

## **Communications Committee Annual Report**

(April 27<sup>th</sup>, 2004)

As you are all aware this will be my last report as Chair of the Communications Committee. I have been the Chair since the inception of the committee, and though it has made great strides, I strongly believe that new blood is necessary to take the committee in new directions. I wish every success to the new Chair!

The Communications Committee has had a very successful year. In essence, this year we have solidified many of our initiatives, ie., the bookmark, pamphlet, portfolio and ad campaigns and have made them a regular part of the Federation business.

**Bookmark Campaign:** One of our most popular campaigns to date, the bookmark is still being well received by all of our distributors, noteworthy among which are Chapters, Coles, Beegee's, Westminster's. We have become a regular feature in all of these stores. This year we decided to get our bookmarks distributed through the public libraries and to our surprise the libraries are very receptive to the idea. Thus far we have been permitted to set up distribution points in the Fredericton, Woodstock, Moncton, Riverview, and Sackville public libraries. The printers of the bookmark have been developing a new version which adds a bit more colour. The Executive Director is in negotiations with them to establish the cost of printing this new version.

**Pamphlet Campaign:** Our members were advised in the April Bulletin that we have successfully distributed the 2004 "Did You Know" pamphlet. This is the third year in a row we have produced the pamphlet and sent it to all MLA's, New Brunswick MP's, Home and School Associations, the MPHEC, University Presidents and CAUT. You may also recall that the statements made in the pamphlet are used in our advertisement in both L'Acadie Nouvelle and the Telegraph Journal.

**Portfolio Campaign:** Since the last Board meeting the Portfolio of newspaper articles published in 2003 has been circulated to all MLA's, New Brunswick MP's, Home and School Associations, the MPHEC, University Presidents and CAUT. This is our third such portfolio which attests to our success in the print media.

**Ad Campaign:** The ad campaign continues in both L'Acadie Nouvelle and the Telegraph Journal. We have revised the ads in the Telegraph and have decided to go with a less frequent but larger ad (2.5 inches by 2 columns once every four weeks instead of the small lugs once a week). This has also resulted in a substantial saving of costs.

**Newspaper Articles:** Since my last annual report to the Board last May we have had 8 articles published in the New Brunswick daily print media: **Stem The Tide of Rising Tuition Fees, Universities Merit More, Society Must Rein in Education Costs, Universities Need More, Education Can Help Cure Health Care Woes, Proposed Solutions Do Little to Ease Financial Pain of Students, and Budget Does Little to**

**Promote Accessibility** in the Telegraph Journal and **Universities Must Keep a Solid Grip on Autonomy** in the Daily Gleaner.

In closing I want to thank the Board for the support I received while chairing the Communications Committee, and once again I wish my successor all the best.

Submitted by

Ian H. Fraser.