

My name is Cole Howard (he/him) and I'm thrilled to be running for a Director role on the UBCP board. I've had the privilege and pleasure of being a part of three consecutive bargaining sessions with UBCP's Animation members, as well as representing UBCP at the BC Federation of Labour convention in November of 2022. I'm a passionate advocate for labour protections and I firmly believe that the labour movement we find ourselves in at present can, and ought to, shape the future of our industry for the betterment of our members here in BC and, by extension, workers across the country.

I believe equality, equity, and inclusivity are words that are easy to say but far more difficult to enact, and I promise - if elected - to champion those concepts at every opportunity. The diversity of opinion is a fundamental part of all democratic endeavors and I will encourage myself and other board members to maintain the discipline of open-mindedness and care for the well being of the majority of our membership.

Finally, I will always hold up the cause of class solidarity. Our greatest challenge, as I see it, is in fighting for a fair share of the value of our labour and ensuring the longevity and health of our fellow UBCP workers. We deserve nothing less, and I will do everything in my capacity to ensure we get it.