UFCW Local 247 - Training and Education Centre
CUPE Local 374	
OSSTF D19 Occasional Teachers Bargaining Unit	
Pile Drivers, Divers, Bridge, Dock and Wharf Builders Local 2404	

Services and Content

Website

In 2020, CALM redesigned its website and established uniontraining.ca. It was a perfect pandemic project. There's little doubt that the boost in CALM's membership since 2020 is related to the new, professional website design by InHouse Marketing.

The decision to replace union-specific logins and with individual logins continues to be a good one. Rather than resetting passwords, we're easily able to set new people up on our website. We approve between two and six new accounts per week. This is less than we approved last year, but there are more people who have switched their accounts from the old system to the new, meaning there are less people who need to set up their accounts at all.

Issues that we had last year related to firewalls and user authentication have been resolved.

From Mailchimp to Action Network

CALM has used Mailchimp since before 2014. We had a list of just over 2000 emails that we would send our regular e-newsletter to. Mailchimp was becoming

increasingly limited with their free plan features, forcing us to stay on top of our email list, cleaning up old emails and making sure we didn't surpass the number of emails we sent every month.

In March, Mailchimp announced that all accounts would be moved to paid accounts which prompted us to look for an alternative. After doing a bit of research with our sister organization the International Labour Communications Association (ILCA), we made the decision to join Action Network. Action Network is a progressive online organizing platform that is far more user-friendly and cost effective to communicate with members. Our contact list has been seamlessly integrated and we've been exploring new ways to manage CALM members with Action Network's various features.

At the CLC convention in May 2023, it was clear that several unions are making the decision to move to Action Network. Anticipating similar issues that were experienced by labour councils when they switched to Nation Builder, CALM staff have been working to master Action Network and Action Builder for the inevitable questions and requests for help that we are going to get. We are pleased that we will be able to help!

CALM's Job Board

The Job Board is the most popular page on the CALM website. We regularly hear feedback from individuals who have been recently hired that it was thanks to our Job Board. Since its start in 2020, we have posted 1,049 jobs and have more than 800 people signed up to receive the weekly job board emails.

Populating the job board takes up a lot of staff time. Staff have been working with members so that they can post their own jobs directly on our site which will help expedite the process. We have successfully moved 15% of the jobs that are posted to the board to be posted by the union itself.

Image Database

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 CALM staff for login credentials. CALM renewed this license in 2022 and Joshua Berson continues to add photos for CALM members to use.

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 Store

In 2021, CALM created a new online CALM Store where members can purchase greeting cards in bulk. 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.

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*. 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.

The total revenue in 2022 from the CALM store was \$2,457.52.

CALM Press Cards

Any CALM member who would like a press card can reach out to CALM staff and provide 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.

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 after checking references regarding their translation work. The translation bank list is available on request.

Member support

The majority of CALM's 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.

Conferences

Mini conferences

Mini conferences returned in 2022. Participation in 2023 (which will be reported on in next year's Annual Report) has been touch-and-go and so CALM has decided to approach future mini conferences with caution. Key to a successful mini conference is the active participation of a host union.

St. John's

The first mini conference held since the emergence of COVID-19 was in St. John's in April 2022. This event had been delayed by two years due to the pandemic. It was a very big success, with more than 20 delegates from many different unions joining us at the NAPE office.

Toronto

In May 2022, CALM hosted a day-long videomaking and storyboarding conference. The presenter was Matt Loreto, an illustrator and animator who has done a lot of work with Ontario unions. Like the St. John's mini conference, we had to postpone this event for two years. This event was poorly attended with just five delegates present. Despite the low attendance, delegates all said they learned a lot and were glad they were there. CALM staff decided to livestream parts of the event to allow people to tune in from afar. Very few people did.

New York City

CALM and ILCA organized a first-ever joint mini conference in New York City to coincide with their labour day parade. This was a big success, with 18 delegates registered from CALM members all across Canada (and another 25 from the United States). The event featured stories about young people organizing retail and food service workplaces and skills-building workshops similar to a CALM conference. There was also a CALM delegation in the labour day parade and the parade hosts announced our delegation as we walked past.

This event proved to be a big success with one major drawback: it was extremely expensive for delegates to stay in Manhattan. The event itself was not very expensive: we charged Canadian delegates the same amount that we charge for any Canadian mini conference, but because it was hosted for free at the offices of the RWDSU in the heart of Manhattan, finding places to stay that didn't break the bank was difficult. Due to its success, we plan to host another cross-border event soon.

Victoria

In December 2022, CALM hosted a successful mini conference in Victoria. Nearly 40 delegates came from across Victoria, Vancouver and Yukon and participated in eight workshops. The event did not have a host union, but we partnered with a social enterprise coworking space that invited some of its members to participate and meet other CALM delegates. It was a very successful event.

Annual Conference

The 2022 annual conference took place at the Ramada Downtown Hotel in Calgary June 9-11. There were 70 delegates registered for the conference and 35 delegates registered for Advanced Communicators Day. Although the revenue was lower than pre-pandemic levels, the conference was an overall success. Delegates chose from 18 different workshops during the course of the conference, on topics covering campaigns, social media, writing, photography and videography. We also hosted two evening socials in downtown Calgary and fully attended awards banquet. The feedback was positive.

Webinars & Workshops

With the return of in-person events, CALM had still maintained online webinars.

[Here is a list of webinars offered in 2022:](#)

- **Tik Tok Part 1**
- **Tik Tok Part 2**
- **Campaign Case study: Not One Seat**
- **Untrucking the Freedom Convoy** (webinar and in person in Ottawa)

Workshops are recorded and made available to CALM members at calm.ca after the event. These workshops are free for members, and a small fee is charged for non-members. Very few unions decide to participate with a paid fee rather than joining the organization and getting delegate fees for free. We wanted the rate to be affordable but also high enough to act as an incentive for unions and organizations to join CALM.

Requested presentations

CALM staff presented the following workshops:

- **SEIU-West:** Deconstructing fake news and Canada's COVID-19 response (in person)
- **CUPE Alberta** - Media relations and media literacy (online)
- **UTCE:** Campaigns organizing and identifying fake news (in person)

- **PSAC post-secondary unions:** Anti-racism for white activists (online)
- **ETFO** - Campaign messaging (online)
- **CUPE Saskatchewan** - Using media to get out your message (online)

CALM staff held 11 virtual workshops in 2022, there was a slight drop in the number of requested workshops than in 2021.

Awards

The 2022 CALM Award winners were announced at the 2022 Annual Conference in Calgary. The continued impact of the pandemic had caught up to unions, and even fewer entries were received in 2022 than in 2021. In 2022, 33 unions submitted 254 entries to the awards program.

In 2022, the CALM Awards nomination period lasted for most of the month of March. Submissions this year continue to be impacted by a lower level of activity from members due to the pandemic. This year's judges were: Chuka Ejeckam (English writing), Suze Morrison (Design), Imani Busby (Online), Craig Needles (Broadcast) and Simon-Pierre Beaudet (French writing).

International

Throughout 2021, CALM maintained its relationship with our American counterpart, the International Labour Communicators Association. 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 additional charge.

The idea behind the joint mini conference was to bring some of CALM's more successful events to an American audience. Through co-organizing a mini conference, ILCA's board learned how easy it can be to bring together a smaller conference with targeted and focused skills.

Staffing

There were no staffing changes in 2022. 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 is presented to the membership at the Annual General Meeting. CALM's 2023 budget was approved in February 2023 by CALM's Executive Board.

Canadian Association of Labour Media		
Profit and Loss		
January - December 2022		
	Total \$	Budget \$
Revenue		
Membership Dues	130,224.50	117,000
Annual Conference Fees	44,547.50	50,000
Mini Conference Fees	15,000	10,699.39
Job Board	1050	300
Product Sales	2457.52	1,500
Interest Income	3061.52	700
Miscellaneous Income	3,154.17	500
Total Income	195,194.60	190,000

Canadian Association of Labour Media		
Profit and Loss		
January - December 2022		
	Total \$	Budget \$
EXPENSES		
Bank Charges	0	0
Processing Fees	50.29	100
Bookkeeping	366	240
Awards Expenses	1,854.94	1,700
Mini Conference Expenses	10,591.85	13,000
Annual Conference Expenses	39,250.97	35,500
Content	5,208.50	4,000
Product Inventory	2,747.92	0
Equipment and software	1680	200
Miscellaneous Expenses	52	50
Office Supplies	334.46	250
Postage, Mailing Service	367.56	200
Printing and Copying	102.93	400
Audit Fees	5,300	3,700
Internet & Office	900	900
Employer Payroll Expenses	10,194.37	9,300
Staff Per Diem	1,538.50	600
Staff Salaries	111,271.42	111,270
Telephone	394.55	400
Staff Travel	3,852.52	3,000
Website	841.18	1,000
Total Expenses	196,899.96	190,810
Net revenue	-1,705.36	-810

Canadian Association of Labour Media			
2023 Budget			
	\$		\$
Income		Operating Expenses	
Membership Dues	126,000	600 Bank fees	0
Conference Fees	52,000	602 Processing fees	100
Mini conference fees	16,000	604 Awards Expenses	2,200
Training Income	0	607 Mini Conference Expenses	12,000
Job Board	1,000	608 Annual Conference Expenses	37,000
Product Sales	2,000	609 Content	4,500
Webinars	250	610 Product Inventory	500
Interest Income	4,500	612 Equipment and software	800
Miscellaneous Income	500	618 Misc	50
		620 Office Supplies	250
		622 Postage, Mailing Service	400
Total Revenue	202,250	623 Telephone	400
		624 Printing and Copying	400
		625 Website	1,500
		631 Audit	4,500
		632 Bookkeeping	396
		641 Internet & Office	900
		642 Staff Salaries	118,202
		643 Employer related costs	10,751
		640 Staff Per Diem	1,500
		652 Staff Travel	5,500
		Total Operating Expenses	202,449
		Net Revenue	-199

Audit

CALM is audited each year by Chaplin and Co. The audit is completed at the time of writing this report and will be made available to the membership at the Annual General Meeting on June 3, 2023.

Executive

Most executive members were elected at the 2022 Annual General Meeting held in Calgary and each term is three years.

- **Tasia Brown** - President - (Public Service Alliance of Canada) Term 2022-2025
- **Brad Walchuk** - Treasurer - (CUPE 3906) Term 2021-2024
- **Chelsea Connor** (RWDSU) Term 2022-2025
- **Alexander Delorme** (AUPE) Term 2022-2025
- **Allan Fisher** (Unifor Local 88) Term 2022-2025
- **Craig Hadley** (OPSEU InSolidarity) Term 2022-2025
- **Emily Heikoop** (Unifor Local 5555) Term 2022-2025
- **Hamid Osman** (Unifor) Term 2022-2025
- **Hugh Pouliot** (CUPE) Term 2021-2024
- **Diane Shanner** (Unifor Local 1S) Term 2022-2025
- **Deborah Turner-Davis** (Yukon Employees' Union) Term 2022-2025
- **Thi Vu** (HEU) Term 2022-2025