

Media Action Plan Committee

Quarterly Report

July – September 2017

July 5, 2017

In attendance: Tanya, Howard, Jake, Michael, Pat and Susan (for Stephane)

Social media update – VLOG had six thousand views on Facebook with a reach of 98 hundred.

Stuart Laidlaw's video had 22 hundred likes on Facebook

Bumper ads are getting about 20 k views across all ads.

Generated about 300 views to our website

Bounce rate has dropped to 60 per cent, from 80. That's a good rate according to industry standards where 50 per cent bounce rate is the goal.

Work continues Interactive map of stations closing, with some missing details required.

VLOG to be added to analysis page

- 2nd VLOG is scheduled to shoot on July 10 in Toronto. Since Mike is not available to shoot on short notice, Carly will use one of her guys, and keep it to half day if possible. Looking at \$300-400 extra cost for this
 - The new estimate for the cost of this video is \$1300-1500 (1st one cost us about \$1100.00). Was decided this extra cost was reasonable.
 - Jake will ask around if there are any union shooters available short notice
 - Mike noted that the shooter she is hiring may already be CFU.
 - Regardless, it is noted we need to make more of an effort to find union labour.
- French update to our website - graphics are done and sent to Troy to update (cost \$350). Troy told Carly that he'd be able to get to it in the next couple of days.
- Change the logo on FB and Twitter back to our logo. #savelocalnews needs to be retired for now.

New Campaigns discussed:

1) #savelocalsports (or Where are your local sports) - campaign title TBC

- geo targeted to Montreal/Ottawa
- These areas have been the most vocal on social media about the sports cuts
- Susan is going to forward articles and tweets on this subject.

- Thinking is: we would push these articles stories with a "share your story" invite (in French and English). Although it was noted the English community in these areas were mostly outraged as the French community still do have local sports.
- The idea is to quote tweets is to remind people what they were saying, and encourage clicks throughs to our site for "share your story".
- hoping to get more likes and some good stories about how losing sports is devastating. some suggestions "anyone paying attention?" (to loss of local sports), "anyone noticed?" "look at what people are saying", "share your story"

2) Campaign around City Winnipeg and their closures?

- Howard suggested we wait - he has talked with head of HR for City Winnipeg and actual cuts may not be coming. Suggested we wait until we see what actually is happening. This is tabled until further notice from Howard.

Website:

- suggested creating an INTRANET site for members only that will support and promote political activity (activist kit)
- The site will house all of Howard's printed materials, so people can go in and download/print what they need
- A spread sheet of who has had a meeting with MP/MLA/City councilor etc.
- A list of MP's /MLA's (and their riding) we want to be approached.
- This is meant to be a visual encouragement to make a meeting to see your political member.
- We will also offer a bursary on this site for members who want to set up a meeting but their local can't afford the time loss.
- this site will be only available to members who will have to sign in etc.

Social Media company -

- 2018 - we will put out another RFP for 2018
- noted that we need to put emphasis on finding a union shop
- suggested that we ask Hour Media to join the CFU
- Alternative company - Campaign Gears also suggested

We will draft up a new RFP for 2018 and get it ready for looking for 2018 social media company.

In the meantime - Tanya is going to reach out to Campaign Gears (union shop) specifically about 2018 RFP. Also, will ask Hour Media if they will consider joining the CFU.

Discussions:

- That community TV was cannibalized for local news
- Community TV had a large budget and the concern is that the BDU's will divert some of that money to profits and not put it all into local news production.
- Howard noted 2 BDU's had similar issues around that (Rogers & Corus (?))
- CRTC does have some documents around the money- but they are at the 1000-foot level and do not have specifics or are able to "drill down" into details.
- a campaign around "we don't trust BDU's - gov't we look to you to hold them accountable" - idea. still needs to be fleshed out and is not quite actionable at this time.

July 19, 2017

In Attendance: Tanya, Howard, Jake, Brian, Pat, Michael, Paul

Tanya was confirmed as chair with Michael "volun-told" as treasurer (Manon with national is actually keeping books and writing cheques, on approval from the committee through Howard and Tanya.

Secretary position vacant

Quarterly reports will be made by Tanya.

French side of the MAP Website needs updating. Asks for Troy:

- Get tabs and layout to match English
- Troy to make a list of graphics needed from Carly
- If translations are needed, will ask Howard to get national to translate
- If necessary we can also reach out to Stephane for a translator, or we can ask Carly to hire a translator.
- Will reach out to Stephane to start forwarding tweets and articles in French to populate the French content side of the website (which is currently empty of links).
- On English Website, replace Post Media Lights Out Campaign and replace with similar block for CTV Montreal – Save Local News.
- Campaign Save Local Sports #savelocalsports Geo Target Montreal and Ottawa with \$500 Google Ads). 10-day campaign generated a reach on Facebook of 11k and 252 clicks to the website. 32 new signups to website, 11 stories shared to website, 30 stories shared via FB, 30 petition signatures (which is noteworthy because there was no "ask" to sign petition>)
- Secure Website Portal for Political Activation of our membership. A centralized secure Intranet was created, with a sign in link at the bottom right corner of our landing page. The link takes users to a sign in/sign up page, the initial sign up request goes to Troy – the webmaster. He will

forward the requests on to Howard and Jake (back up to Howard). Once Howard/Jake approve the member, Troy will grant access.

- In the site there will be lobbying material. Cheat Sheet, Talking Points, leave behind material, list of MPs' visited in the form of an Excel spreadsheet members can update themselves)
- Carly working on list of MPs' by riding and party affiliation.
- Carly creating an interactive map of television stations to track closures, etc. Tanya to get list of stations.

Discussion was held on Sean Bray a member of 87 M, who has been trolling our site. An outspoken member who is not in agreement with our goals. Has sent a few emails to Howard and Paul, emails were rude and aggressive. Paul and Howard will craft response to the emails and posts. He will also be invited to a MAP teleconference on August 9th, so he can speak directly to the committee. Not hopeful of changing his mind or opinion, but as a union member he deserved to be heard and have his issues address to the best of our ability.

July 26 2017

In Attendance: Tanya, Jake, Mike, Pat, Brian

Carly updated the Local sports campaign for Montreal and Ottawa that ended on July 21st. 12 stories were submitted, and users also navigated to the page to sign petition, generating 28 new signatures.

Howards new video log was the top tweet last week.

Development of the French website is proceeding but hampered by people on vacation. Page titles have been translated and Hour Media will put them into graphics for Troy to use.

Hour Media mentions the French website is getting more clicks than English and we really need to get that side update ASAP to keep viewers engaged. The site is quite empty right now.

Going forward, Facebook and Twitter posts – we've been asked to do 60 per cent English and 30 per cent French. Carly and Danielle will pick 30 per cent of the posts for translation into French, pop graphics onto them and tweet and Facebook them.

We need a reliable source of articles for content for the French website. Tweets will be sent to Troy for updating the French side; not being done now due to vacations. Need to set up a system to manage this.

Discussion on negative comments being posted on Facebook by member Sean Bray. Paul had sent emails and messages to Sean, but they haven't connected. Jake is going to try to reach out to him as well and invite him to a meeting on August 9.

August meeting scheduled dependent on whose available and who is on vacation.

August 30, 2017.

In attendance: Tanya, Howard, Paul, Jake, Pat, Mike and Stephane were on the call, with Carly and Danielle from Hour Media. Brian was absent.

Carly reported the bounce rate on the website is too high, due in part to the French side of the website incomplete. Carly stressed the need to get the website in order because it's a waste of ad money pushing people to the website only to lose them because of the website design and content. There is a need to translate a third of the monthly calendar content to French to help provide content to the French side.

Stephane said he could do the small translations of the content calendar, but any larger translation items will need to go to a professional. A few can be done by National translator. Eventually the costs of translation will have to be addressed in order to sustain the French side of the website.

Stephane is on a committee in Quebec dealing with media issues and the committee's mission statement aligns very closely to ours. Suggestion was made that content for the French side of our site could be shared with theirs (in terms of articles and links they are posting on media issues pertaining to Quebec). Stephane said his contact from that committee is frequently sending him articles, he will forward them to use to also post on the MAP site.

Carly is still working on an INTERACTIVE map of stations, adding info of MP to each station pop up info, enabling the public to know who to email should they have issues with station closures or low of news and sports. Not sure when the MAP will be live.

A brainstorming session focused on the fall and the expected announcements from minister Joly.

- Joly report expected out Sept/Oct 2017. No one has any reliable knowledge of what it will contain.
- Howard is meeting with Ian Morrison (Friends of Canadian Broadcasting) for a brainstorming session on possible alignments between Unifor and Friends on Joly's report.
- There is also a broad coalition of creative groups (Actra, Guilds, Friends etc..) that will be setting up a meeting the week following Joly's report in order to see if they can have a solidarity on any issues/points.
- We have an intranet site with political action material in order to help mobilize our members to make appointments to see their MPs.
- Howard has noted that it is quite difficult to motivate the membership to take that next step.
- Basically - we can provide tools, but if motivation is lacking there is a problem
- The issue of how to motivate more of our membership to take action is on a back burner for now.

NFO ITEM - ROGERS - OMNI - new 91H license.

- CRTC gave Rogers the new 91H for 3 years (rather than the expected 5)
- Rogers - in their application said all production of ethnic news would be in house
- After receiving license Rogers contracted out the Chinese (Can/Man) news to their competition Fairchild.

- Fairchild will be setting up a shell company to produce this news. Fairchild is a big C leaning news source for the Chinese community in Canada.
- Our members will not be getting that work.
- Unifor and local 83m will be filing a complaint with CRTC and filing a grievance
- Howard is expecting a bit of a fight, and possible media attention over this.
- Unifor is in contact with Chinese community groups who are leading this fight to the CRTC.

September 6, 2017

In Attendance: Tanya, Paul, Michael, Brian, and Danielle from Hour Media\

Danielle's report on Social Media:

Bounce rate and duration showed slight increases this week

the site seems to be yo-yo'ing one week to the next.

Could be due to any number of reasons, including our own people just repeatedly looking at the website.

Danielle will send out link to interactive map again for us to look at.

WEBSITE: French - still several problems with the French side. Danielle & Tanya have conference call set up on Sept 10th to itemize everything that needs to change

The FB graphic about "making our voice heard" again has hit top post. The graphic plays well each time we use it. Need more graphics of this sort.

The Interactive Map is ready. Will wait to publish it - need to get website up to date before launch.

Paul suggested we do a press release before/at launch to help create a narrative around the map and potentially garner media interest.

Paul volunteered to write press release.

New mini campaign? Unifor put out a press release today about Unifor challenging OMNI for subcontracting out the Chinese news cast.

Other Business: Michael is going to get update on our money in the bank situation.

September 13, 2017

In Attendance: Tanya, Paul, Brian, Pat,

The French website was the focus of a call last week between Tanya, Stephane and Danielle. They went over the website page by page and noted items that need changing. The list will be compiled and sent to Troy.

Pat reported that BCE President Randy Lennox held a townhall meeting in Montreal and was questioned on cuts to local sports. Lennox said rating dropped when local news came on. Pat pointed out local news was always during the last 9 minutes of newscast and most people drop out then.

Paul was asked if there's any specific print issue he wanted to work on. He mentioned in the next few weeks he'll pitch something – is working out ideas now.

September 15, 2017

Angelo Contarin, President of Local 723 M made a request for funding from the MAP committee for an IVR poll. They wanted to survey people as part of a complaint to the CRTC that Rogers is operating in bad faith by contracting out their new 91h license Mandarin and Cantonese newscast to rival Fairchild TV (who already produces Cantonese and Mandarin news show).

MAP committee members were canvassed and authorized funding a poll for 87 M in the amount of \$16,500.

September 20, 2017

In Attendance: Tanya, Susan (for Stephane), Michael, Brian and Pat . Danielle from Hour Media

Social media update: not much change. Bounce rate/reach and engagement all slightly down still due to no new activity on our part.

Note: French page on our site is/was the 2nd most viewed page of our website. So, getting that fixed is still a high priority.

Item 1)

French Site - update

After sending list to Troy of fixes needed, he came back to say that a unique URL for the French site would be the best way to tackle this.

His quote is about \$1300.

He checked - URL "plandactionmedia.ca" is available. We would want .ca, .com, .net, .org.

Stephane/Susan - both specifically mentioned they would like the French site to be a unique URL.

We all said YES to the cost. Will reach out by email to Paul to check on his vote on the issue of the cost.

Item 2)

Quarterly report - now required by our by-laws. First one is due.

Michael is going to get a financial quarterly report, and I will summarize my notes and write this up.

Due date: Oct 15th.

Will send to Howard to file someplace official.

New Business:

1) Brian noticed that Joly has announced a press meeting on Sept 28 for "Canada's cultural vision & digital future". As well as a FB live event.

In light of this - we are going to aim to get our French site 75% (or 100%) done before this date.

Intention to release our interactive MAP on same date (after her announcement). with appropriate press release accompanying (either agreeing or disagreeing with Joly - depending on her statement.) - this announcement/press release will be specifically around the interactive MAP and Local News. (Howard approved before being released)

Howard will craft an official UNIFOR statement/press release about Joly's vision.

2) This brought up the subject of French translations. And how many of our FB posts and twitter posts are in French. We decided to reach out to Carly's team and ask her to have 33-50% of our monthly calendar posts automatically translated (rather than getting the calendar and picking ones to translate - then getting Stephane to translate) ...

In order to smooth the process and give our French content a significant boost.

Previous Business

Last week we approved funding a poll for 723M around Rogers contracting out the Chinese news casts to Fairchild under the new 91(H) licenses. We would like to see the results of that poll.

Tanya will reach out to Angelo about that.

September 27, 2017

In attendance: Tanya, Jake, Howard, Michael, Paul, Pat, Brian

Social Media Update (Carly/Danielle)

We are getting increased views to our videos - especially Howard's VLOGS. 80 video views last week.

Our bounce rate is down to 34%, Our duration per session is up to about 5 min.

French page is still 2nd most viewed page

Interactive MAP is ready to go at any time - just waiting for French site to be launched.

Justin & Danielle are on standby on Sept 28 for any posts announcements we want to make in response to Joly's press release tomorrow.

French Website will be at www.plandactionmedia.ca

it is 99% complete - waiting for final check before going live.

October - content calendar should be received soon. We are going to translate the whole calendar so would like them to be about 1 week in advance of month to give us time to do translations and get them back to Hour Media to put in graphics.

Howard wants to review the interactive MAP before it gets published.

action: will ask Danielle to send him link to MAP.

Joly's Announcement Sept 28 - are we ready?

Jake forwarded an article that part of Joly's announcement is that she has brokered a deal with Netflix to invest \$500 million over 5 years to Canada to fund original Canadian production.

This is clearly a tax avoidance tactic. Good for us for the short term, but not a true long-term solution.

Waiting to see if she gets similar deals from FB, GOOGLE, HULU, AMAZON etc...

Howard/Katha & Jerry met @ minister's office re: the announcement.

mild bad news: gov't is at mid-point of policy review. - means possibly no legislative action for at least another year.

Good news: they are going to open up broadcast act and task CRTC to review all important issues (i.e. entertainment and internet delivery), internet regulations, and funding models

Heritage Ministry will write a letter to CRTC regarding these issues. Ministry may be asking CRTC for advice about hard policy decisions...and that means it all may be in limbo until next election cycle.

It may keep doors open on major policy, but we are probably looking at another year before any decisions/actions.

Bad News - looks like print is getting no help. There may be money for an innovation fund, but no bailouts to big papers.

Also - probably will be no mention of local news.

Use our interactive MAP to highlight local news loss angle in response to announcement tomorrow.

Sept 15, we held emergency meeting to approve funding for a poll for 723M in regards to Rogers contracting out Chinese news for the new 91(h) license.

The results of that poll were shared by Howard.

Very puzzling /disappointing results. For the key question "do you approve or disapprove of outsourcing of news?" - on 20% aware it was outsourced. 45% were in favor of the outsourcing and some outright approved of Fairchild doing the news.

Fairchild and Omni were viewed just about equally favorably.

UNIFOR has a volunteer monitoring the new Fairchild Chinese news cast - and so far, other than poor production values, no major bias being shown yet. Its early days yet.

Other News - Bell asked for a blacklist on pirating sites.

Bell's NAFTA submission to the government was OK - UNIFOR probably could align with about 90% of it.

Other Business:

Tanya will be speaking about MAP at Local 2000's AGM on OCT 21st.

As per Howard - the two key things to highlight is individuals lobbying & the necessity of gathering/reporting data around job loss.

FINANCIAL HILIGHTS

MAP FUND JULY – SEPTEMBER 2017

July revenue (Contributions and dues)	\$ 38,294.00
August revenue (Contributions and dues)	\$ 7584.00
September revenue (Contributions and dues)	<u>\$ 5701.00</u>
Total Quarterly Revenue	\$ 51,579.00

EXPENSES

July

Hour Media – Ad buy and video editing	\$ 7118.40
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August

Upsite Monthly web maintenance	\$ 75.00
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September

Upsite – Web Site redo in May	<u>\$ 1745.00</u>
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Total Expenses Quarter	\$ 8938.40
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Total Media Action Plan Fund

September 30, 2017	<u>\$ 202,540.98</u>
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