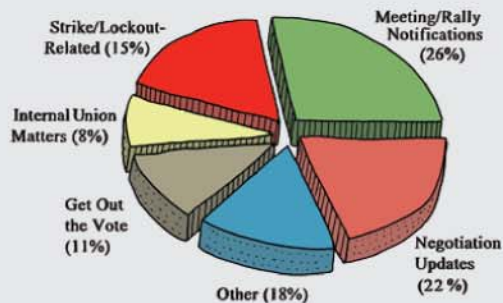


WHY USE VOICE BROADCASTS?

Since 2004, Union Calling has delivered millions of messages to members of hundreds of local, provincial, national and international unions. This chart shows the statistical popularity of the main uses of our voice broadcast service.



MEETING/RALLY NOTIFICATIONS (26%)

Remind members of the time, place and purpose of meetings and rallies, including Union Calling Virtual Town Hall meetings.

NEGOTIATIONS UPDATES (22%)

Keep members informed of progress or lack thereof at key points throughout collective bargaining.

STRIKE AND LOCKOUT-RELATED (15%)

During a work stoppage, continuous communication from the leadership is essential to morale, particularly when combating negative media.

GET OUT THE VOTE (11%)

Unions have the most impact on elections when their members get out and vote. Calling helps. A lot.

INTERNAL UNION MATTERS (8%)

Announcements, quashing rumours, etc.

OTHER (18%)

Holiday greetings, grievance or arbitration news, warnings about management, organizing drives... and a hundred more uses.

ASK ABOUT OUR OTHER SERVICES

AUTOMATED POLLING

Our automated polling system can reach 50,000 potential respondents in just one hour and deliver results soon after. Our ultra-fast programming and design gets your poll into the field when you need it.

VIRTUAL TOWN HALL

A Union Town Hall is like a radio call-in show, only better. You decide on the audience and control every aspect of the event. We offer a stress-free complete service package.

SECURE ONLINE VOTING

Get out the vote quickly, easily, and accessibly. Engage your members from the comfort of their homes and increase voter participation in important decisions such as leadership, ratification and strike votes.



UNION CALLING

VOICE BROADCASTS

Is there something important your members need to know right away? Or a message that you, as their leader, should deliver personally?

Reach out with a Union Calling voice broadcast.

- ✓ Personal, customized, 24/7 service.
- ✓ Very fast. Urgent messages a specialty.
- ✓ Easy to use. We take care of all technical details.
- ✓ Inexpensive rates include free consulting.
- ✓ Unique and useful statistical reports.

Administrative Headquarters in the Ontario Federation of Labour Building

UNION CALLING INC.

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1.866.293.5705

info@unioncalling.ca

unioncalling.ca

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unioncalling.ca/broadcast

INNOVATIVE

Union Calling has pioneered new, creative and helpful services that add significant value and distinguish us in the voice services industry.

MESSAGE QUALITY ENHANCEMENT

Our audio technicians edit out tongue slips, too-long pauses, throat-clearing, breath intakes and other distracting sounds. If we can't fix an error, we'll contact you to re-record just that part of your message.

CALL SUCCESS MEASUREMENT

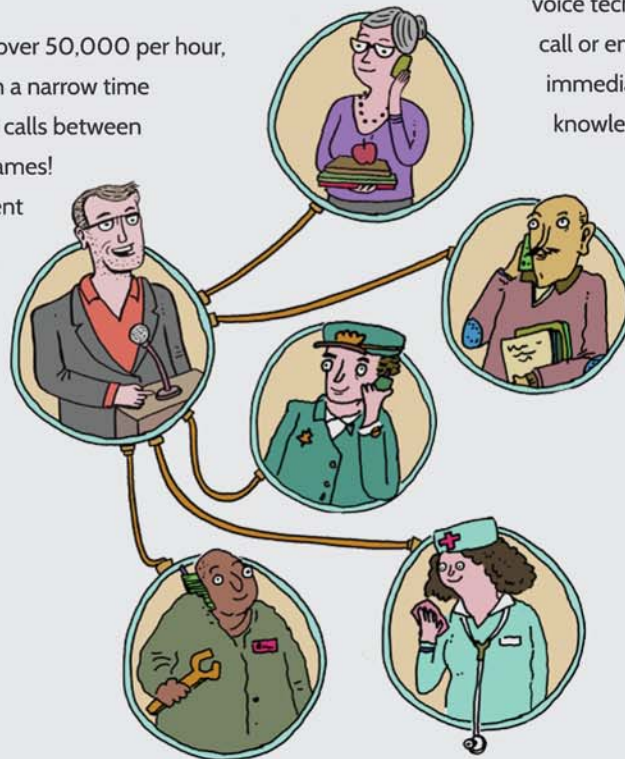
Anyone in the business can tell you how many phones were dialled. Only Union Calling tells you how successful your call was, as measured by the number of members who listened live to your message from "Hello" to "Goodbye."

PRECISION TIMING

With a broadcast capacity of over 50,000 per hour, we can deliver your call within a narrow time window. We've even sent out calls between periods during Stanley Cup games! Need to announce a settlement or strike in the wee hours? We can do that too!

POLITICAL "UNION BUG"

"Union Bug" is a remarkably effective political lobbying tool, perfected by Union Calling. Contact us for details.



PERSONALIZED

"No one does this as well as Union Calling. They're the best!"

That's the consensus of the hundreds of local, provincial and national unions in Canada that use Union Calling to reach out to their members.

The reason our clients are loyal to us is that we personally look after their needs as quickly and precisely as possible, using the most advanced voice technology available. Whether you call or email us you get a fast – typically immediate – response from skilled, knowledgeable, unionized staff.

Our advice on messaging and timing, when requested, is specific to your situation and based on our vast experience with voice broadcasting.

We are committed to the success of every callout, no matter how small or large. And we only serve unions and their allies. No other voice services company in North America can say that.

EASY TO USE

Union Calling is very user-friendly.

To make a callout, there are three simple, non-technical steps:

1 EMAIL US YOUR INFORMATION callout@unioncalling.ca

Before recording your message, send us the following details: Your union and local; the name and position of the person recording the message; the script; the date and time of the broadcast; phone number list; and your contact number.

2 RECORD YOUR MESSAGE 1.866.377.7213

Call our 24-hour recording service from a landline, wait for the beep, and repeat your message two or three times. Our technicians will digitally edit your message for quality and clarity using the best parts of each take. When you are finished recording, just hang up.

3 APPROVE YOUR MESSAGE AND GO LIVE!

Your edited message is emailed to you for review. We will never broadcast a call without clear approval. This ensures you know exactly what your members will hear, and are comfortable with the message. This also gives you the opportunity to make changes and re-record if necessary. We'll send out your call at the precise time you specify.

