

## **CFU Executive meeting**

Wednesday, May 18, 2 p.m. ET

Present: Leslie, Ethan, Nora, Suzanne, Roxanne

Regrets: Jamie, David

Serving as secretary: All during the meeting

## **APPROVAL OF THE AGENDA**

M/S/Carried

## **APPROVAL OF THE MINUTES** (via Slack)

April 14, 2016 ([https://docs.google.com/document/d/1aXRGuzfaV54-4U77r5LMCkpK9EH\\_R0\\_tQ7TVgUbggA/edit](https://docs.google.com/document/d/1aXRGuzfaV54-4U77r5LMCkpK9EH_R0_tQ7TVgUbggA/edit))

M/S/Carried

## **BUSINESS ARISING FROM THE MINUTES**

- Media Council follow up: CFU joining the council / media policy / standards rates / Journalism Is in Edmonton
  - **Nora suggested that these issues should be separated for future meetings so that we can follow up with the points that need follow up.**
- Hiring a staff person (see [Google doc](#))
  - We will ask members to if they'd like to volunteer on a hiring committee
- New design and coding for the website (Suzanne)
  - Working on it
- Short-term deposit of \$40,000 to the credit union (Trevor)
  - Working on it
- A Google app for mail redirection @ \$5/month/exec. Member (Ethan)
  - Working on it
- Putting out a call for translators (Suzanne)
  - Working on it

## **REPORTS**

### **President's report**

- Interviewed by Unifor staff person Mark Cameron for Co-op Radio's *Union Made* on the International Day of Mourning.
- Spoke at the Media in Crisis event in Vancouver; posted David's blog piece
- Correspondence and phone calls with members, potential members

### **Vice President's report**

- Attended the Canadian Association of Labour media conference in Quebec City as a participant and workshop lead
- Attended the Labour Start conference in Toronto

### **Treasurer's report**

- Just under \$73,900 in bank account, with another \$1600 coming from PayPal within the next few days.
- We're in a bit of a revenue slump, which is pretty normal for the fall/winter renewal process that's in effect for most members.
- For reference: Budget  
[https://docs.google.com/spreadsheets/d/1ZXbekXNFOCHH544RiFafYsXJE6YCAv8C5J4DRuXmN\\_c/edit#gid=0](https://docs.google.com/spreadsheets/d/1ZXbekXNFOCHH544RiFafYsXJE6YCAv8C5J4DRuXmN_c/edit#gid=0)

## INITIATIVES

### Political Action

- **Nora will send out correspondence to our members about our letter from the Minister of Labour**

### Communications

- Members' copyright stories — Nora said she wasn't sure about whether people replied and talked about CFU's long-standing interest in copyright issues.

### Education

- CFU member and cartoonist Nicole Burton has presented a proposal to Leslie to have her company [adastra comix](#) create a comic for CFU talking about what the union does and why it's important to join. She says the value of such a service is \$800 to \$1,000. (more info at the end of this agenda)
  - **Leslie will write to Nicole explaining our policy re. paid work.**
- Leslie suggests the next webinar deal with copyright issues.

### Growth

- **The executive will commit to calling the expired members. One of us will make two hours of calls each week. We'll take turns and record the responses in NB. Ethan will provide further information on Slack.**

## ORGANIZING

- (as of May 16) 243 members (-14 from last month), 1 grace period (same), 136 expired (+25)
  - BC: 54 (-3 from last month)
  - Prairies: 18 (same)
  - ON: 120 (-6)
  - QC: 29 (+1)
  - ATL: 20 (-6)
  - Outside Canada: 2
- Roxanne reported that a natural winding down is occurring with organizers' changing circumstances and we can take the next few weeks to think about what worked and what didn't so that we can resume our organizing efforts in the fall.

## REGIONS

### Atlantic

- Holding Steady on the Picket Line with the HTU! 118 days and counting.

- CFU member Suzanne McNeil now president of the Halifax-Dartmouth District Labour Council!
- We've contacted the Nova Scotia Federation of Labour about a presentation to their executive. Probably in June, maybe July.
- Fredericton has 5 members, and they want to talk to atlantic rep and Rebecca about holding an event.
- Organizing plans for May didn't work out, but Trevor and Rebecca are moving ahead for June events.

### Quebec

- Nothing to report at this time.

### Ontario

- Nothing to report at this time.

### Prairies

- Helped prepare demand letters for two members who were having trouble getting paid.
- Successfully intervened in a copyright dispute on behalf of a member who was in a disagreement with their publisher over reproduction rights.
- Sam Power organized the first pub night for the Prairies region in Edmonton.
- Working with the Unifor office on sample contracts to help freelancers create their own agreements or contracts for use in their work.
- Developing a training package on copyright in Canada for a webinar on this later in the year.
- Issued two more press cards for members this month.
- Have welcomed three new members to the Prairies region this month.
- Still working to get two members credentials recognized to get them access to theatre productions for review.
- Planning a co-working event in Calgary this summer.
- And finally, to show that Alberta and Quebec can get along, Nora and I are developing a freelancer policy document for Media Council.

### BC

- Assisted irrepresible Prairies rep Jamie Parkinson with copyright letter to assist a B.C. member chagrined at his editors lack of understanding and lack of respect for copyright.
- Attended Derrick O'Keefe's Media in Crisis event in Vancouver. Derrick pulled in a group of interesting speakers which prompted good involvement from the 25 or so participants.
- Wrote up a rough blog and took some photos of event, which other CFUers were good enough to edit and post while I was beyond the reach of 21st century communications. Thanks to my sisters and brothers.

### NEW BUSINESS

- Unifor's national conference is in Ottawa from Aug. 22-26. CFU could hand out info at the organizing table. Who wants to go?
  - **A number of executive board members are interested.**
  - **Interested members should signal their interest to Leslie before the next meeting and Leslie and Nora will coordinate a vote on Slack to enable the participation of all executive members.**
- Should we have a conversation with Andrew Cash? (Ethan)

- **Ethan will invite Andrew to join us for our June 15th executive board meeting**
- **Nora will make a first draft for the agenda**
- Should we have a position on co-hosting events as was done with Ricochet in Montreal?
  - **The Montreal event was a success.**
  - **There were concerns raised about working with a group that isn't unionized with CFU and that there's a broader issue to contend with.**
  - **Toronto-area exec representatives will determine whether to go ahead with a Toronto co-work**
  - **Nora will draft a policy about engaging in partnerships for the executive to consider.**
- April 2015 directory of CFU members available for work was handed out at CALM and was well received. Document is now on our Google drive. Should it be updated?
  - **An email will be sent to invite members to fill out their directory details in advance of the Unifor convention in August.**
  - **We will make sure the new website theme allows a printed version of the membership directory so we can just print it off as necessary.**

## **REGULARLY SCHEDULED MEETINGS**

(All meetings the 3<sup>rd</sup> Wednesday at 2 p.m. ET)

June 15

July 20

August 17

September 21

**ADJOURNMENT at 4:23pm**

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### **Nicole Burton's cartoon proposal:**

*On Apr 30, 2016, at 11:12 AM, Nicole Burton <nicolemarieburton@gmail.com> wrote:*

Hi Leslie,

I hope all is well! Hugh and I are now back in Ottawa, moving into a new home/office, and setting our sights on Summer work.

We have been discussing the possibility of making a comic for the CFU. Here are our thoughts...

The Canadian Freelancer's Union is, of course, not a typical union. This works to advantage when recruiting because millenials, who are much more likely to be freelancers, are often suspicious of traditional unions. Still, persuading people to join the CFU hinges on two things:

- 1) Making them aware it exists
- 2) Getting them to pay attention long enough to sell them on it.

Nora's recent appearance on Canadaland was great, free publicity. But there's nothing particularly viral about a half-hour podcast interview. Herein lies the advantage of comics. They stand out in social media feeds since they are easier to consume than big blocks of text and more entertaining than infographics.

Comics make consuming information feel like entertainment, even when they're entirely serious. They also stick in people's minds better than plain text because they engage visual memory.

We can put together a 1-2 page comics describing what the Canadian Freelancer's Union is, and what it can do for freelance workers. Keeping it short will make it easy to print out and more importantly share on social media sites. A comic can become the quickest, easiest way to pitch the union. Less of a commitment than watching a video or reading an article but still communicating all the essential information.

Comics can be black and white or in colour. They can be laid out in whatever way works best for the CFU. They can be run as ads in magazines that stand a much better chance of being read than a regular ad. In short, comics are an ideal medium for reaching audiences in the digital age.

In terms of costing, it depends on a number of factors including length, color, how quickly the comic needs to be produced and what the CFU can afford - we prefer to be fairly compensated but since we work in social justice, we understand that sometimes budgets can be tight. To give an approximate frame of reference, a 2 page, full colour comic would cost \$800-\$1,000, depending on the CFU's budget.

Please let us know your thoughts on these initial ideas. We'd love to explore this further.

Cheers,

Nicole

<https://adastracomix.com/>