



CANADIAN ASSOCIATION  
OF LABOUR MEDIA



CALM  
CON 2025

**Canadian Association  
of Labour Media  
Annual Conference**

St. John's 2025

**PROGRAM**

	THURSDAY	FRIDAY		SATURDAY	
8:00 AM		Breakfast and Registration		Breakfast	
8:30 AM					
9:00 AM	Breakfast and Registration for ACD participants	Welcome		Workshop 4	
9:30 AM		Workshop 1	Clinics		
10:00 AM	Advanced Communicators Day			Break	
10:30 AM		AGM & Comms Discussion			
				Break	
11:00 AM				Workshop 2	Clinics
11:30 AM					
12:00 PM					
12:30 PM	LUNCH	LUNCH		LUNCH	
1:00 PM					
1:30 PM	Advanced Communicators Day	Plenary	Clinics	Workshop 5	
2:00 PM					
2:30 PM		Break		Break	
3:00 PM					
3:30 PM		Workshop 3	Clinics	Workshop 6	
4:00 PM					
4:30 PM					
5:00 PM		Reception		Break	Headshot Booth
5:30 PM					
6:00 PM				Reception	
6:30 PM					
7:00 PM	Sandy and Nora Talk Politics Live Show with John Kameel Farah			Banquet/Awards	
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					
9:30 PM					

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# Dear delegates, Welcome to St. John's, Newfoundland and Labrador!

We're thrilled to welcome you to the annual CALM Conference, held for the first time in the incredible city of St. John's. The enthusiasm leading up to this year's gathering has been inspiring, and it's clear this event will be one to remember.

The CALM Conference is the cornerstone of our work: a chance to come together, share ideas, strengthen our skills, and build solidarity across the labour movement.

In a time marked by growing far-right politics and deepening inequality, our work as communicators and organizers is more essential than ever. Together, we'll explore how to shift narratives, challenge dominant messages, and push forward bold, progressive visions rooted in justice and solidarity.

This year, we're excited to build on our *Organizing Stream* workshops, aimed at bridging the gap between organizing and communications work. We're also digging into grassroots arts, crafts, and storytelling, recognizing the creative power we have to move hearts and minds.

Don't miss Thursday night's live podcast of the Sandy & Nora Talk Politics, and be sure to take in the many extra activities we've planned to make your time here enriching, memorable, and fun.

If you need anything while you're in St. John's, please don't hesitate to reach out.

**In solidarity,**

CALM Staff & Executive Board

# Important Contacts

**Nora Loreto***CALM Editor*

(581) 983-4397

**Anna Jover***CALM Coordinator*

(647) 926-7447

**Teuila Mau***CALM Digital Coordinator*

(613) 794-9171

**Tasia Brown***CALM President*

(613) 862-8262

**Delta St. John's:**120 New Gower St,  
St. John's, NL A1C 6K4  
(709) 739-6404**Taxi Service**City Wide Taxi  
(709) 722-7777

## Connect with CALM

**WiFi information:**

Login: CALM

Password: CALM2025

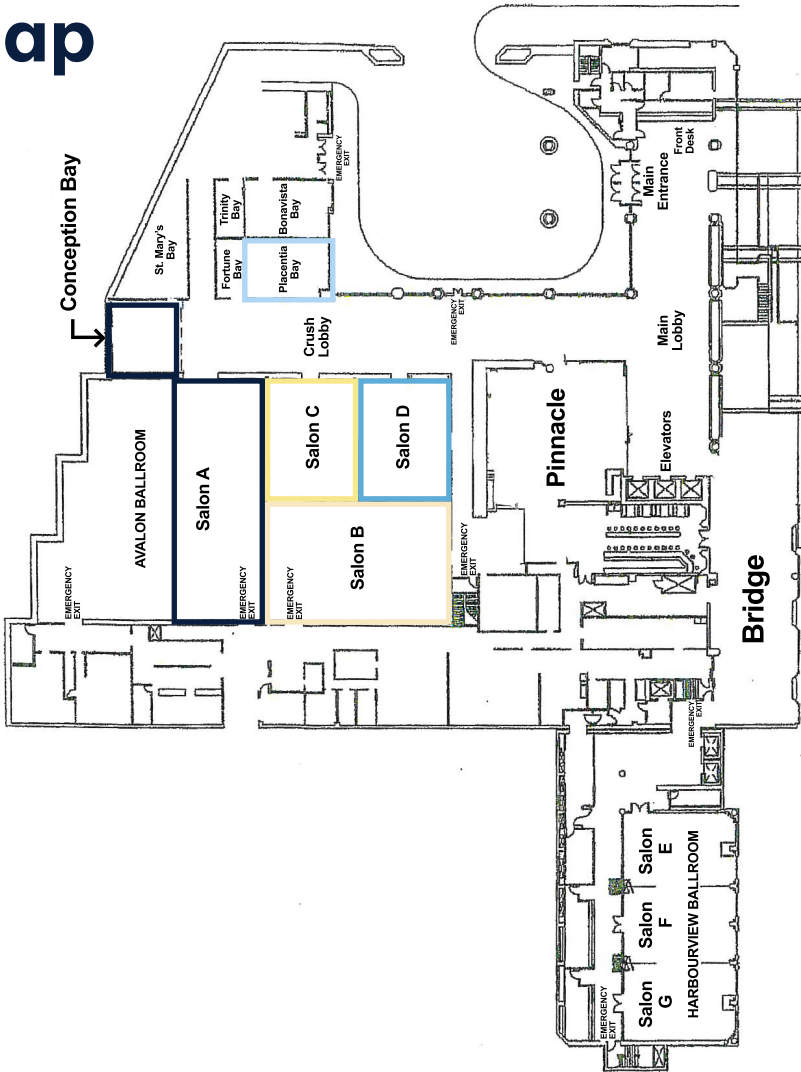
WiFi is open to all attendees

**Please send photos to [anna@calm.ca](mailto:anna@calm.ca)**

# City Map



# Hotel Map





# Agenda at a Glance

## WORKSHOP BLOCK 1 (FRIDAY, 9:30 AM)

Salon B	Running Engaging Online Meetings & Webinars
Salon C	Lobbying Tips from a Pro
Salon D	Stand-Up Comedy for Union Communicators
Placentia Bay	Photography Workflow and Digital Asset Management

## WORKSHOP BLOCK 2 (FRIDAY, 11:00 AM)

Salon B	Talk the Talk: My Go-To Keys for Structured Organizing Conversations and Communications
Salon C	Introduction to Interviewing Techniques
Salon D	Organizing Spectacle: Revisiting the 2016 Toronto Pride Parade Action by Black Lives Matter

## PLENARY (FRIDAY, 1:30 PM)

Salon A	Social Good Collective Initiative - Content Creators Are 'New Power', Ignoring Them Won't Change That
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### WORKSHOP BLOCK 3 (FRIDAY, 3:30 PM)

Salon B	Memes of Production
Salon C	A Hands-On Workshop in Linocut Carving for Social Change
Salon D	Mobilize by Design: Canva for Change-Makers
Placentia Bay	Workflow Management: Get Organized to Organize

### WORKSHOP BLOCK 4 (SATURDAY, 9:00AM)

Salon B	Reel Change: Smartphone Videography
Salon C	Spin, Strategy, and Solidarity: Crafting Communications for Elected Leaders
Salon D	Lessons from the Line
Placentia Bay	Microsites, Major Impact

### WORKSHOP BLOCK 5 (SATURDAY, 1:30PM)

Salon B	Understanding the Right-Wing Media Ecosystem
Salon C	Member-to-Member Conversations are the Solution to Enshittification
Placentia Bay	Outdoor Photography

### WORKSHOP BLOCK 6 (SATURDAY, 3:30PM)

Conception Bay	The Ins and Outs of Podcasting
Salon C	Digitally Different: Using Alternative Communication Tools in a Toxic Digital World
Salon D	Media Relations: Take Control of the Narrative

# **EXPANDED AGENDA**

THURSDAY JUNE 5, 2025

## ADVANCED COMMUNICATORS DAY

### Salon A

Effective storytelling at the heart of effective communications work. Hitting the right note with our audience will turn an ok campaign into an excellent campaign, but it takes skill and storycrafting to do this effectively. In this day-long workshop, delegates will learn how to tell their stories with humour, skits and song, in your own hand-made creation guided by veterans of the Newfoundland and Labrador musical theatre community.

Presenters: Jim Payne, Amelia Manuel, Bernardine Stapleton, Darryl Hopkins

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9:00 AM – 10:00AM

**Breakfast and Registration for Advanced Communicators Day Participants**

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10:00 AM – 4:00 PM (lunch included)

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7:00 PM

**Sandy and Nora Talk Politics Live featuring John Kameel Farah**

Enjoy a live taping of the popular political podcast Sandy and Nora, featuring a musical performance from Canadian-Palestinian musician John Kameel Farah. The event will take place in Salon A. Use your delegate pass to get into the show for free.

FRIDAY, JUNE 6, 2025

Salon A

8:00 AM – 9:00AM

**Breakfast  
Registration and swag table set-up**

The swag tables will be on display throughout the conference. Please only take items that are in abundance and leave the items that are few until the swag free-for-all at noon on Saturday, June 7, at which point you can take it all.

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Salon A

9:00 AM - 9:30 AM

**Welcome Plenary**

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Notes

9:30 AM - 11:00 AM | **Workshop Block 1**

**Salon B**

**Running Engaging Online Meetings & Webinars**

Presenter: Carl Mavromichalis

Learn how to effectively run online meetings and webinars for any group size, from small locals to large sectors. Whether you're planning a lunch-and-learn, seminar, or AGM, this workshop will teach you how to set up and manage remote meetings with ease—from the comfort of your own couch. Gain practical tips on organizing, hosting, and increasing member engagement in virtual spaces, ensuring your online meetings are just as impactful as in-person ones.

**Salon C**

**Lobbying Tips from a Pro**

Presenter: Michele Girash

Lobbying? Isn't that the shady practice of greedy corporations and self-interested ladder climbers? Or is it the essential part of a successful campaign and communications strategy focused on making change at the political level? Spend some time discussing what is – and what isn't – lobbying, what the rules are, and how to do it effectively within your great communications plan.

**Salon D****Punchlines with a Purpose: Stand-Up Comedy for Union Communicators**

Presenter: Josh Menchions

Discover how the art of stand-up comedy can sharpen your communication skills and captivate an audience. In this fun and interactive workshop, delegates will explore timing, joke structure, constructing your set, and storytelling—tools that can translate directly into more dynamic speeches, videos, and campaigns. This session will help you find your voice, own the stage, and maybe even land a few laughs while you're at it.

**Placentia Bay****Photography Workflow and Digital Asset Management (DAM)**

Presenter: Chris Noto

Dam! You've just shot 1,000 photos at an event, now what? This workshop will go over the steps of reviewing, selecting, and organizing your images efficiently. Learn how to quickly identify the best shots for immediate use on social media, while archiving the rest for future projects like magazines or advertising campaigns. We'll focus on using Adobe Bridge for importing and culling, but the concepts can be applied to Adobe Lightroom or similar software. We'll also cover ideas for managing your smartphone media, so all your assets stay organized and accessible. Perfect for communications staffers who have a growing pile of photos clogging up their computers and servers.

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Salon A

11:00 AM

Break

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11:00 AM - 12:30 PM | Workshop Block 2

Salon B

**Talk the Talk: My Go-To Keys for Structured Organizing Conversations and Communications**

Presenter: Angela Drew Kimelman

Whether it's setting the stage with a solid structure, keeping things clear and punchy, or reading the room like a pro — these are the tools I use to turn my PowerPoint slides into stories and ideas into impact. Communicating through an organizing lens is much like sales. You are “selling” the union life and the benefits a union could bring into someone’s life. It’s all about connection, flow, and a little flair to keep the workers tuned in and turned up to what you are sharing. You want to make an impact so workers can stand in their own power and share alongside you.

Notes



### Salon C

## **Introduction to Interviewing Techniques**

Presenter: Rhea Rollman

Interviewing skills are vital for both reporters and labour activists. Whether you're a journalist covering a story or a shop steward preparing to file a grievance, the effectiveness of your work will hinge heavily on your ability to conduct meaningful and substantive interviews. But what does that mean and how do you go about it? This workshop offers an introduction to interviewing techniques, exploring not just the mechanics of the process but also how to conduct respectful, sensitive and trauma-informed interviews.

### Salon D

## **Organizing Spectacle: Revisiting the 2016 Toronto Pride Parade Action by Black Lives Matter**

Presenter: Sandy Hudson

When Black Lives Matter stopped the Toronto Pride Parade, it set off an atomic bomb in Canada on debates about policing, safety, queer spaces and white supremacy. What Canadians saw on their screens that day was not spontaneous. It was the result of deliberate and intense organizing that culminated in a flawless action that not only looked good, but that instantly changed the way in which pride and policing was discussed in Canada. In this workshop, Sandy Hudson will talk about the behind the scenes debates and discussions that culminated in this action, and how organizers and communicators can plan to have maximum impact using style, fashion, colour and surprise.

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### Salon A

12:30 PM - 1:30 PM

### Lunch

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1:30 PM - 3:00 PM | **Plenary Discussion**

### Salon A

### **Social Good Collective - Urgent Strategy to Counter Disinformation, Apathy & Fascism in Canada**

Presenter: Samanta Krishnapillai

What works on social media right now? There is so much conflicting information, so many changes to different platforms, and the collapse of many of our stand-by platforms is pushing communications staff and volunteers into circles. Join us for a discussion about the state of social media platforms in 2025. Which ones are in, which ones are out, and from Meta to Substack to Twitter and beyond, how do we resist digital fascism? This is not a panel discussion: come prepared to talk about what is working at your local, what challenges you have and how your union is trying to get past these challenges. You don't have to have all the answers but collectively, we will discuss possible ways forward to deal with the current social media moment.

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**Salon A**

3:00 PM - 3:30 PM

Coffee break sponsored by Unifor Local 5555

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3:30 PM - 5:00 PM | **Workshop Block 3**

**Salon C****You've Walked the Line, Now Learn to Cut the Line: A Hands-On Workshop in Linocut Carving for Social Change**

Presenter: Laura O'Brien

No budget? No problem! Join us for a hands-on crash course in linocut carving, an easy, low-cost way to make bold prints with big impact. You'll learn to carve, ink, and press your own designs using nothing but a block, a blade, and your imagination. Got an old shirt, tote, or jacket collecting dust? Bring it! This is your chance to revive it with rebel messages and radical flair. Whether you're a seasoned activist or a curious beginner, come get crafty, get loud, and leave your mark.

**Salon B****Memes of production**

Presenter: Alexander Delorme

What are memes? They are more than funny cat pictures; they are the modern mechanisms by which we spread and strengthen ideas and beliefs. Join this workshop to learn how you can use memes to build solidarity in your union.

### Salon D

## **Mobilize by Design: A Canva Workshop for Change-Makers**

Presenter: Chelsea Connor

Design eye-catching posters, social media graphics, gifs, short videos and campaign materials, no design experience needed! This hands-on session will show you how to use Canva to create professional, effective visuals that grab attention and move people to action.

### Placentia Bay

## **Workflow Management: Get Organized to Organize**

Presenter: Elizabeth Bermann

Juggling multiple campaigns, comms deadlines, and member outreach? This session offers practical tools and strategies to manage your workload, collaborate effectively, and stay on top of tasks without burning out. Perfect for union staff and activists looking to bring more structure to the chaos.

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**5:00 PM - 6:00 PM**

## **Reception**

Hosted by Motion Meetings, an all-in-one voting and meeting system specifically designed for labour unions. Please join us for a drink and some appetizers following the conference workshops.

**SATURDAY, JUNE 7, 2025**

**Salon A**

**8:00 AM - 9:00 AM**

**Breakfast**

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**9:00 AM - 10:30 AM | Workshop Block 4**

**Salon B**

**Reel Change: Mobilizing the Labour Movement with Smartphone Videography**

Presenter: Anna Jover

Learn the basics on how to plan, shoot, and edit powerful videos using just your smartphone. This hands-on seminar is designed for union communicators and activists who want to tell compelling stories, amplify campaigns, and connect with members online. From quick filming tips to editing tricks using CapCut, you'll leave with practical skills to make your message stand out on social media.

Notes

### Salon C

## **Spin, Strategy, and Solidarity: Crafting Communications for Elected Leaders**

Presenter: Tasia Brown

Supporting elected leadership means more than drafting speeches or managing media—it's about amplifying their voice with authenticity, strategic foresight, and political savvy. This workshop offers practical tools and behind-the-scenes insights to help you build trust, align messaging, and deliver high-impact communications that make both your union and its elected leaders stand out. From social media branding to prepping for Parliament Hill, we'll dig into the real-world challenges – and rewards – of working closely with union leadership.

### Salon D

## **Lessons from the Line**

Presenter: Lou Arab

When CUPE education workers in Alberta took a stand, their message was clear and powerful. This session breaks down the communications strategy behind the CUPE strike: how they built public support, mobilized members, and challenged the government narrative through the media. Learn what worked and what can be applied to your next campaign.

Notes

### Placentia Bay

## **Microsites, Major Impact: Thinking Beyond Your Main Website**

Presenter: Teuila Mau

Your union's main website is important but it doesn't need to do all the heavy lifting. In this workshop, we'll explore purpose-driven landing pages and mini-sites that support your campaigns, events, and organizing efforts. Whether it's a one-stop-shop for a strike, a convention website, or even an in-depth learning hub, you'll learn all about effective digital spaces that rally support and deliver key information. No tech degree required—just bring your campaign goals and your creativity!

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**10:30 AM - 11:00 AM**

### **Coffee Break**

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### Salon A

**11:00 AM - 12:30 PM**

## **CALM Annual General Meeting**

CALM's membership meets once annually as part of the conference. The agenda can be found at the end of this booklet. This meeting will be available for online participation as well thanks to Converso ([www.converso.co](http://www.converso.co)).

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**Salon A**

12:30 PM - 1:30 PM

**Lunch**

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1:30 PM - 3:00 PM | **Workshop Block 5**

**Salon B****Understanding the Right-Wing Media Ecosystem**

Presenter: Samanta Krishnapillai

In a recent analysis of social media influence, the far right stood out as being the most connected and networked group online. What does this mean for political discourse and how can we resist the influence that these groups have? In this workshop, Samanta Krishnapillai will explain these trends and show tools that you can use to create more space online for leftwing analysis.

**Salon C****Member-to-Member Conversations are the Solution to Enshittification**

Presenter: Ethan Clarke

Facebook is a ghost town, Twitter is a neo-facist hellscape, email doesn't get the response it once did, and if you send text messages to members, they swear at you. How are we supposed to get the word out in this new digital age? It's time to build our capacity to communicate with members... and build the union's strength! This interactive workshop will explore what a member-to-member communication network can look like and how to build one for your union, using real-world examples from the postal workers, the Ontario education workers, and Starbucks United.



**Placentia Bay****Light, Streets, and Stories: Outdoor Photography Tools to Bring Your Photos to Life**

Presenter: Ritchie Perez

Join local photographer Ritchie Perez for a casual and creative photo walk through downtown St. John's. Discover hidden gems, iconic views, and the stories that unfold on the streets while picking up tips and insights on street photography along the way. Bring your camera and wear comfy shoes!

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**Salon A**

3:00 PM - 3:30 PM

**Coffee Break**

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3:30 PM - 5:00 PM | **Workshop Block 6**

**Conception Bay****The Ins and Outs of Podcasting**

Presenter: Nora Loreto

Always wanted to start a podcast but never knew how to do it? Or does your union have a podcast but the sound quality is yeeessshh and the topics are a bit yaaarrg? In this workshop, Nora Loreto will go through both the technical and content sides of podcasting — from how to make your sound sound as good as possible, to how to map out a season of episodes — all for as little money as possible.

### Salon C

## **Digitally Different: Using Alternative Communication Tools in a Toxic Digital World**

Presenter: Jason Alward

In an ever increasing landscape where content is king and certain actors control our digital data and tools, we look at how we got here and how we can think differently when it comes to what we use to communicate.

### Salon D

## **Media Relations: Take Control of the Narrative**

Presenter: Chelsea Connor

The media won't tell our stories unless we work with them. This workshop will show you how to pitch powerful stories, speak to journalists with confidence, and push back against corporate spin. Learn how to use the media as a tool to build power, shape public opinion, and amplify the voices of working people.

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**5:00 PM - 7:00 PM**

## **Headshot Booth**

Delegates are welcome to get headshots taken by our event photographer, Daniel Smith, in the conference area. Headshots will be taken on a first come, first served basis and will be sent to delegates after the event.

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5:00 PM – 6:00 PM

**Break**

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Salon A

6:00 PM - 6:45 PM

**Reception hosted by Union Communications**

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Salon A

7:00 PM

**2025 CALM Awards Banquet**

The 2025 CALM Awards honour the best in labour communications.

Notes

# **PRESENTER BIOS**

### **Alexander Delorme**

Alexander Delorme is a Communications Officer with the Alberta Union of Provincial Employees, western Canada's largest union. Their approach to union communications is fueled by a pessimistic intellect, an optimistic will, and a passion for bringing our battles back to the shop floor. Prior to their work with AUPE, they worked in the Government of Alberta, local journalism, as well as organizing and managing numerous election campaigns.

### **Amelia Manuel**

Amelia Manuel is a dynamic performer and creator from Clarenville, Newfoundland and Labrador. An actor and singer for over 25 years throughout Canada, she brings powerful versatility to both stage and screen. On screen, Amelia has appeared in critically acclaimed films such as Hunting Pignut, Black Conflux, Sweetland, and The King Tide. Her television credits include Astrid and Lilly Save the World, SurrealEstate, and Hudson & Rex.

### **Angela Drew Kimelman**

Angela has been with Unifor for 2 years and was the lead organizer on the historic Walmart campaign. She is the community chapters liaison and the communications representative for the organizing department. Her background is in broadcast journalism and prior to coming on staff at Unifor, she worked for 24 years as a video editor for Rogers Sportsnet. Angela has lots to share on how to effectively communicate through an organizing lens.

### **Anna Jover**

Born in Barcelona (Catalonia, Spain), Anna is a journalist and filmmaker. She previously worked for the Catalan Public Broadcasting Corporation (TV3) and, after moving to Canada, became the in-house videographer for OPSEU/SEFPO. For the past twelve years, she has produced video content supporting the union's political education and organizing campaigns.

### **Bernardine Stapleton**

Bernardine is a playwright, author, skit-artist, and actor. She was born in North West River, Labrador and grew up on the south coast of Newfoundland. She is one of Newfoundland and Labrador's most prominent theatre artists and cultural leaders. She is a Siminovitch Playwright Prize finalist, as well as being the recipient of the Rhonda Payne Award for Theatre. She is the Artistic Director of Girl Power Inc. an indie feminist theatre company devoted to championing the unique landscape of NL, and to advocating queer and gender equity.

### **Carl Mavromichalis**

Carl Mavromichalis is a communications and stakeholder engagement expert with over 25 years of experience in communications, research and public affairs. He founded Converso, a virtual meetings and communications consultancy, in 2016 following nearly 20 years of working in various sectors and roles.

### **Chelsea Connor**

Chelsea Connor has served as the Director of Communications and Media Relations for the Retail, Wholesale and Department Store Union (RWDSU) in the United States since 2017. Chelsea also serves as the President of CALM's sister organization; the International Labor Communications Association (ILCA).

### **Chris Noto**

Chris Noto is a Communications Coordinator at United Food and Commercial Workers (UFCW) Local 832 with over 20 years of experience in visual communications. Before joining the labour movement in 2016, Chris worked with the Manitoba Provincial Government and supported NDP MLAs on a wide variety of communications projects. Today, in his role at UFCW 832, Chris is rarely seen without his camera at union rallies or on the picket line. Back at the office, he manages media relations, supports the organizing department, and supports the negotiators during major bargaining updates and strike actions.

**Darryl Hopkins**

Darryl Hopkins is an actor & musician from Mount Pearl, NL. He holds a BFA from SWGC (MUN) where he received the Tommy Sexton Award in 2002. Hopkins spent the following decade touring and performing Robert Chafe's "Tempting Providence" to over 120,000 people on 3 continents. He was awarded Best Actor in a Short Film from both the Monaco International Film Fest (2017) & the Social World Film Fest (2018) for his performance in Noel Harris' short film, Touch. Most recently he played opposite Malcolm McDowell in the season 4 finale of CBC's "Son of a Critch". Hopkins is also working on a new album of original songs under the moniker Avalon Stanley. You can find some of his previous music online at [www.avalonstanley.com](http://www.avalonstanley.com).

**Elizabeth Berman**

Elizabeth Berman is an editor by training but a web designer at heart. Throughout her career in politics, non-profits and unions, she has worked at the intersection of communications and technology. She has managed teams of graphic designers, writers, PR pros, and social media experts. She loves using project management platforms to bring order to the chaos that comms teams often face. Nothing makes her happier than a beautifully organized Asana board, which she has used to streamline complicated email programs and launch content-rich websites. Elizabeth is currently the Senior Communications Officer at the Canadian Association of University Teachers.

**Ethan Clarke**

Ethan is a strategic organizer and project planner with two decades of experience in the labour movement. He founded Campaign Gears Ltd. in 2012, combining the fight for social justice with a passion for digital technology (he loves making databases, he admits it). Ethan served as Campaign Strategist for the Canadian Union of Postal Workers from 2022 to 2024. Before Campaign Gears, Ethan was the Organizing Director of a national union, overseeing several large, successful organizing drives. He came to that position after serving as the union's Community Organizer and Organizing Coordinator.

### **Jason Alward**

Originally from New Brunswick, Jason Alward developed an interest in visual communication early on. To advance his knowledge he attended the Visual Communications course at Holland College in Charlottetown, Prince Edward Island. Taking this base education in graphic design, he expanded it beyond print to include web, multimedia, video and audio production. In his early career, he worked with both small and large advertising agencies including BBDO and Grey Advertising. It was in 2011 Jason entered the world of social and labour rights activism. From 2011 to 2016, he was the graphic artist for the Ontario Public Service Employees Union providing print, web, and social media services for its 140,000 members.

### **Jim Payne**

From Notre Dame Bay, Newfoundland, Jim Payne is a singer, storyteller, actor, writer, step dancer, and teacher of traditional dance, as well as a multi-instrumentalist who has been a full time professional artist for over 40 years. A leading performer and collector of NL traditional music, Jim is one of the province's most prolific songwriters, creating musical mosaics of life in this province for theatre, documentaries and videos. He has performed extensively on radio and television in Canada and abroad, played major festivals throughout North America, Europe, Japan and Australia, and represented Canada at international events in several parts of the world.

### **Josh Menchions**

Josh Menchions is a dynamic comedian, accessibility advocate, and leader in Newfoundland and Labrador's arts community. Since starting his comedy career in 2018, he has brought humor to the forefront of accessibility awareness, using his performances to engage audiences with his unique perspective. Josh is the founder of Standup NFLD, an initiative launched in 2024 to organize and expand Newfoundland's comedy scene, making it easier for audiences to find shows and for comedians to connect with their community. His weekly show, Last Minute Comedy, has become a local staple, known for showcasing both established and emerging talent.



**Laura O'Brien**

Laura is an award winning Graphic Artist who currently works with an outstanding team at OPSEU/SEFPO (The Ontario Public Service Employees Union) in the Political Action and Education Department. A true Islander, Laura is "Grace Baby" originally from St. John's, Newfoundland. She holds a degree in English from Memorial University of Newfoundland (specializing in Canadian Lit.) and is a graduate from the Visual Communications Program at Holland College in Prince Edward Island. With 25 years' experience as a "MadMan" working in the ad, multi-media, and marketing landscape she has touched upon virtually all aspects of the communications spectrum.

**Lou Arab**

Lou Arab is a Communications Representative for CUPE working in Edmonton responsible for Alberta locals and WestJet. He's been with CUPE for 21 years. Over his time at CUPE, he's worked on multiple strikes, lockouts, member engagement campaigns, and on line actions. He has experience handling crisis communications, media relations, advertising campaigns and social media strategies. Lou is also a seasoned political activist who's done almost every job in politics, (except candidate). He likes dogs and has no hobbies or interests.

**Michele Girash**

Michele Girash is currently the Acting Director of Communications, Human Rights and Education at the Public Service Alliance of Canada. She is a veteran community development and campaign organizer. Originally planning on a career in research science in perinatal physiology, Michele came to discover her flair for organizing while fighting to ensure that health and safety standards applied to graduate students in university laboratories. The move to women's health activism soon followed. A post-degree certificate in Health Promotion and Evaluation with an emphasis on Social Marketing provided the stepping stones to a career that has included: being the Director of the Midwifery Task Force of Ontario, as the Northern Ontario manager for the Canadian Breast Cancer Foundation; as an instructor in Social Marketing at Nipissing University, and placement

supervisor in Health Promotion at Laurentian University; as a political organizer and campaign manager at the provincial and national levels; and most recently in various roles at PSAC focused on campaigns and political action.

### **Nora Loreto**

Nora Loreto has been CALM's editor since 2015. Nora is also a freelance journalist and podcaster. She is the author of five books about politics, social movements and Canada's economy. Nora is the president of the Canadian Freelance Union, the chairperson of the Canadian Centre for Policy Alternatives and active in local solidarity struggles. Originally from Ontario, Nora resides in Quebec City.

### **Rhea Rollman**

Rhea Rollmann (she/her) is an award-winning journalist, writer and audio producer based in St. John's, NL, and is the author of *A Queer History of Newfoundland* (Engen Books, 2023). She's a founding editor of *The Independent NL* and her journalism has appeared in *Briarpatch Magazine*, *CBC*, *Xtra Magazine*, *Chatelaine*, *PopMatters*, *Riddle Fence*, *Macleans* and more. Her academic work has been published in the *Journal of Gender Studies*, *Labor Studies Journal*, *Canadian Woman Studies*, *Journal of Work and Society*, *Canadian Theatre Review*, *Canadian Review of Sociology*, *Screen Bodies* and elsewhere.

### **Ritche Perez**

Ritche Perez, born in Sukkot, Paranaque, Philippines, moved to St. John's, Newfoundland, Canada, in 1977. He is a skilled photographer and graphic designer, currently a Multimedia Specialist at Memorial University, with experience in website firms and advertising agencies. Additionally, Ritche is a musician and songwriter, having played in several alternative rock bands and currently performing with Xia 3. He travels to the Philippines to reconnect with his roots, focusing on street photography that addresses social issues. Ritche's youth is featured in the show "Son of a Critch." For his work, visit [www.inbetweenendays.ca](http://www.inbetweenendays.ca)

**Samanta Krishnapillai**

Samanta Krishnapillai is a Narrative Strategist, Cultural Placemaker and Systems Design Architect. A first-generation Tamil-Canadian, her work is shaped by both lived experience and formal expertise in health equity, trauma-informed care, and systems change. She blends sharp cultural foresight with bold, human-centered storytelling, designing interventions that move people from passive awareness to real engagement. Samanta challenges the status quo with compassion and clarity, rejecting performative activism in favour of tangible impact—rewriting narratives, mobilizing communities, and creating the conditions for lasting systemic change.

**Sandy Hudson**

Sandy Hudson is a writer, activist, and multidisciplinary creative known for inspiring bold visions of justice and equity. She is the founder of Black Lives Matter–Canada and co-founder of the Black Legal Action Centre, offering legal support for Black communities in Ontario. Sandy is Co-Executive Producer of the CBC documentary *Black Life: A Canadian History*, Director of Strategic Planning at Wildseed Centre for Art & Activism, and a partner at Above the Palace Productions. She co-hosts the Sandy and Nora Talk Politics podcast and is the co-author of the best-selling anthology *Until We Are Free*. Her work has been featured in the *New York Times*, *Washington Post*, *Maclean's*, and more. She is a sought-after speaker on topics including anti-Black racism, feminism, and cultural transformation. With a JD from UCLA and an MA in Social Justice Education from the University of Toronto, Sandy blends intellectual rigour with a passion for the arts to drive meaningful change.



### **Tasia Brown**

Tasia Brown is a seasoned communications strategist with over a decade of experience in the Canadian labour movement. She currently serves as Senior Advisor to the National President of the Public Service Alliance of Canada (PSAC), the country's largest federal public sector union. Since joining PSAC in 2011, Tasia has held several roles spanning labour education, human rights, government relations, and political strategy. In 2015, she became a National Communications Officer, leading high-profile national campaigns, and later transitioned to PSAC's executive office as a Political Advisor in 2021. In addition to her work at PSAC, Tasia is President of the Canadian Association of Labour Media (CALM) and serves on Carleton University's Work and Labour Advisory Board.

### **Teuila Mau**

With a background in web design and digital marketing, Teuila has been putting her tech skills to good use by working with and supporting small businesses, unions, and not-for-profits across the country. Teuila is driven by a passion for making tech easy to understand and accessible for all. She is a Canada Learning Code mentor and was recently named one of Women Who Code's 100 Technologists to Watch.

Notes

The background is a solid blue color. In the bottom-left corner, there are several overlapping, semi-transparent light blue geometric shapes, including triangles and polygons, creating a modern, abstract design.

# **2025 CALM AWARDS JUDGES**

## ENGLISH WRITING CATEGORIES

### Chelsea Vowel

Chelsea Vowel (BEd, LLB, MA) is Métis from manitow-sâkahikan (Lac Ste. Anne) Alberta, residing in amiskwacîwâskahikan (Edmonton). Chelsea is a queer, disabled, nêhiyawêwin (Cree) language instructor, public intellectual, writer, and activist educator whose work intersects language, gender, Métis self-determination, futurisms, and resurgence.

## LES CATÉGORIES ÉCRITS EN FRANÇAIS

### Antoine Casgrain

Antoine Casgrain est conseiller syndical à la Centrale des syndicats du Québec. Il a été conseiller à la recherche pour Québec solidaire de 2015 à 2024.

## ONLINE CATEGORIES

### Chris Lawson

Chris Lawson designed his first website for a national union in 1997. No, he's not going to show it to you. His career as a union communicator spanned 24 years and a series of acronyms, including some time spent as CALM's president. He headed out on his own as a digital communications consultant in 2016 where he's been building websites and helping with strategy for a variety of non-profit, civil society clients including unions, environmental groups, archaeologists, a city councillor and two orchestras. He lives in Ottawa.

## DESIGN CATEGORIES

### Ritche Perez

Ritche Perez, born in Sukkot, Paranaque, Philippines, moved to St. John's, Newfoundland, Canada, in 1977. He is a skilled photographer and graphic designer, currently a Multimedia Specialist at Memorial University, with experience in website firms and advertising agencies. Additionally, Ritche is a musician and songwriter, having played in several alternative rock bands and currently performing with Xia 3. He travels to the Philippines to reconnect with his roots, focusing on street photography that addresses social issues. Ritche's youth is featured in the show "Son of a Critch." For his work, visit [www.inbetweendays.ca](http://www.inbetweendays.ca).

## BROADCAST CATEGORIES

### Ahmar Khan

Ahmar Khan is a freelance journalist and digital strategist. Ahmar has worked for all the major broadcasters, reporting for television, radio, and digital media for nine years. He has worked in Ottawa, Winnipeg, Vancouver, Victoria, Kamloops, and Toronto newsrooms. Khan's coverage focuses on issues surrounding vulnerable people, racialized communities and politics.



# Annual General Meeting

**Canadian Association of Labour Media**

June 7, 2025 | St. John's, Newfoundland

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## AGENDA

1. Call to order
2. Introduction of the board and staff
3. Minutes from the previous AGM

Be it resolved that the minutes from the 2024 CALM AGM be approved

4. Presentation of the Annual Report
5. Financial update

Be it resolved that the 2024 financial statements be accepted

Be it resolved that Chaplin and Co. be appointed CALM's auditors for 2025

6. Bylaw amendments
7. Election of the CALM Board
8. Adjournment

Notes

**The Canadian Association of Labour Media provides training, news and online services to a network of union activists and editors. We aim to strengthen the labour movement by building media literacy.**

**The major affiliates of the Canadian Labour Congress set up CALM in 1976.**

**Learn more at [calm.ca](https://calm.ca)**



CANADIAN ASSOCIATION  
OF LABOUR MEDIA



CALM  
CON 2025

**Canadian Association  
of Labour Media  
Annual Conference**

St. John's 2025

**PROGRAM**