# Transcript of video interview with Gail Carducci, candidate for VP anglophone

**Catherine Schellenberg:** Today I'm speaking with Gail Carducci, candidate for VP Anglophone at the upcoming elections. Gail, we have five questions for you, starting with question number one.

**Given that the Board of Directors is the governing body of the PNA, describe how you will lead the board through the priorities, changes and opportunities you have identified for the association?**

**Gail Carducci:** Thank you, Catherine. I've thought a lot about leadership lately and I believe that leadership is really about trust and relationships. It's about being there when needed and working hard. So I will do my best to lead through consensus and collaboration. I'll also make sure that the board members have all the information that they need in order to make the best decisions for our members.

Catherine Schellenberg: Thank you. **Second question, Gail, since recruitment has been identified as a priority, what would you change about our current structure or practices to support recruitment, and how can we leverage our recent successes to encourage recruitment?**

**Gail Carducci:** Our association certainly depends on representing as many pensioners as possible. Current employees, future retirees must be made aware of who we are and why we matter. I've started working on pre-retirement sessions that, in cooperation with the Canadian Media Guild, will be delivered in Toronto this year. I hope that those sessions can also be rolled out nationally. We need to collect contact information from employees and then stay in touch with them. In Ontario, we set up information tables, particularly in the Toronto Broadcasting Centre, and I now have a database of about 300 employees who receive our newsletter, Livewire. That's how we stay in touch with them and on their radar.

It's more challenging to reach non-member pensioners and deferred pensioners, since CBC sends Contact, the national newsletter, to the non-members only once a year, we have less of an opportunity to connect with them. I'd like to convince CBC to increase that outreach. We know that they will not share contact information with us, but we can persuade them that they can do more to help us. We need to speak very plainly to those pensioners who have not joined. We've got them their share of the surplus, and now we need them to give us their support through membership. And of course, we can support the grassroot efforts for recruitment that are going on in the regions and chapters, we can share best practices and we can offer financial support for those efforts.

Catherine Schellenberg: Thank you Gail. **What efforts are needed to unify our association geographically, linguistically, culturally, regardless of the positions that we held with CBC?**

**Gail Carducci:** Well, a unified association doesn't mean that we all have to agree with each other all the time. We're unified when we are respectful of those differences and when we work as much as possible by consensus. We have to be visible and relevant to our members. I prefer collaboration to conflict, and will bring that attitude to my work on the National board.

Catherine Schellenberg: **Gail, how will you develop or improve our relationship with the CBC?**

**Gail Carducci:** I believe that a good relationship exists when both parties approach issues from a position of strength. Our victory in the pension surplus dispute and our ability to get out the vote imposed by OSFI form a platform on which to build a strong relationship with the CBC. Regular meetings and communications will be key. We need to articulate to them why we matter and how we can help the CBC. And then we need to ask for what we want from them.

Catherine Schellenberg: **And finally, Gail, why do you think you'll make a difference if you are elected?**

**Gail Carducci:** Well before 2021, Ontario was averaging between 30 and 40 new members a year, so I put together a recruitment group and we brought that number up to 76 in 2022. That year, I also ran to be President of the Ontario region. And our 2023 enrollment jumped to 120 new members. So far, in 2024, we've enrolled 52, so we could easily exceed 200 new members this year. The Ontario Board now has gender equity for the first time and that's important to me. Our newsletter Livewire has set a new bar for excellence. I hear from our members all the time that my efforts have made them care about the PNA. So why do I think I'll make a difference? Well, because I already have and I have no intentions of slowing down. I'm a hard worker and I'll bring that energy to the national executive.

Catherine Schellenberg: **Gail, thank you so much for taking the time to speak with us today, best of luck.**

**Gail Carducci:** Thank you, Catherine and thanks for helping to introduce all the candidates to our members. I hope we have a great turnout for the election.