



CANADIAN ASSOCIATION OF LABOUR MEDIA

2024 CALM ANNUAL REPORT

Submitted to the CALM Membership
Annual General Meeting – June 8, 2024

Edmonton, Alberta

Overview

The Canadian Association of Labour Media (CALM) has had another great year thanks to the excitement and energy of its more than 200 members. Last year, we held one annual conference, five mini-conferences in four provinces, published hundreds of job postings, and helped CALM members through hundreds of challenges.

2023 felt like a year of relative calm. Many union communicators were re-grouping after the pandemic, going back to basics or trying out new things. Political stability at the federal level meant that unions could focus more on provincial or territorial matters or collective bargaining. With two historic strikes, one from the Public Service Alliance of Canada (PSAC), and another through Quebec's Common Front (plus Quebec teachers and nurses' unions), last year workers hit a high watermark for strike actions. We are seeing some of that militancy continue as we head towards a federal election in 2025.

As for CALM, we also maintained an even keel. Our membership grew slightly, although inflation has cut into our revenues significantly. With conference fees straddling the old world of pre-2020 and the new world of an extremely high cost of living, CALM's Executive Board has been strategizing on how CALM remains as strong as possible in this uncertain financial world.

In this year's annual report, you will find a detailed summary of CALM's activities in 2023. 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 2024 CALM Annual General Meeting held in Edmonton, Alberta on June 8.

As we look towards next year, CALM's Executive 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,



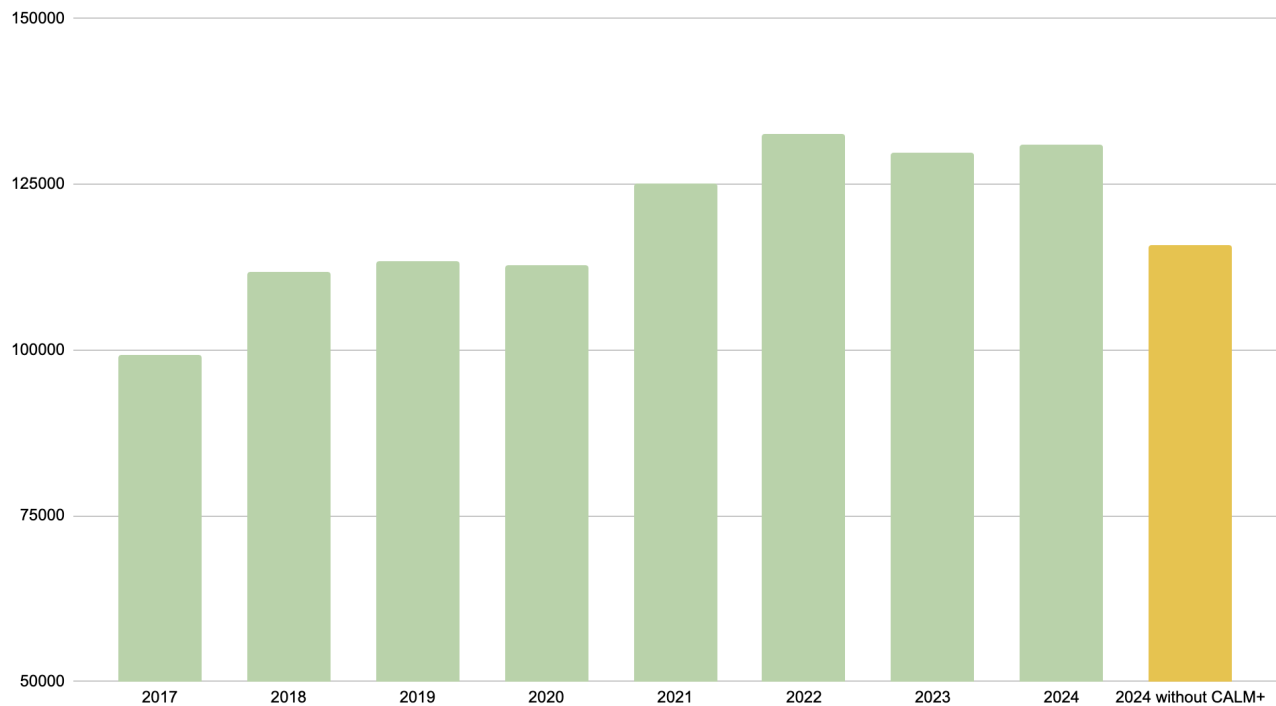
Tasia Brown
CALM President

Membership

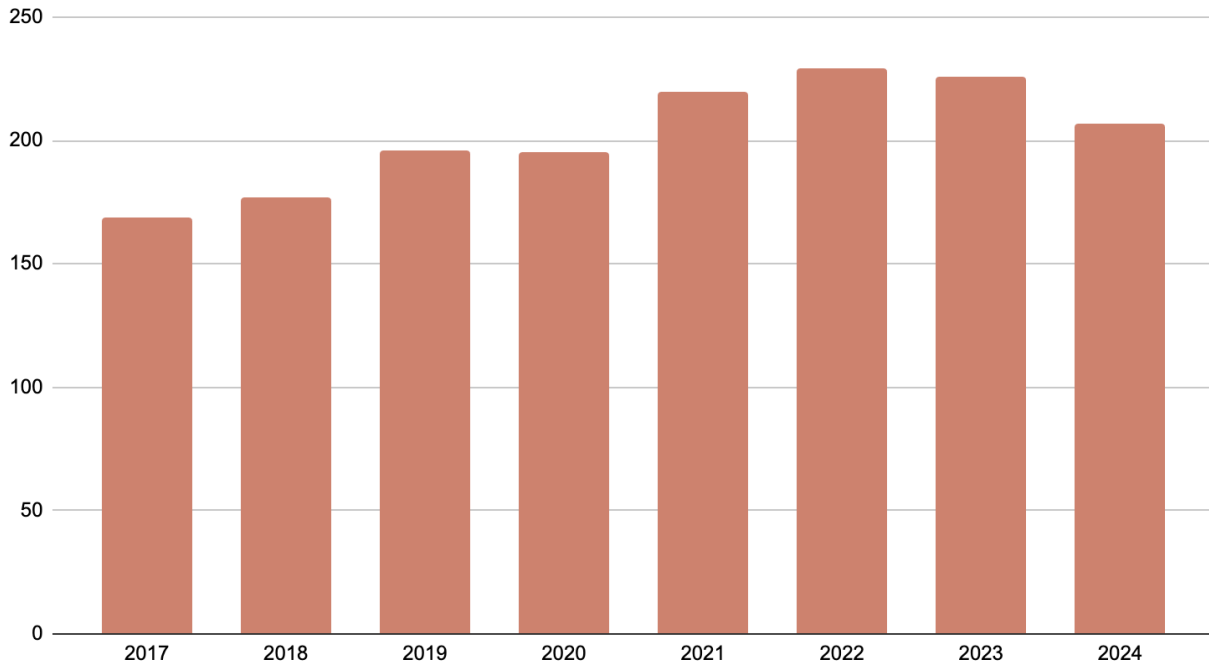
In 2023, there were 226 CALM members. This was a net decrease of three members from 2022 when CALM had reached a record-high membership number. As unions have returned to in-person events and face the same inflationary challenges as everyone else, we have seen an impact on CALM's membership numbers. While most unions that did not renew did not cite a reason for not renewing, nearly everyone who did communicate with CALM about why they chose not to renew their membership, the principal factor was budget pressure.

This report is up to date as of May 21, 2024, so the membership figure for 2024 is only a mid-year figure. You can see that CALM's membership dues gap from 2023 is primarily made of CALM+ dues, which represents delegate fees that CALM will not receive in 2024. More explained below.

CALM membership dues 2017-2024



CALM Membership 2017 - 2024



2023 Membership Highlights

Unions that joined in 2023:

CUPE Local 454
ACTRA National
Saskatoon and DLC
North Simcoe Muskoka & District
Labour Council
Union Cooperative UCI
OPSEU Local 116
Mitchell, Payton
Zuniga, Mabel Arellano
University of Waterloo Staff
Association
Federation of New Brunswick
Faculty Associations (FNBFA)
Association of Academic Staff
University of Alberta (AASUA)

Leftfield Digital
Motion Meetings (by Converso Inc.)
CEIRP
Alex Lisman
Patcheva, Alina
Conley Mosterd
Evans, Huw
Baru, Maxim
CUPE Local 2626
MUNSU
NB Media Coop
OECTA - Niagara Secondary Unit
COPE Local 491
COPE Local 550

Collectively, these members represent \$5822.5 in membership dues.

Unions that formally ceased membership in 2023:

Airline Central Lodge 2323 IAMAW
University of Toronto Faculty
Association
CUPE Local 1287
Unifor Local 199
CUPE Local 37
CUPW Vancouver Local
Unifor Local 2002

CUPE Local 561
Ontario Confederation of University
Faculty Associations
PSAC Local 555
Mainland N.S. Building and
Construction Trades Council
Workers' Action Network NL
Yukon Employees Union Local Y010
LIUNA Local 1611

Collectively, these unions paid \$5917.5 in membership dues.

Unions who did not pay 2023 dues but who did not formally cease membership:

OPSEU Local 317
CUPE Local 2977
CUPW Fredericton Local
OPSEU Local 629
CUPE Local 4967
CUPE Local 374

OSSTF D19 Occasional Teachers
Bargaining Unit
Pile Drivers, Divers, Bridge, Dock
and Wharf Builders Local 2404
Concordia Arts and Science Student
Association
ATU Local 113

Collectively, these unions paid \$2250 in membership dues.

2024 Membership Highlights

Unions who have joined CALM in 2024

Airline Central Lodge 2323 IAMAW
Bernier, Janice
CUPE 5536 - BC Harm Reduction
Workers
CUPE Local 998
CUPE Ontario Division
IBEW Local 254
Killham, Dave

LIUNA Local 3000
OPIRG Brock
OPSEU Local 238
Syndicat des spécialistes et
professionnels
d'Hydro-Québec-SCFP 4250
Unifor Local 2169
CUPW Vancouver Local

CUPE Local 3943
IAMAW Local 905
Ron Verzuh
Alanna King

STTNCSN
ETFO Waterloo
SK Medical Association
UNA Local 301

Collectively, these members represent \$8615 in membership dues.

Unions who formally ceased membership in 2024

ACTRA National
Canada's Building Trades Unions
CEIRP
CUPE B.C.
CUPE Local 1091
CUPE Local 1334
CUPE Local 403 / Langley Township
Canadian Labour Congress (CLC)
Municipal Workers
International Brotherhood of
Boilermakers

New Brunswick Union of Public and
Private Employees
PEI Union of Public Sector
Employees
Society of United Professionals -
IFPTE 160
Teamsters Local 213
Workers' Action Centre
MUNACA
Our Times Publishing
OECTA - Niagara Secondary Unit

Collectively, these members represent \$17,215 in membership dues.

Unions who have not yet paid for 2024

Association of Professors of the
University of Ottawa (APUO)
Baru, Maxim
Conley Mosterd
COPE Local 343
CUPE Local 116
CUPE Local 3903
CUPE Local 454
CUPE Local 947
CUPE-Vancouver Island District
Council
Macewan Staff Association
Metric

Mitchell, Payton
Operating Engineers Training
Institute of Manitoba
OPSEU Local 242 - Faculty Union at
MUNACA
Niagara College
OPSEU Local 558
Patcheva, Alina
Patti Dalton
Peterborough and District Labour
Council
Saskatoon and DLC
Unifor Local 10-B

Unifor Local 240
Unifor Local 433

United Way Labour Participation
University of Toronto Mississauga
Students' Union

Collectively, these members represent \$4,457.5 in membership dues.

The amount of money in lost membership dues from unions ceasing their membership is much higher than in past years due to the combination of the CLC and CUPE BC leaving the organization. Together, these two organizations represent nearly \$11,000 in membership dues lost to CALM. CALM's membership is fragile. With more than 80% of CALM members paying less than \$300 per year, large unions cause significant shockwaves when they decide to leave. As such, we implore representatives from large unions, federations and organizations to give CALM ample notice if they have decided to not renew their CALM membership.

Membership dues and CALM+

CALM has no inflationary increases built into its membership dues or conference fee rates. As a result, the sharp increase in our costs have had a negative impact on CALM's annual budget. This is most notable with the cost of running the annual conference, as costs have exploded, effectively pricing CALM out of Vancouver and Toronto as locations to hold an annual conference. Luckily, mini-conferences are not subject to the same forces and have remained cost effective to operate.

In September of 2023, CALM staff implemented a new dues structure that will allow members to opt into conferences with their membership dues. At this point, we have created five new levels of membership dues:

CALM regular rate + \$10,000 = 10 full conference seats + 10 mini-cons/yr

CALM regular rate + \$5,000 = 5 full conference seats + 5 mini-cons/yr

CALM regular rate + \$3,000 = 3 full conference seats and 3 mini-cons/yr

CALM regular rate + \$2,000 = 2 full conference seats and 2 mini-cons/yr

CALM regular rate + \$1,000 = 1 full conference seat and 1 mini-con/yr

CALM staff reached out to 87 members who are either larger members or who regularly attend events. We received \$17,000 from 13 unions that chose a CALM+ membership.

The benefit is that CALM+ provides stable revenue from members whose budget includes professional development money for conferences. Members don't need to pay tax on the dues as they are not specifically for conference attendance. CALM+ isn't straight revenue for CALM. Implicit in the fee are delegate fees that CALM isn't otherwise receiving, so while the CALM membership dues budget increased by \$17,000, the delegate fee revenue decreased by \$15,150.

Services and Content

Professional Development, Webinars and Workshops

In 2023, CALM hosted many online events. Participation in the online workshops wasn't great – rarely did we have more than 12 people and so we moved to doing these workshops for locals when requested.

The online workshops and webinars hosted in 2023 were:

- The State of Union Communications report launch
- Webinar: Fighting Far-right Extremism in Your Union
- Webinar: How to write, Part 1 with Nora Loreto
- Webinar: How to write, Part 2 with Nora Loreto
- Webinar: How to write, Part 3 with Nora Loreto
- Webinar: Managing your brand with Ethan Clarke

CALM staff have also presented the following workshops to CALM members. These workshops were presented both in-person and online:

- USW 1998 - Webinar: How to Write, Part 1
- USW 1998 - Webinar: How to Write, Part 2
- USW 1998 - Webinar: How to Write, Part 3
- MoveUP - Interviewing Techniques
- Muskoka and District Labour Council - Enough is Enough/OFL campaign
- MoveUP Leadership - Media relations
- Unifor Industry Council - How to Organize Workers Who Work from Home
- ETFO - Health & Safety Conference
- UUWA - Fake News
- Banff Public Library - Fake News

Mini-Conferences

February 9, 2023, London

April 21, 2023, Saskatoon

September 20, 2023, Calgary

September 28, 2023, St. Catharines

December 4, 2023, Vancouver

CALM hosted a mini-conference on February 9, 2023, in London at the Ontario Public Service Employees Union (OPSEU) regional office. The London mini-conference had 11 delegates attend. This event generated a revenue of \$77.36 thanks to Virginia Ridley living in London.

CALM hosted a mini-conference in Saskatoon on April 21, 2023, at the SEIU-West office. Low registration, plus a series of unfortunate events, including a family emergency and a late April snowstorm, prevented attendees from Regina from reaching Saskatoon. In the end, only CALM's Editor facilitated, plus three people fully attended along with a few SEIU staff members attending portions. One of the storm's cancelled delegates was able to join by Zoom. This mini-conference resulted in a loss of \$294.55.

The mini-conference in St. Catharines was held at Brock University. We had 27 registrants. The net revenue from that event was \$1,996.

CALM's Editor, Nora, had the opportunity to be in Alberta for a workshop in Banff so the Calgary mini-conference was planned to coincide on September 20. There were just two registrants as of September 5, so we decided to cancel a second workshop stream and have everyone do all four workshops together. It was hosted at the United Nurses of Alberta (UNA) office in Calgary and nearly all of our delegates were local. 21 people registered and attended. One of the presenters became ill right before the event, and Nora was able to quickly present a third workshop. Because this event was added to another event and hosted at a member's office, costs were very low. The net revenue for this event was \$2,472.

The Vancouver mini-conference was also a success. We had 34 people attend. It was hosted by MoveUP in Burnaby at their beautiful office space. There were two workshop streams and at least two delegates flew in from eastern Canada to attend. Together with ActionNetwork, we hosted a social event at the Union Cooperative Initiative in Chinatown and gave delegates the opportunity to hear

about this new cooperative organizing space and the radical labour history of Chinese workers. CALM netted \$3500 after this mini-conference.

Annual Conference

The 2023 CALM Annual Conference was held in Saint John in June. A total of 77 delegates initially registered for the event. However, there were cancellations from five delegates. In the end, there were 61 paid delegates. A series of Air Canada catastrophes made travelling to the conference extremely difficult for some delegates.

The conference was held at the Delta Hotel Saint John. The conference experimented with a new format for the first time in nearly a decade. Rather than starting the conference with a banquet on the Thursday night after Advanced Communicators Day, we held a welcome breakfast the morning after.

The schedule change was to prevent people from arriving late and leaving early. Normally, on the last day, the room is full of luggage and people slowly leave to catch transportation home, leaving a sad group of very few delegates at the end of the last day. Now, the conference ends with the awards banquet. This felt like a much more complete way to end the conference.

The other big change in 2023 was that we decided to start the conference later because we were in the Atlantic time zone. This was met with universal thanks. The conference hosted six workshop streams with three workshops running concurrently, plus a maker space for people to drop into. We heard a lot of feedback related to creating discussion spaces for delegates who work in similar union spaces (like large vs. small unions), or who do similar work (editors, photographers, etc.). CALM staff will be thinking through how to bring people together in different ways, in between the six workshop blocks, so that people can talk to one another and share ideas.

A brief outline of past net revenue is below. You will see that the \$4,479 loss compared to a historic net revenue from conferences has created a \$10,000 gap in the 2023 budget.

Year	City	Conf. Revenue	Conf. Expense	Net	Number of delegates	Revenue / delegate	Cost per delegate	Net / delegate
2016	Quebec City	\$61,067	\$52,008	\$9,059	84	\$727	\$619	\$108
2017	Toronto	\$54,424	\$43,537	\$10,887	85	\$640	\$512	\$128
2018	Halifax	\$55,926	\$41,736	\$14,190	87	\$643	\$480	\$163
2019	Winnipeg	\$50,332	\$38,111	\$12,221	79	\$637	\$482	\$155
2022	Calgary	\$44,288	\$39,517	\$4,771	70	\$633	\$565	\$68
2023	Saint John	\$41,547	\$46,141	-\$4,594	61	\$681	\$650	\$31

It's important to note that our losses are primarily tied to conference participation and not inflation. Our per-delegate costs have fluctuated since the 2016 conference in Quebec City (a particularly expensive conference per the table above) and have steadily increased since 2021. We know several people who didn't participate in 2023 because they were still concerned about COVID-19 so we do expect to see participation growing again. However, we still have a financial gap to recover. CALM has not adjusted our conference fees in eight years. CALM's Executive Board agreed to a slight fee increase for the 2024 CALM Annual Conference.

Job Board

CALM's Job Board remains one of our strongest services. CALM posted nearly 400 union jobs to its job board and the distribution list grew to more than 1000 progressive job seekers. Unions are increasingly posting job notices themselves, saving CALM staff a lot of work.

State of Union Communications

In May, we circulated the 2023 survey for the state of union communications survey. By August, we only had about 60 responses and trying to get more than that was extremely difficult. We took this to mean that people weren't interested in the project and so we put it on pause for the year. That saved \$2000. The Executive Board will discuss whether or not CALM should move to a survey every few years, or if this was something that was useful to do only once.

Awards

The 2023 CALM Award winners were announced at the 2023 CALM Annual Conference in Saint John. We received 281 entries from 36 members.

The CALM Awards nomination period lasted for most of the month of March. The judges were: Chuka Ejeckam (English writing), Suze Morrison (Design), Imani Busby (Online), Craig Needles (Broadcast) and Simon-Pierre Beaudet (French writing). The award ceremony was livestreamed and winners were announced on social media live.

CUPE National Convention

The CUPE National Convention was in Quebec City in October. CALM had a table due to the proximity to CALM's Editor. It was great to see many CALM members and to talk about membership to unaffiliated locals. Two CUPE locals joined at the CUPE Convention.

CALM staff are always gauging whether or not these kinds of activities are worth the time and money, and so if you have any feedback or ideas, please be in touch with staff.

ILCA Conference

From November 28 to December 1, CALM staff attended the 2023 International Labor Communications Association (ILCA) Convention in San Diego. It was their first national convention since November 2019. ILCA's convention was strongly modelled after the CALM annual conference and was a big success. CALM presented one workshop and presented the state of Canadian politics on one panel. Maintaining a strong relationship with our sister organization, ILCA continues to be of great importance for our organization. Additionally, while at the convention, we met with ILCA members who have previously attended CALM events and got to spend quality time with CALM members (MoveUP, OSSTF, and PEA) who were attending ILCA's convention.

Staffing

There were no staffing changes in 2023. CALM's Coordinator works 28 hours per week and CALM's Editor works 22 hours per week.

Finances

Budget

Each year, the CALM Executive Board 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			
2024 Budget			
	\$		\$
Revenue		Operating Expenses	
410 Membership Dues	144,000	600 Bank Charges	
414 Webinar Income	0	602 Processing Fees	100
415 Annual Conference Fees	47,000	603 Advertisement Expense	
416 Mini Conference Fees	8,000	604 Awards Expenses	2,200
418 Job Board	1,000	607 Mini-Conference Expenses	10,000
419 Product Sales	1,000	608 Annual Conference Expenses	47,000
440 Interest Income	5,835	609 Content	1,500
445 Miscellaneous Income	500	610 Product inventory	
Total Revenue	207,335	612 Equipment and software	2,500
		618 Miscellaneous Expenses	50
		620 Office Supplies	250
		622 Postage, Mailing Service	400
		623 Telephone	500
		624 Printing and Copying	300
		625 Website	2,500

		631 Audit Fees	4,500
		632 Bookkeeping	400
		641 Internet & Office	900
		642 Staff Salaries	118,202
		643 Employer Payroll Expenses	10,751
		645 Staff Per Diem	1,000
		652 Staff Travel	3,500
		Total Expenses	206,553

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 CALM Annual General Meeting on June 8, 2024.

CALM Executive Board

Most executive members were elected at the 2022 CALM 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 2022-2023
- **Hugh Pouliot** (CUPE) Term 2021-2024
- **Diane Shanner** (Unifor Local 1S) Term 2022-2025
- **Thi Vu** (HEU) Term 2022-2025

