



2023 CONVENTION

SAN DIEGO, CALIFORNIA NOV. 29 - DEC. 1, 2023

Agenda

Wednesday, November 29, 2023

Advanced Communicators Day: Strike Preparedness & Contract Campaigns

(Room unless otherwise specified: Industry 1)

- 8:00 am - 9:00 am** Advanced Communicators Day Registration
- 8:00 am - 9:00 am** Breakfast
- 9:00 am - 9:30 am** Welcome and Opening of ILCA Convention Advanced Communicators Day
- 9:30 am - 10:15 am** Strike Preparedness: Making Sure You're Ready
- Sara Wallenfang, Concerted Action
- 10:15 am - 11:00 am** Case Study: UNITE HERE
- Diana Hussein, UNITE HERE
 - Kristianna Brown, UNITE HERE
 - Bethany Khan, UNITE HERE
 - Maria Hernandez, UNITE HERE Local 11
- 11:00 am - 11:15 am** Coffee Break
- 11:15 am - 12:00 pm** Case Study: Kaiser Permanente Strike Campaign
- Jeff Hall, 617 Media Group
- 12:00 pm - 1:00 pm** Lunch
- 1:00 pm - 1:45 pm** Case Study: Writers Guild of America
- Jason Gordon, WGAE
 - Sheva Diagne, WGAW
- 1:45 pm - 2:30 pm** Case Study: SAG-AFTRA
- Damon Romine, SAG-AFTRA
 - Margo Giordano, SAG-AFTRA



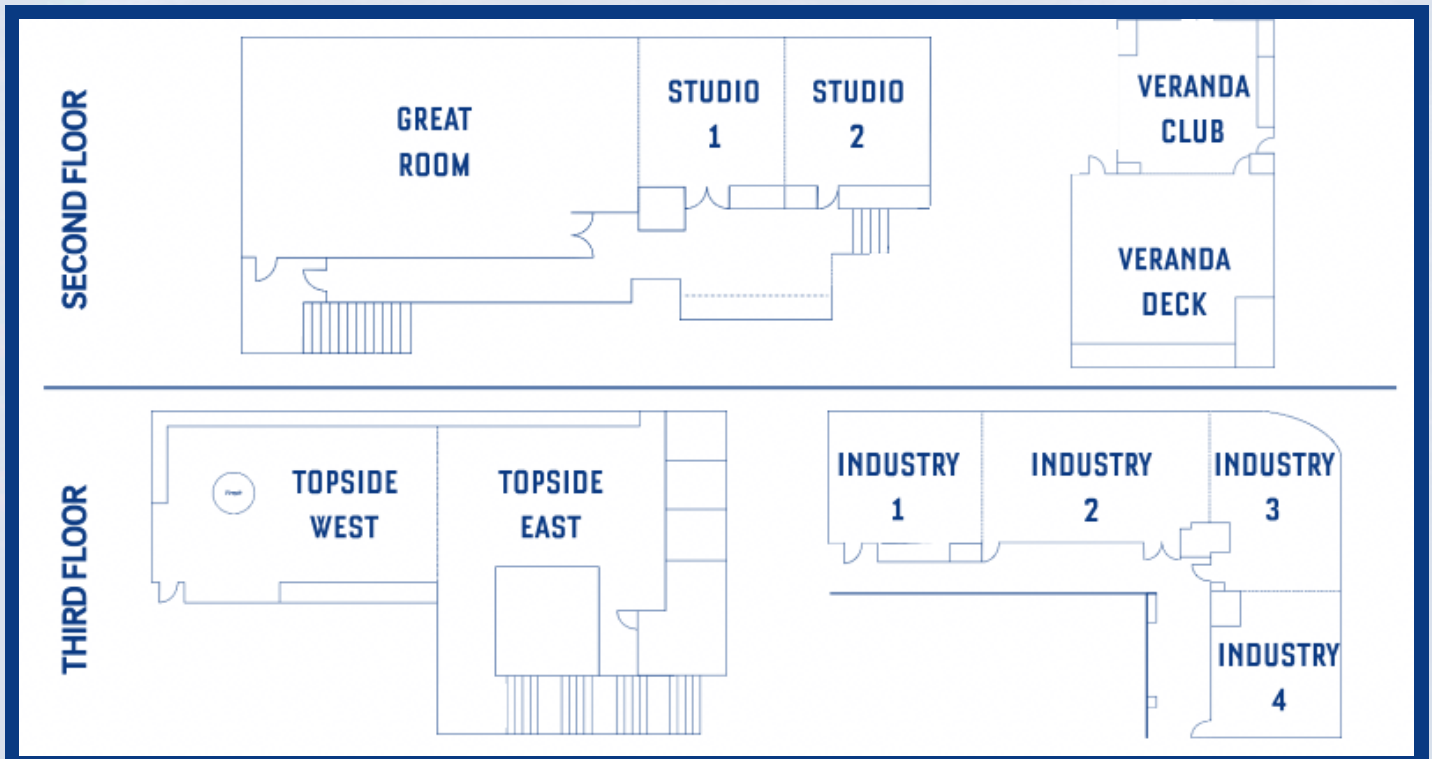
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- 2:30 pm - 3:15 pm** Case Study: IATSE
 - Jonas Loeb, IATSE
- 3:15 pm - 3:25 pm** Coffee Break
- 3:25 pm - 4:10 pm** Case Study: University of California Graduate Student Workers
 - Rafael Jaime, UAW 2865
- 4:10 pm - 4:55 pm** Action Network: Tools to Move Members, the Company, and the Public
 - Obed Ventura, Action Network
- 4:55 pm - 5:00 pm** Closing Remarks
- 5:00 pm – 7:00 pm** Welcome Reception for All Delegates to the 2023 Convention (Topside)

NOTE: For general convention attendees who did not participate in Advanced Communicators Day, conference registration will be available beginning at 4:30 pm outside the welcome reception venue (Topside).

Floorplan





2023 CONVENTION

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Thursday, November 30, 2023

Communicating in the 21st Century Labor Movement, Tools & Tech

(Room unless otherwise specified: Great Room)

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|----------------------------|--|
| 7:30 am - 8:30 am | Breakfast |
| 8:30 am - 9:00 am | Convention Opening: Welcome Remarks from ILCA Officers |
| 9:00 am - 10:30 am | Featured Panel: Delta Air Lines Organizing Campaign
Organize and Fly Together:

Moderator: <ul style="list-style-type: none">• DeLane Adams, ILCA Treasurer Panelists: <ul style="list-style-type: none">• Taylor Garland, AFA-CWA• Matt McQuaid, Teamsters• James Carlson, IAM |
| 10:30 am - 10:45 am | Coffee Break |
| 10:45 am - 12:15 pm | Breakout Workshops <ul style="list-style-type: none">• NLRA For Union Communicators - Ricardo Ochoa, (Studio 1)• Digital Organizing: Communicators and Organizers Working Together to Win Campaigns Efficiently and Effectively - Mike Carvalho, Concerted Action (Industry 4)• Action Network Organizing and Communicating Hand in Hand - Obed Ventura, Action Network (Great Room) |
| 12:15 pm - 1:45 pm | Lunch & Future of ILCA Discussion <ul style="list-style-type: none">• The future world of communications and how ILCA can help support communicators. ILCA Report and call for nominations from the floor for the ILCA Officer and Executive Council Positions. |
| 1:45 pm - 3:15 pm | Breakout Workshops <ul style="list-style-type: none">• Podcasting: Creating Your Own and Owning Worker Stories on the Top Rated Programs - Will Carey, SiriusXM (Great Room)• Narrative Storytelling Through Video Production - Mike Kleinfeld, AFL-CIO (Studio 1) |
| 3:15 pm - 3:30 pm | Coffee Break |



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3:30 pm - 5:00 pm

Featured Panel: Labor and Climate Change

Moderator:

- Howard Kling, ILCA Vice President; Retired Director, University of Minnesota Labor Education Service (LES) and LES Worker Action Media Project; IATSE 219

Panelists:

- Ryan Calbreath, Organizer, Green Locomotive Project; United Electrical, Radio and Machine Workers of America (UE)*
- Sydney Ghazarian, Organizer, Labor Network for Sustainability
- Vivian Price, Filmmaker; Professor of Interdisciplinary Studies-Labor Studies Affiliate, California State University, Dominguez Hills; Just transitions climate change researcher
- Jose "JB" Tengco, Vice President, State Affairs, BlueGreen Alliance

5:30 pm - Late

Social Event Chicano Park Museum

(Buses departs hotel at 5:15 & 5:45 pm sharp!)

- Brent E. Beltrán, UFCW Local 135, has arranged for the museum to be open for a special ILCA viewing and talk with Josie Talamantez on the history of Chicano Park and the struggles undertaken by the residents of Logan Heights. Josie is one of the co-founders of the park and co-wrote the proposal that turned it into a National Landmark.
- Following, delegates are welcome to join for an optional social gathering just a short walk through the park. two blocks away is Border X Brewing where delegates can enjoy some informal networking over craft beer and tacos (first round on ILCA, food and thereafter at delegates own expense).

(Return Buses departs Border X at 8:00 and 9:00 pm sharp!)

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Friday, December 1, 2023

Organizing for the Future, PR Dynamics of the Post-Pandemic World

(Room unless otherwise specified: Great Room)

- 7:30 am - 8:30 am** Breakfast
- 8:30 am - 9:00 am** Election of Officers and ILCA Executive Council
- 9:00 am - 10:30 am** Featured Panel: Labor Communications and the Left
Moderator:
- Howard Kling, ILCA Vice President; Retired Director, University of Minnesota Labor Education Service (LES) and LES Worker Action Media Project; IATSE 219
- Panelists:
- Alex Han, Executive Director, In These Times
 - Fred Glass, Editor, California Red (DSA); former ILCA Vice President (CFT)
 - Chauncey Robinson, Social Media Director, People's World
- 10:30 am - 10:45 am** Coffee Break
- 10:45 am - 12:00 pm** Breakout Workshops
- Paid Digital Media: Where Can You Get the Biggest Bang for Your Buck? - Asher Huey, AFT (Industry 4)
 - Media Relations, How to Talk to Reporters, What Makes Them Tick and How to Work Together to Tell Powerful Worker Narratives - Nora Loreto, CALM (Studio 1)
 - Social Media, Where Are We, and Where are Our Members? - Kalina Newman, AFL-CIO (Great Room)
- 12:00 pm - 2:30 pm** ILCA Labor Media Awards Luncheon
- Celebrating our 2022 and 2023 winners
- 2:45 pm - 4:15 pm** Featured Plenary: Where Are We and Where Are We Going? The State of the Labor Movement Across North America
- Nora Loreto, CALM (Canada)
 - Arabella Jiménez, Solidarity Center (Mexico)
 - Chelsea Connor, ILCA (United States)
- 4:15pm - 4:30pm** Convention Closing