



Annual Report 2022

rabble.ca



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"You may get large amounts of funding here and there, but in the end, capital will never work to undermine capital. So, the way to fund a strong, independent, progressive media is through the grassroots, one person, one member at a time." - Noam Chomsky

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WHAT WILL YOU FIND AT *rabble.ca*?

News for the rest of us

- Progressive news features and analysis — focused on the transformative stories in politics, labour and social movement stories not covered anywhere else
- Diverse and exclusive opinion columns
- In Cahoots advertising: featured promotion of social movement and labour stories
- Eighteen years of Canada's best in progressive podcasts: RadioLabour, rabble radio and Needs No Introduction
- Live lectures, events and our monthly political webinar series, Off the Hill
- The Lynn Williams Activist Toolkit — featuring original profiles on activists from across the country and actions on the pressing social issues of our time
- The Book Lounge: featuring original reviews, interviews and more
- Our monthly supporters email and weekly newsletter: the rabble review
- babble, our moderated online discussion forum
- and so much more!

PUBLISHER'S LETTER

Dear readers,

2022 marked 21 years since the founding of *rabble.ca* in 2001. And we couldn't be more proud in presenting this annual report to let you know what we've been up to!

This past year has been extraordinarily busy for rabble with many new initiatives underway, as you will read in these pages, including: the expansion of our flagship podcast, rabble radio, under the direction of Breanne Doyle; a very special book project, in partnership with the Canadian Federation of Nurses' Unions; an exciting collaboration with new journalism upstarts the Hoser and the Green Line; and the Courage my Friends podcast series presented by rabble, the Tommy Douglas Institute at George Brown College and with the support of the Douglas Coldwell Layton Foundation. Off the Hill, launched in 2019, has continued to bring together activists, journalists and politicians for our live monthly politics panel, co-hosted by Libby Davies and Robin Browne. In 2022, we welcomed a new Jack Layton Journalism for Change fellowship recipient, Kiah Lucero; and we grew our labour and activism news reporting under the direction of our exciting new editor, Nick Seebruch, and with staff writers Gabriela Calugay-Casuga, Stephen Wentzell and our senior parliamentary reporter, Karl Nerenberg.

Our team of writers, editors and columnists has also expanded and diversified, as we welcomed news columnists including Jodi Rai, Charlotte Dalwood, Tom Sandborn and Shreya Kalra.

We have focused attention and coverage on the climate emergency, landback and labour movements, and critical change makers and campaigns that spur us on. We connect what's happening in parliament to social activism, and we look to find ways to keep our readers and supporters informed on the news they need – and won't find anywhere else.

In 2022, we were honoured to be recognized by the Canadian Online Publishing Awards with silver for news News Website for 2022.

The past year, we were also invited to join the Google News Initiative Journalism Lab for an eight month intensive program that brings our team, including our newest members, tech director, Bryan Carney, marketing assistant Karishma Joshi, and operations manager Jennifer Stackhouse "into the canoe" to grow our website's reach and strengthen our sustainability.

Those of us who work in independent media dedicate our careers to this vocation because we know whole sectors of Canadian life are suppressed, ignored or neglected by the mainstream media. Rarely is there unbiased reporting on labour and social issues.

rabble.ca's exceptional writers and multimedia contributors bring powerful and innovative voices to the site. *rabble* exists because of people — writers, video and podcast contributors, videographers, donors, readers and workers — who share a vision of what independent media can and should be, and what the future is for media democracy in Canada. Our staff works daily to bring the best of progressive coverage to our audience.

rabble.ca continues to grow and push the boundaries of online media. As we move further into our 23rd year, we have extraordinary memories and successes to look back on. The past year, we were on the ground, covering social change movements across the country as we all confront the climate crisis, growing inequality and the growing presence of right wing movements that seek to destabilize and roll back the social justice gains we've made over the past decades.

In these challenging times we are grateful to all of our readers and financial supporters. You prove time and time again, with your support, that independent and reader-funded media is a sustainable model.

We look forward to another year of hard work, in depth coverage, and thought provoking analysis. *rabble* is there for you.

In solidarity,

Kim Elliott



INDIGENOUS ISSUES

RECONCILI**ACTION** IN MOTION

The reckoning of Canada's genocidal history of residential schools and the ongoing effects of colonization continued in 2022, in the wake of the June 2021 discovery of the remains of 215 children at the Kamloops Indian Residential School, throughout the occupation known as the "Freedom Convoy" and the death of Queen Elizabeth II in September.

As calls for reconciliation grow, action has in many ways remained stagnant. Few Calls to Action from the Truth and Reconciliation Commission's 2015 report have been undertaken, let alone completed.

At least 28 Indigenous communities across the country still lack access to safe drinking water, despite the government's commitment to end all drinking water advisories by 2021. Not only does that pose a major public health concern — it also prevents Canada from furthering Indigenous rights across the country.

In July 2022, Canada signed a final settlement agreement worth \$20 billion to compensate First Nations children and families for the federal government's failure to provide adequate child welfare funding for child and family services in Indigenous communities.

The death of Queen Elizabeth II in September served as another inflection point for settlers across the globe when it comes to the monarchy's role in colonization. The royal's death has raised questions about the future of the monarchy in Canada, along with concerns from Indigenous communities about their treaty rights established in the 18th and 19th centuries.

It's more crucial than ever for mainstream and legacy media organizations to better cover Indigenous communities with the respect and dignity that is so often denied in reporting.

rabble.ca is committed to decolonizing journalism. Our publication has taken concrete steps to address the gaps and to combat harmful narratives in the coverage of stories that center Indigenous people.

Here are some highlights from *rabble.ca*'s coverage of Indigenous issues in 2022:

FEATURED CONTENT

- **After the Indigenous child services agreement, what's next?**¹
By Karl Nerenberg
- **Ottawa convoy exposes the racism that First Nations have long known**²
By Rachel Snow
- **One year later, Canada still grapples with residential school history**³
By Nick Seebruch
- **There is no reconciliation without the truth**⁴
By Leah Gazan
- **Canada's prison system continues to punish Black and Indigenous people**⁵
By Stephen Wentzell

ONGOING COVERAGE

- **New year, same poisoned water for Iqaluit residents**⁶
By Stephen Wentzell
- **Land defenders in court on the National Day of Inquiry for Missing and Murdered Indigenous Women and Girls**⁷
By Doreen Nicoll
- **How finding Indian residential school gravesites challenges whitewashed Canadian history**⁸
By Rachel Snow
- **Passing of Queen leaves complicated legacy for First Nations**⁹
By Nick Seebruch

PARLIAMENTARY REPORTER

rabble.ca has been proud to call **Karl Nereberg** our very own parliamentary reporter since 2011 – and a regular guest on our digital political panel **Off the Hill** since 2020.

This year, Nerenberg's reporting began with a long-delayed agreement on federal compensation for the inadequacies of Indigenous child services¹⁰, followed quickly by the truckers' 'Freedom Convoy' occupation of Ottawa and other locations. Then came the Russian invasion of Ukraine.¹¹

The year ended with runaway inflation, especially for food¹², and strong evidence giant grocery chains were profiting from it. In between, there was an historic confidence and supply agreement between the federal Liberals and New Democrats¹³, elections in Ontario, Quebec and BC, and the death of Queen Elizabeth II.¹⁴

Two social democratic icons also died in 2022: Alexa McDonough¹⁵ who led the NDP out of the political wilderness in the 1990s; and Bill Blaikie,¹⁶ one of the last apostles of the social gospel philosophy which had informed progressive movements in Canada for half a century. Nerenberg dedicated a piece to both on *rabble.ca*.

For more coverage on federal and provincial politics in 2022, please visit <https://rabble.ca/issues/politics/canadian-politics/>



LABOUR REPORTING

rabble.ca prioritizes coverage of labour stories in Canada with a special labour beat. In 2012, rabble launched a ground-breaking paid editorial internship for a labour reporter in partnership with Unifor (then CAW). This partnership allowed rabble to augment its ongoing dedicated coverage of Canada's labour movement and has since turned into a regular part-time staff position covering the labour beat. In 2023, we hope to expand this role into a full-time position.



Introducing labour reporter **Gabriela Calugay-Casuga**

In spring 2022, we welcomed Gabriela Calugay-Casuga as the labour beat reporter for *rabble.ca*.

Calugay-Casuga is a student at Carleton University, who comes to rabble with a passion for labour-focused storytelling. In the past, Calugay-Casuga has organized for social and economic justice with groups such as ACORN Canada, Diversify Canterbury and Anakbayan.

Here is a small sample of some of the work Gabriela has produced in 2022:

- [PSAC union rally ups pressure on Treasury Board](#)¹⁷
- [Pride at Work examines inclusivity in Canadian workplaces](#)¹⁸
- [Gas price burden on rural mail carriers; also harms environment](#)¹⁹
- [How newsrooms can handle attacks on journalists](#)²⁰
- [CUPE agreement ratified, but fight for schools continues](#)²¹

ON THE RABBLE PODCAST NETWORK

RadioLabour is the international labour movement's radio service. It reports on labour union events around the world with a focus on unions in the developing world. It partners with *rabble.ca* to provide unique coverage of news of interest to Canadian workers.

You can see all of rabble's labour coverage on our [labour issue page](#).²²

COLUMNS HIGHLIGHTS

Our columnists include:

Amy Goodman and Denis Moynihan

Cathy Crowe

Charlotte Dalwood

Chuka Ejeckam

Evelyn Lazare

Jodi Rai

Judy Rebick

Linda McQuaig

Lois Ross

Matthew Behrens

Maya Bhullar

Monia Mazigh

Natasha Darling

Ole Hendrickson

Pro Bono (Erin Knight, Celia Chandler, Brain Iler, Claudia Pedrero, Michael Hackl)

Rachel Snow

Rick Salutin

Shreya Kalra

Thomas Sandborn

In 2022 *rabble.ca* introduced four new voices into our mix of columnists.

Charlotte Dalwood (she/they)

Charlotte Dalwood (she/they) is a JD student at the University of Calgary's Faculty of Law. They have previously been featured in publications such as CBC and the Edmonton Journal.

Their monthly column on *rabble.ca* focuses on trans rights, inclusive feminism and other progressive opinion pieces.

Catch up on Dalwood's column here: <https://rabble.ca/author/charlotte-dalwood/>

Jodi Rai (she/her)

Jodi Rai is a people and culture/human resources consultant, coach and trainer based in British Columbia.

Some of her top columns of 2022 included think-pieces on "quiet-quitting," inclusivity in the workplace and deconstructing leadership.

Catch up on Jodi's column here: <https://rabble.ca/author/jodi-rai/>

Shreya Kalra (she/her)

With a keen eye for detail and a commitment to sharing anti-capitalist, people-first stories, Kalra joined as a columnist in autumn 2022. Her column focuses on environmentalism,

human rights news and other community news in Toronto. Shreya Kalra is also a contributing editor at *rabble.ca*.

Read Shreya's column here: <https://rabble.ca/author/shreya-kalra/>

Thomas Sandborn (he/him)

Tom Sandborn is a longtime social-justice focused journalist based in Vancouver, B.C. He has produced previous work on activism, labour and environmental news in publications such as the Tyee and Vancouver Sun.

In his monthly column on *rabble.ca*, Sandborn shares opinion pieces on breaking labour news stories across the country.

Read Thomas Sandborn's column here: <https://rabble.ca/author/tom-sandborn/>



JACK LAYTON JOURNALISM FOR CHANGE FELLOWSHIP

In partnership with the Institute for Change Leaders and the Douglas Coldwell Layton Foundation, *rabble.ca* presents the Jack Layton Journalism for Change Fellowship.

This fellowship supports emerging journalists who are passionate and engaged in developing unique voices in social change reporting by providing them a \$5,000 stipend for their work with *rabble* over a three-month period. The fellows' work at *rabble* is a combination of newsreporting and feature writing.

In December 2022, Kiah Lucero was named the 2022/23 Journalism for Change Fellow.

Lucero is a multimedia journalist based out of Calgary, Alberta. In April 2020, she completed her Bachelor of Communication, majoring in journalism from Mount Royal University. Her published work has appeared in Rocky Mountain Outlook, Rockies Health, and The Calgary Journal — and now, *rabble.ca*.

And after an exciting four months with Kiah Lucero as our 2022/23 Jack Layton Journalism for Change fellow, her fellowship has come to an end.

During her time with *rabble.ca*, Lucero covered a range of beats including the environment, labour and Indigenous issues. Thanks to Lucero's diligent work, *rabble* was among the first to report the full scope of the Imperial Oil tailings pond spill near the Athabasca Chipewyan First Nation.

Her final piece as part of her internship was a longform feature story on the hardships and precarity faced by Temporary Foreign Workers in Canada.

Read Kiah's final feature piece on Canada's broken temporary foreign worker program here: <https://rabble.ca/labour/navigating-canadas-broken-temporary-foreign-worker-program/>



‘RABBLE ROUSERS TO WATCH’ SERIES 2022

Since its inception, *rabble.ca* has maintained a commitment to journalism on the streets, nourishing a deep relationship with the work of frontline social movements and engaging in multimedia projects to amplify these messages.

In 2021, we launched our ‘rabble rousers to watch’ series to highlight activists in communities across our vast country. As a part of this series, our readers are encouraged to fill out survey to nominate the changemakers in their neck of the woods. In the two years we’ve conducted this survey, we’ve been introduced to many inspiring individuals.

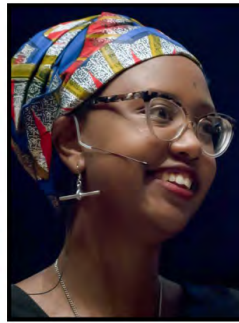
Our 2022 ‘rabble rousers to watch’ are:



Rainbow Eyes



Gurdeep Pandher



Bianca Mugenyi



El Jones

You can read more about those rabble rousers here:

<https://rabble.ca/tag/rabble-rousers-to-watch-series>

*Our ‘rabble rousers to watch’ series is a part of rabble’s Lynn Williams Activist Toolkit. Our Activist Toolkit, named after labour and social justice organizer, Lynn Williams, works to amplify the work of activists across Canada. *rabble.ca* is a publication which was created by progressive journalists and activists, so we understand that activism requires amplifiers to help build movements and create change. With our rabble rousers to watch series, we hope to achieve just that.*

GRAB A CUP OF TEA AND RELAX IN THE BOOKLOUNGE

LOOKING FOR A BOOK RECOMMENDATION? LOOK NO
FURTHER THAN RABBLE'S BOOK LOUNGE!



Here's a small sample of book reviews on rabble.ca in 2022...

Stephen Wentzell reviews 'rabble rouser to watch' El Jones' new book, **Abolitionist Intimacies**²³ (published Nov. 2022, Fernwood Publishing). In this book, Jones takes readers behind the bars and into the minds of those who are suffering from human rights violations inside Canadian prisons.

"A conduit to the public for individuals being silenced, Jones relies on her decade of experience working with incarcerated people and their loved ones to showcase the humanity of her subjects," Wentzell writes. "Abolitionist Intimacies is an act of resistance and mutual aid — a book about love and the complexity of relationships interrupted by the criminal justice system."

**

Wentzell also reviewed Angela Parker-Brown's **Writing with my Eyes: Staying Alive While Dying**²⁴ (published Sept. 2022, Pottersfield Press). Parker-Brown is a Nova Scotian woman who, at age 46, was diagnosed with ALS. At the time of her writing the memoir, she was in her early 50s and could no longer move and required round-the-clock care. With eye-gaze technology, known as PCEye, she was able to share her story.

In her memoir, *Writing with my Eyes: Staying Alive While Dying* Parker-Brown detailed her

day-to-day life, while also offering a glimpse into her childhood, relationships, and becoming a mother. In his review, Wentzell wrote: “While Parker-Brown exudes positivity and lives a life of gratitude, her book proves that finding peace is a long and often uncomfortable journey.”

In early 2023, Parker-Brown passed away. In a note of condolences, Wentzell wrote: “Few people have moved me the way Angie did. She taught me to appreciate the small things in life, as simple as itching a scratch. Angie will be dearly missed ... Her daughters will only have to open their mother’s book to know just how loved they are.”

Paul Weinberg reviews: Matt Fodor’s **From Layton to Singh: the 20-Year Struggle for the NDP’s Soul**²⁵ (published Oct. 2022, James Lorimer & Co.). In this book, Fodor analyzes the evolution the NDP has undergone through the course of three leaders and one generation.

“Because of the volatile nature of politics in the post-pandemic world nothing is absolutely certain, and so From Layton to Singh offers important lessons for Canada’s major party on the left for when it’s time might arise again,” Paul Weinberg reflects.

What is hope? How do we define it? And, where can we find it? In her latest book **Still Hopeful: Lessons from a Lifetime of Activism**²⁶ (published Mar. 2022, ECW Press), author and activist Maude Barlow tackles these questions and provides much needed answers to a younger generation that isn’t necessarily aware of the long political battles that preceded them.

Mazigh writes: “Activists will find many words of experience and wisdom in her book. What makes it even more interesting to read is that it isn’t simply a dive into her activist past but rather a thoughtful reflection about solutions to the future.”

TUNE INTO THE RABBLE PODCAST NETWORK

Want to hear exclusive interviews from grassroots activists, labour leaders, environmental defenders and more? Look no further than the rabble podcast network's three in-house podcasts: rabble radio, the Canadian edition of RadioLabour and Needs No Introduction.

RABBLE RADIO



Hosted by Breanne Doyle, rabble radio is the flagship podcast of rabble.ca. rabble breaks down the news of the day from a progressive lens.

Every Friday morning, rabble radio brings you closer to the stories that matter to you. If you're curious about the latest news in Canadian politics, labour, environment, or social justice, you've come to the right place. This is news for the rest of us – free of corporate influence.

Each week, our show is uploaded to earshot! for community radio stations to download for free and play on their local programming. rabble radio is currently on 13 stations across the country:

- CKTZ 89.5 FM / British Columbia
- CHLY 101.7 FM / British Columbia
- CJSF 90.1 FM / British Columbia
- CJLY-FM - Kootenay Coop Radio / British Columbia
- CKMS 102.7 FM / Ontario
- CFRC 101.9 FM / Ontario | Local
- CFMH 107.3 FM / New Brunswick
- CHSR 97.9FM / New Brunswick
- Axe Radio / Nova Scotia
- The Voice of Bonne Bay 95.9 & 98.1 FM / NFLD
- CKUT 90.2 FM / Quebec
- UMFM 101.5 FM / Manitoba
- CKXU 88.3 FM / Alberta

If you'd like to host rabble radio on your local community radio station? Contact Breanne@rabble.ca



RadioLabour

RadioLabour, the long running Canadian-based international labour news program, partners with rabble.ca to produce a weekly Canadian edition. We share a new episode of RadioLabour every Friday afternoon. Hosted by Marc Bélanger.

RadioLabour is the international labour movement's radio service.

RadioLabour reports on labour union events around the world with a focus on unions in the developing world. It partners with rabble to provide coverage of news of interest to Canadian workers.



Needs No Introduction

Needs No Introduction is rabble's space to share full speeches, lectures, and special interviews from some of the finest minds of our time.

Needs No Introduction is also the home of our 'Courage My Friends' podcast series. Courage My Friends is a partnership between the Tommy Douglas Institute at George Brown College and with the support of the Douglas Coldwell Layton Foundation. This series explores the intersections between climate change, capitalism and health care for Canadians.

All three podcasts on the rabble podcast network are available on Apple Podcasts, Spotify and [**rabble.ca/podcasts**](https://rabble.ca/podcasts).

CFNU AND RABBLE PRESENT: NURSES' VOICES



In 2022, the Canadian Federation of Nurses Unions (CFNU) and rabble.ca partnered to produce *Nurses' Voices: Stories of courage and determination in the face of COVID-19*²⁷, a collection of stories which chronicles the experience of Canadian nurses during the COVID-19 pandemic.

Nurses' Voices puts the dedication and sacrifices Canadian healthcare workers made during the first years of the pandemic in sharp focus. Many nurses needed to be isolated from families during the pandemic, worked extended hours with little to no time off, and grappled with the heartache of witnessing loss close-up as patients succumbed to the virus.

The book highlights over 25 voices from healthcare workers across the country as they recount their memories of the pandemic over the past three years. Taking on the task of conducting interviews for the book were rabble's national politics reporter Stephen Wentzell and rabble columnist Matthew Behrens, with editor Michelle Gregus.

CFNU president Linda Silas, says she hopes the stories will shine a light on the "tremendous burden" nurses have carried since 2020. "These stories show just to what extent the pandemic upended nurses' lives, but also how, despite it all, nurses' commitment to their patients, residents and clients was unwavering."

Nurses' Voices: Stories of courage and determination in the face of COVID-19 is available as a free download here: https://nursesunions.ca/wp-content/uploads/2022/06/EN_22_NursesVoices_digital.pdf

We also created a very special episode of rabble radio which features conversations from some of the incredible health workers interviewed for this project. You can listen to that episode here: <https://rabble.ca/labour/rabble-and-cfnu-present-nurses-voices/>.

THE GREEN LINE, THE HOSER AND RABBLE.CA

CANNABIS IS A LABOUR ISSUE

Over the spring and summer rabble partnered with two independent Toronto-based publications, *The Green Line* and *The Hoser*, and commissioned the production of a story on labour in Canada's nascent marijuana industry.

Freelancer reporter Megan Kinch was hired to create a long-form piece of storytelling on a combined budget of \$5,000.

Over the course of months, *rabble.ca*, *The Green Line* and *The Hoser*, assisted Megan in her research of the marijuana industry on the local level in Toronto, as well as provincially across Ontario.

rabble provided editorial guidance to Megan in the production of the story as well as took on the majority of the editing of this piece with help from *The Hoser*. *The Green Line* conducted extensive fact-checking as well as hosted a launch event in Toronto in October of 2022 where this story was showcased, and the major players got to meet in-person and discuss the issues told in this article.

A series of professional photos were taken and displayed in the body of the text to help tell this important labour story. In May 2023, it was announced that the story had been nominated for a Radio Television Digital News Association (RTDNA) Enterprise Award.

It is through partnerships like these that small, independent publications can go beyond their individual resources and tell broad in-depth stories like this one!

You can read the full long-form piece here: <https://rabble.ca/labour/sovereignty-labour-and-the-push-for-a-better-cannabis-industry/>



YES, WE'RE SOCIAL!

In 2023, we saw major growth on **Facebook** and **Instagram** as we continued to revise our social media practices to provide our audiences with engaging and timely content in thanks in part to a Canadian Periodical Fund Grant in 2022 that permitted us to train an audience editor.

On **Facebook**, our reach went up 334.7 per cent from the previous year, with over 21,000 followers. Our profile visits also increased, up 115.6 per cent from 2021. According to Meta's internal analytics, our audience on this platform is made up of 53.8 per cent female-identifying users and 46.2 per cent male-identifying users.

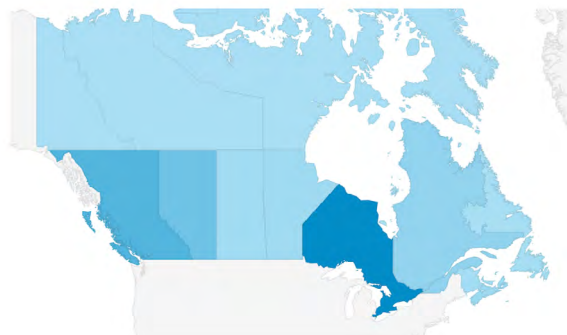
On **Instagram**, our reach climbed 166.4 per cent from the previous year and our profile visits also went up by 100.5 per cent from 2021. According to Meta's internal analytics, our audience on this platform is made up of 62.5 per cent female-identifying users and 37.5 per cent male-identifying users.

Our top post on Instagram from 2022, with a reach of 8.4k was a reel created by Rainbow Eyes and edited by social media editor Stephanie Davoli. In the reel, Rainbow Eyes, a climate activist and land defender based in British Columbia, encouraged our audience to read her full interview for her 'rabble rouser to watch of 2022' feature on [rabble.ca](https://www.rabble.ca).

In the aftermath of billionaire business magnate Elon Musk taking over Twitter in late 2022, our overall reach and audience on the platform shrank as many users, partners and supporters dropped off the platform.

Nevertheless, Twitter remains our most popular platform with over 42.2k followers and an approximated 2,661,700 impressions over 2022.

WEBSITE TRAFFIC

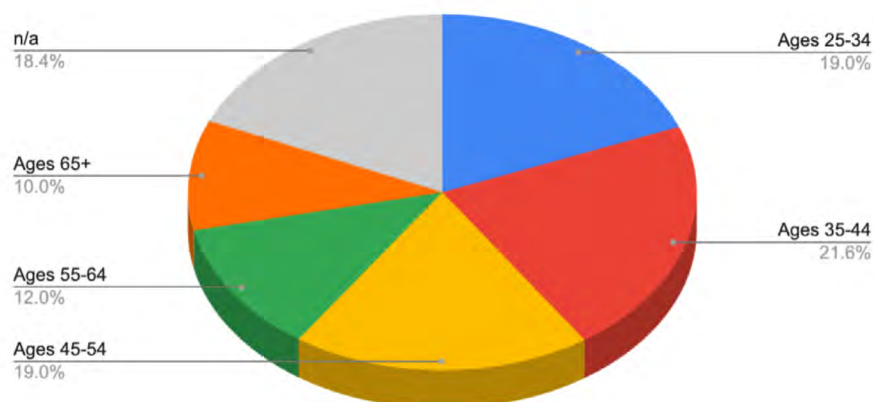


In 2022, *rabble.ca* had over 870,000 users/unique visitors coming to the site in 2022, with over one million sessions.

Twenty-six per cent of those coming to the rabble site do so by means of a Google search. Direct traffic (23 per cent), social media (21 per cent) and referrals from other websites (46 per cent) as well as our weekly newsletter are the other primary means of reaching the site.

A total of 71.98 per cent of our readers in 2022 came from Canada, and 15.47 per cent from the United States, followed by the United Kingdom at 1.57 per cent

According to Google Analytics, here is a breakdown of our audience by age:



In addition to this, according to Google Analytics, men make up 56.4 per cent of our readership and women comprise 43.6 per cent. Important to note: Google Analytics only tracks data for two genders.

Our most read story of 2022 was *As Conservative leader, Pierre Poilievre would provide the anger the party's base wants*²⁸ with 107,239 impressions by Karl Nerenberg.

JOIN THE CONVERSATION - BABBLE

As one of the first and longest lived discussion forums, babble remains a vibrant online community. New members are joining a large core group who have been contributing for years, often going back to the beginning of rabble.ca. babblers are a passionate group of progressives with emphatic and diverse views. A strength of babble is the diversity of life experiences individual babblers bring to the discourse. The interaction of points of view from all walks of life brings a great deal of credibility to the discussion.

Russia / Ukraine conflict

In 2022, a major focus of discussion was the war in Ukraine. The number of posts on this topic alone numbers well over 10,000 as of this writing.²⁹ Contributors are particularly knowledgeable of the history and context of conflicts in the region.³⁰ Following these discussions is a great way to stay informed against the background of a partisan and divided media.

Canadian politics

Of interest through 2022 is following Pierre Poilievre's leadership victory³¹ and his ongoing march toward the angry far-right. This is against an overall background of Canadian politics over the year which saw the NDP/Liberal accord, and what is regarded as general dysfunction³² at the federal level. Since its inception, babble has been closely following the Palestine-Israel conflict. In the latest iteration of the topic in this thread, babblers seek to consistently hold a spotlight on the forces engaged in the oppression of Palestinians.³³

Climate change

Ongoing themes on the board continue to include impending climate catastrophe.³⁴ The existential threat of climate change is being discussed with greater urgency. Worldwide ongoing militarism is discussed as a threat tied in with climate change.³⁵

If you'd like to be a part of babble - it's easy! Simply head to babble.rabble.ca/user/register and fill in the application form to join a community of progressive thinkers to discuss the trending topics of the day.

NEW IN TECH

Google News Initiative - News Lab

In 2022, rabble was invited to participate in a digital newsroom course by the Google News Initiative (GNI). The program, which coaches big and small newsrooms across Canada and the U.S., is aimed at improving reader and donor experience. Coaches and trainers from Blue Engine Collaborative provide monthly presentations and weekly individual coaching sessions, and additionally, rabble's team collaborated regularly with peers from other publications across North America.

Our rabble GNI team included Kim Elliot, Breanne Doyle, Nick Seebruch, Jillian Piper (2022), Ariel Hudnall (ZG Stories, 2022), and Bryan Carney. Karishma Joshi and Jen Stackhouse also joined this team in January 2023.

From October 2022 to February 2023, we completed the first "core" stage of this program, which included a tech audit of our WordPress website. The second stage, focused on reader revenue, continued through to May 2023.

As news consumers continue to rapidly shift to digital platforms, rabble has made significant strides in instituting a more data-driven culture. The lab and coaching calls helped us create derivative goals from the primary goals set during the beginning of the GNI Lab. Our mantra through the whole process was: understand our audience, deepen engagement and increase reader revenue.

The GNI Lab has been a really great experience for rabble's team to understand the intricacies, ins and outs of the digital news sphere with a focus on growth in audience through technological innovation. Our team cherished the cross-collaborative learning and feedback sessions during the lab cohort calls with various other strong newsrooms across the country.

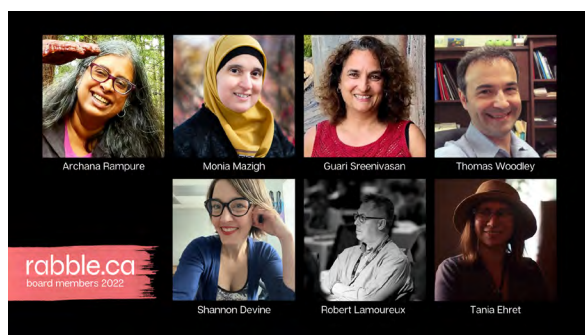
Other updates to the site...

Our elegant new site has gone through some great design iterations this year, including a pop-up subscription prompt which has helped us increase our newsletter subscribers. The migration from Drupal to WordPress has made it easier for us to add new rich media and responsive elements to the site.

In 2022, we had the privilege of working with the ZG Stories team, Zoe, Ariel and Ryann, who were fantastic in helping us during donation campaign months and were critical with onboarding new marketing and engagement staff members.

MEET OUR BOARD OF DIRECTORS

Our 2022 board of directors met monthly (with a summer sabbatical) to discuss rabble's big picture issues and brainstorm the continued path forward for the organization. They additionally met for a strategy session for a split in person/zoom session, in Ottawa last October. The board also branches out into three additional subcommittees: membership, governance, and finance, who meet on an as-needed basis, and is composed of community stake-holders with rabble staff representation.



Co presidents

Archana Rampure

Shannon Devine

Secretary

Robert Lamoureux

Treasurer

Tania Ehret

Members

Gauri Sreenivasan

Monia Mazigh

Thomas Woodley

A message from our board: An inspiring year at rabble

On behalf of the members council and the board of *rabble.ca*, I would like to congratulate its staff and many contributors who have inspired and informed with their insight, skill and commitment to independent journalism this past year. The breadth of rabble's coverage is impressive and unparalleled.

Under the leadership and remarkable vision of publisher Kim Elliott, along with a team of editors, staff and contributors, rabble has continued to innovate and succeed in a challenging online and media landscape. rabble's coverage of political, social and labour issues of the day make a critical contribution to progressive thought in Canada.

It is exciting that this calendar year has arrived with two important recognitions of rabble's ongoing success – being awarded silver in the Canadian Online Publishing Awards for Best News Website in the online media category, as well as a nomination for Natasha Darling's compelling column on sex work.

We're excited to see the work the rabble team has in store for 2023; including new partnerships, events and technical developments.

Thank you to all those who have contributed to rabble this past year, through ideas, reporting, organizing, advocacy and donations to keep this important publication online and ever relevant.

Our donors generous support means rabble can continue producing the award-winning, transformative journalism we're known for.

Shannon Devine & Archana Rampure
rabble.ca board co-chairs

FINANCIAL REFLECTIONS:

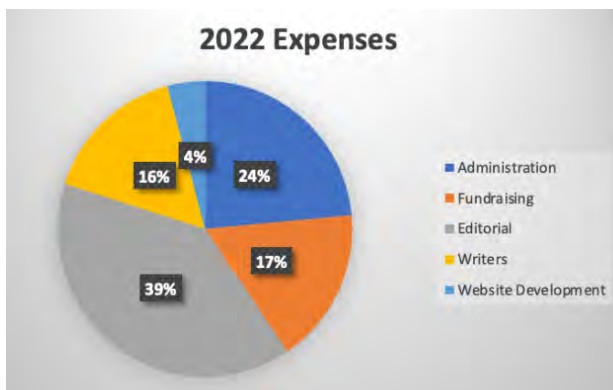
NON PROFIT, COMMUNITY-SUPPORTED JOURNALISM



Like community radio and TV, community online journalism depends on individual donors to meet their budget.

rabble.ca is a pioneer in non profit media - it has been a registered non-profit organization (non-charitable) since 2005, and we rely on the generous donations from our supporting donors — with both one-time donations and the all-important monthly recurring donations.

In 2022 a total of \$153,101 was raised from individual donors — and about \$92,000 of which came from our recurring monthly donors.



Monthly supporters get a variety of perks, ranging from thank-you gifts upon sign-up, to special event invitations and an exclusive newsletter for monthly supporters. Don't miss out — sign up now to become a monthly supporter: rabble.ca/donate

The total operating budget for *rabble.ca* in 2021 was just over \$500,000. Thank you to our donors! We couldn't do it without you! Of course, this is a fraction of what it costs to do journalism, and we thank all the volunteers whose time and effort make independent media like *rabble.ca* possible.

2022 was an extraordinary year and we thank Heritage Canada, Canadian Periodical Fund and Aid for Publishers for their support, and for their grant that allowed us to hire and train an audience editor. We owe thanks as well to TechNation and to MagNet for grants.

rabble.ca has a solid reputation for being an efficient and lean operation that punches far above its weight in terms of reach and in original content.

OUR IN-HOUSE SERVICES!

Why *rabble.ca*? Enlisting our services at *rabble* lets you reach the largest audience of progressive-minded Canadians across Canada, in every region, and in virtually every city, large and small. Our followers are among the most highly educated, influential and dedicated of audiences. They see themselves reflected in *rabble* and are committed to the causes that we report on!

We pride ourselves in being a space for new and emerging voices and team members who are both professionally trained and proficient in their work. Many of our interns, consultants and freelancers have gone on to careers in journalism and other media professions. And of course, many have stayed with us as audio-visual technicians, social media professionals and journalists, to allow us to grow our multimedia event services model to cover your event and suit your organization's needs today!

Services we offer:

- Podcast and audio recording
- Webinar management
- Live-blogging/ Photo-blogging
- Social media storytelling
- Video recording and production
- Webcasting
- Social media-ready video production
- Professional photography
- Curated online discussion
- Press release production
- Advertising at a discounted rate

Advertising

By advertising at *rabble.ca*, you can invest your marketing and promotion dollars into nonprofit, independent journalism. Consider promoting your campaign, petition or business on *rabble.ca*, and reach our dynamic, engaged and giving audience. *rabble* sells advertising packages for ad buys on our site, as well as on our social media and e-newsletter. We also carry editorial advertising opportunities for progressive research and advocacy organizations.

rabble.ca sprang to life in 2001 as an independent news source with strong roots in various movements working for social justice and equality. In 2022, *rabble* had 1.3 million readers. People come to *rabble* for news on social movements and for alternative takes on federal and provincial politics.

We have a strong presence on social media, with almost 43K followers on Twitter and 23.3K on Facebook and Instagram in total. Seventy-two per cent of our traffic in 2022 came from Canada.

In Cahoots: Boosting your work through editorial advertising Are you a civil society organization seeking new ways to broadcast your news? Look no further than In Cahoots. In Cahoots is rabble's portal to the research and news releases of Canada's vibrant civil society and labour organizations.

In Cahoots was conceived as an opportunity to amplify the messages of the community of organizations who share rabble.ca's progressive ideals, and work to realize this progressive vision.

We have dedicated a part of our website's homepage and social media infrastructure to share our partners' words and press releases. People who click on links in In Cahoots posts will link directly to an URL of your choosing, allowing your communications team to maximize web traffic to your site.

Contact [**publisher@rabble.ca**](mailto:publisher@rabble.ca) for information about advertising opportunities.

Join organizations other like-minded organizations such as:

- Abortion Rights Coalition of Canada
- Canadian Federation of Nurses Union
- Canadian Health Coalition
- Canadian Union of Public Employees
- Canadian Union of Postal Workers
- Canadians for Tax Fairness
- Elementary Teachers' Federation of Ontario
- Harrowsmith Magazine
- Hospital Employees Union
- Inter Pares
- Liisbeth Magazine
- Mining Watch Canada
- Ontario Secondary School Teachers' Federation
- Public Service Alliance of Canada
- The Starfish
- United Food and Commercial Workers
- United Steelworkers
- Viewer Discretion Legislation Coalition

THE RABBLE REVIEW

Do you want the latest progressive take on Canadian news in your inbox? Sign up for rabble's free weekly newsletter, **the rabble review**.



Each Friday, catch up on the latest news in the labour movement, Canadian politics, and environmental news. We also share the links to our latest podcasts and registration details for our monthly live political panel, Off the Hill.

Read the rabble review today: <https://rabble.ca/subscribe>

PEOPLE AT RABBLE.CA

rabble.ca was built on the efforts of journalists, writers, artists and activists across the country and has a unique role as non profit media in reporting on national politics and stories from civil society. *rabble.ca* features some of the best new and emerging voices in Canada, together with the must-read voices of the left.

rabble.ca is a federally incorporated not-for-profit organization. We rely on the support of individual and organizational donors. If you would like to support independent journalism you can do so at rabble.ca/donate.

Publisher

Kim Elliott, publisher

Editorial Team

- Breanne Doyle, managing editor and rabble podcast network producer
- Nick Seebruch, editor
- Michelle Gregus, guest editor
- Barâa Arar, contributing editor
- Shreya Kalra, contributing editor
- Emma Lui, contributing editor
- Karl Nerenberg, senior parliamentary reporter
- Stephen Wentzell, contributing editor and national politics reporter
- Gabriela Calugay-Casuga, labour reporter
- Kiah Lucero, Jack Layton Journalism for Change fellow (2022/2023)

Production and Operations

- Meg Borthwick, babble moderator
- Frank Preyde, babble moderator
- Amber Ellis, operations coordinator
- Shirley Marquez, administration and membership coordinator
- Mick Sweetman, community editor and In Cahoots
- Stephanie Davoli, digital engagement producer
- Jilian Piper, audience engagement editor
- Jase Tanner, live video production

Technical and Development Support

- Bryan Carney
- The Code Company
- Consensus
- CanTrust

Founder

Judy Rebick

President Emeritus

Duncan Cameron

Members' Council Executive (the rabble.ca board)

- Shannon Devine (Co-President)
- Archana Rampure (Co-President)
- Robert Lamoureux (Secretary)
- Thomas Woodley (Treasurer)
- Tania Ehret
- Monia Mazigh
- Gauri Sreenivasan

Members' Council

- Barbara Byers
- Domenic Bellissimo, OSSTF
- Ravi Joshi, Council of Canadians
- Federico Carvajal, ETFO
- Jim Stanford
- Kathleen Monk
- Linda Silas, CFNU
- Riccardo Fillippone, PSAC
- Sylvain Beaudry, CUPW
- Tania Ehret
- Tria Donaldson
- Wayne MacPhail

Columnists

- Cathy Crowe
- Charlotte Dalwood
- Chuka Ejeckam
- Duncan Cameron
- Evelyn Lazare
- Jodi Rai
- Judy Rebick
- Lois Ross
- Matthew Behrens
- Maya Bhullar
- Monia Mazigh
- Natasha Darling
- Ole Hendrikson
- Pro Bono – from the legal firm of Iler Campbell
- Rachel Snow
- Shreya Kalra
- Thomas Sandborn

Contributors

- David Climenhaga
- Brent Patterson
- Yves Engler
- Penney Kome
- Doreen Nicoll
- John Miller

Off the Hill Production Team

- Co-hosts: Libby Davies and Robin Browne
- Regular panelists: MP Leah Gazan, Chuka Ejeckam, Karl Nerenberg, El Jones, Clayton Thomas-Müller
- Technical producer: Jase Tanner.
- Producers: Breanne Doyle, Kim Elliott

Podcasts

- rabble radio, with host Breanne Doyle.
- RadioLabour Canada, exclusively on *rabble.ca*
- Needs No Introduction – rabble podcast series of speakers of note

Best of the Left – Syndications

- Rick Salutin
- David Suzuki
- Linda McQuaig
- Amy Goodman and Dennis Moynihan

Legal

Iler Campbell LLP

Auditor

Numeris CPA

Insurance

CFC UnderWriting

A PAGE OF THANKS!

rabble.ca could not do what it does without the community who support it with their time and energy. Special thanks in 2022 go to:

Duncan Cameron, Tania Ehret, Martha Plaine, Libby Davies, Bob Gallagher, Matt Adams, Chelsea Nash, Maya Bullar, Victoria Fenner, Marianela Ramos Capelo, Wayne MacPhail, MP Leah Gazan, Jo Ellen Kaiser, Carleen Pickard, Martha Rans, Phillip Smith, Jodi Rai, ZG Stories, The Institute for Change Leaders, Humberto Da Silva, Jessica Rose, the Canadian Periodical Fund, Canadian Foreign Policy Institute, Liisbeth Magazine, Paul Gross, Between the Lines Publishing, Centre for Social Innovation in Toronto, Lush - and to so many more, including all our contributors, readers, and donors.



BECOME A RABBLE ROUSER!

KEEP RABBLE GROWING

How can you keep *rabble.ca* going and growing?

- We depend on the generous support of our donors and partners to survive and thrive. Become a monthly donor for rabble by visiting rabble.ca/donate. For as little as \$3/month, you're ensuring rabble is able to deliver progressive journalism 365 days a year
- Support rabble.ca with a special one-time donation. No amount is too little or too much. See rabble.ca/donate
- Want to support rabble and also receive free, progressive news in your inbox? Sign up for the rabble review, our weekly newsletter, at rabble.ca/alerts
- Have your organization join In Cahoots — our sponsored portal of news from civil society groups in Canada. Contact business@rabble.ca
- Have a conference or event you want to broadcast to the world? Book our event coverage services at amplify@rabble.ca
- Have your organization become a Sustaining Partner. Sustaining Partners provide financial support to rabble and receive a fantastic advertising package and promotion from rabble. Contact business@rabble.ca
- Advertise on rabble.ca, Canada's largest independent online news site. Contact advertise@rabble.ca
- Do you have a story to tell? To pitch a story, contact editor@rabble.ca

ADDENDUM - LINKS

Feature content

1. After the Indigenous child services agreement, what's next? | <https://rabble.ca/indigenous/after-the-indigenous-child-services-agreement-whats-next/>
2. Ottawa convoy exposes the racism that First Nations have long known | <https://rabble.ca/columnists/ottawa-convoy-exposes-the-racism-that-first-nations-have-long-known/>
3. One year later, Canada still grapples with residential school history | <https://rabble.ca/indigenous/one-year-later-canada-still-grapples-with-residential-school-history/>
4. There is no reconciliation without the truth | <https://rabble.ca/indigenous/house-of-commons-recognizes-residential-schools-as-genocide/>
5. Canada's prison system continues to punish Black and Indigenous people | <https://rabble.ca/human-rights/prison-system-punishes-black-indigenous-people/>

Ongoing coverage

6. New year, same poisoned water for Iqaluit residents | <https://rabble.ca/human-rights/new-year-same-poisoned-water-for-iqaluit-residents/>
7. Land defenders in court on the National Day of Inquiry for Missing and Murdered Indigenous Women and Girls | <https://rabble.ca/indigenous/land-defenders-in-court/>
8. How finding Indian residential school gravesites challenges whitewashed Canadian history | <https://rabble.ca/columnists/how-finding-indian-residential-school-gravesites-challenges-whitewashed-canadian-history/>
9. Passing of Queen leaves complicated legacy for First Nations | <https://rabble.ca/politics/canadian-politics/queen-elizabeth-passing-first-nations-legacy/>

Parliamentary reporter, Karl Nerenberg

10. <https://rabble.ca/indigenous/after-the-indigenous-child-services-agreement-whats-next/>

11. <https://rabble.ca/politics/world-politics/is-putins-resentment-leading-him-to-commit-war-crimes-and-genocide/>
12. <https://rabble.ca/economy/economist-debunks-supermarkets-claim-theyre-not-profiting-from-food-inflation/>
13. <https://rabble.ca/elections/ndp-and-libs-must-make-hard-choices-after-massive-ford-victory/>
14. <https://rabble.ca/politics/canadian-politics/elizabeth-ii-and-the-true-story-of-the-empire-for-which-she-stood/>
15. <https://rabble.ca/politics/canadian-politics/alexa-mcdonough-revived-social-democracy-in-canada-when-it-was-on-the-ropes/>
16. <https://rabble.ca/politics/canadian-politics/bill-blaikie-dead-at-71-wielded-lasting-influence-as-an-opposition-politician/>

Labour reporting

17. PSAC union rally ups pressure on Treasury Board | <https://rabble.ca/labour/psac-union-rally-ups-pressure-on-treasury-board/>
18. Pride at Work examines inclusivity in Canadian workplaces | <https://rabble.ca/lgbtiq/pride-at-work-examines-inclusivity-in-canadian-workplaces/>
19. Gas price burden on rural mail carriers; also harms environment | <https://rabble.ca/environment/gas-price-burden-on-rural-mail-carriers-also-harms-environment/>
20. How newsrooms can handle attacks on journalists | <https://rabble.ca/feminism/how-newsrooms-can-handle-attacks-on-journalists/>
21. CUPE agreement ratified, but fight for schools continues | <https://rabble.ca/labour/cupe-agreement-ratified-but-fight-for-schools-continues/>
22. Labour issue page | <https://rabble.ca/issues/labour/>

Book lounge

- 23. <https://rabble.ca/books/el-jones-new-book-is-an-act-of-resistance-and-mutual-aid/>
- 24. <https://rabble.ca/books/new-memoir-chronicles-black-canadian-womans-battle-with-als/>
- 25. <https://rabble.ca/books/review-of-from-layton-to-singh-the-20-year-struggle-for-the-ndps-soul/>
- 26. <https://rabble.ca/books/building-movements-and-defining-hope-with-maude-barlow/>

Nurse's Voices

- 27. Nurses' Voices: Stories of courage and determination in the face of COVID-19 | https://nursesunions.ca/wp-content/uploads/2022/06/EN_22_NursesVoices_digital.pdf

Website traffic

- 28. As Conservative leader, Pierre Poilievre would provide the anger the party's base wants | <https://rabble.ca/politics/as-conservative-leader-pierre-poilievre-would-provide-the-anger-the-partys-base-wants/>

Join the conversation on babble

- 29. <https://babble.rabble.ca/babble/international-news-and-politics/ukraine-5>
- 30. <https://babble.rabble.ca/babble/international-news-and-politics/those-who-desire-peace>
- 31. <https://babble.rabble.ca/babble/canadian-politics/pierre-poilievre-marches-further-rightward>
- 32. <https://babble.rabble.ca/babble/canadian-politics/canadian-politics>
- 33. <https://babble.rabble.ca/babble/international-news-and-politics/all-hail-peacemakers-22>
- 34. <https://babble.rabble.ca/babble/environmental-justice/planet-earth-now-global-warming-emergency-code-red>
- 35. <https://babble.rabble.ca/babble/international-news-and-politics/nato-nazis>



WHAT ARE PEOPLE SAYING ABOUT RABBLE?

“rabble is essential, as in this climate, independent media is needed more than ever to provide an alternative to the dominant narratives, and bring authentic conversations and perspective to communities across Canada.”

-- **Kinnie Starr**

“rabble continues to publish strong and independent online journalism. I’m happy to support them.”

-- **Margaret Atwood**

“I rely on *rabble.ca* to bring me the real debates that are shaping our country.”

-- **Naomi Klein**

“*rabble.ca* is a crucial resource for achieving media democracy in Canada, in this era of increasing corporate media concentration.”

-- **Maude Barlow**

“The world needs to hear a lot less from the mainstream media and a lot more from *rabble.ca*”

-- **Linda McQuaig**

“Our cherished, venerable, fierce and principled source of truly independent media in Canada.”

-- **Avi Lewis**