

## Communications Report

(September 4<sup>th</sup>, 2003)

Before I give an update of the activities of the Communications Committee since the last Board meeting I want to take some time to demonstrate what real advances the Committee has made since its inception in 2000.

As you can see from the article entitled “**We love letters – and we love hearing new voices, too**” (in your kits), where the editor of the Telegraph Journal attempts to explain why not all submissions to the Op Ed section of the paper are printed, it is very difficult to get published on a consistent basis in the daily newspapers. In order to be successful you must write a well-balanced, unbiased submission and time your submissions so that you are not seen as too frequent a contributor. The success thus far of our submissions (we have yet to be turned down) attest to the fact that the Executive Director has produced the right balance; one which allows us to get our point across, but which still follows the requirements as they are laid out in the article.

We are also able to demonstrate that our message is clearly getting across. For the first time in the Federation’s history, one of our articles was directly used as the source for an “Our Opinion” section of the Daily Gleaner. Our article “**Don’t tamper with universities**” was quoted and expanded on in a later article entitled “**Don’t interfere with universities**”. The powers that be in the media are beginning to take notice and we are now having an even greater impact on public opinion.

### **Other Activities**

-The Executive Director has over the summer continued to make contact with the media outlets in New Brunswick. In a recent lunch with the editor of the Moncton Times Transcript, for example, he has been given assurance that they would be interested in any articles we sent their way.

- The bookmark seems to be going over well. The Chapters store in Moncton, for example, seems to be more and more willing to use our bookmarks as bag-stuffers. The bookmark is also being distributed at all Coles Books and other Chapters locations and at a small number of privately-owned bookstores.

- Most of July was spent on the writing, layout and printing of the Bulletin. I am pleased to report that George Semeluk has rejoined the editorial team and is again responsible for the layout and design of the Bulletin.

- The Web site has exceeding even my wildest expectations. In June, for example, it topped **60,000** hits per month! I recently looked back at one of my earlier reports where I had hoped that we would maintain a hit rate of 2000 hits per month... who would have known?

As you can see the Communications Committee has had a very busy but successful summer, and we hope that we can maintain our momentum in the coming academic year.

Ian H. Fraser, Chair.