

Communications Committee Annual Report

(May 13th, 2003)

This year's report will be divided into three sections. The first section will deal with what the Communications Committee is doing currently; the second will deal with what the committee plans to do over the summer; and the third will deal with what the committee has done over the last year.

Currently

In our last report to the Board on March 22nd 2003, we stated that the committee had completed its advertising campaign and the preparation of newspaper articles for this year. The committee argued that once the academic year was completed advertisements and articles would not give us a strong return on our investment of money and time. Things have changed, however, in that it appears that there is going to be a spring election. Therefore, the Communications Committee has swung into election mode.

The committee has decided, consequently, to engage in three main activities during the days leading up to the election: we will continue with articles in the provincial dailies in an attempt to keep post-secondary education in the minds of the electorate; we will be distributing an information pamphlet (see attached) to – among others - all MLA's in order to keep post-secondary education in the minds of the politicians; and lastly we will continue publishing our advertisements in the Telegraph Journal and L'Acadie Nouvelle with the slogan "Vote for the Party that supports Post-Secondary Education!"

We have sent the Portfolio of newspaper articles published in 2002 to MLA's and New Brunswick MP's and are now in the process of putting together portfolios for the Presidents of the Universities as well as the student provincial and local unions. Also, the second run of the FNBFA bookmark is presently at the printers, and we are continuing our "30th Anniversary" campaign.

Summer Activities

During the summer, while it is quieter for the committee, we plan to:

- Meet with the directors of provincial TV and radio stations as well as editors of the Daily Gleaner and L'Acadie Nouvelle to try and strengthen our relationships with these media outlets.
- Bring the Bulletin "in house". Since the Bulletin's inception its design and layout have been carried out by volunteers (George Semeluk and Ian Fraser). In order to decrease reliance on the generosity of volunteers the layout of the Bulletin will be carried on "in house" from now on.
- The design and publication of the July Bulletin.

The Past Year's Activities in Review

Once again the committee has had a very successful year:

- We completed the “Bookmark” campaign launched at the end of last year and are in the process of obtaining a second run.
- We developed and ran a successful “Pamphlet” campaign at the beginning of September and have developed and are ready to launch a second one to coincide with the election.
- We launched a “30th Anniversary” campaign with the design and purchase of a sticker which goes on all outgoing documents.
- We successfully distributed a portfolio of newspaper articles and have developed and are in the process of distributing a second one.
- The committee has had 8 newspaper articles published since the last AGM (all articles were written by the Executive Director and were published in the Telegraph Journal unless other wise specified):
 1. N.B. Must Get In Step With Same Sex Relationships
 2. Tuition Fees are Reaching A Crisis In N.B.
 3. Student Loan Eligibility Formula Needs Fixing
 4. Universities Hope For Sustained Funding Breeze
 5. Social Welfare, Universities Also Need Funding
 6. Budget Wasn't Friendly To Universities
 7. Petty Politics Keeps Aid From Students
 8. Human Resources: Are We Investing Enough?

Ian H. Fraser,
Chair.