

Communications Committee Report
(August 23rd, 2001)

The Communications Committee has been very busy over the summer. Below is a partial list of our achievements.

- 1) The midsummer Bulletin was issue on time. At the executive meeting of the Board it was decided to attempt a trial run of the Bulletin in the format discussed at the AGM, to assess whether or not there would be any complaints concerning the idea of French only Bulletins to the Francophone institutions and English only to the Anglophone institutions. I am glad to report that there have been no complaints lodged.
- 2) The Web Site has continue to garner an increasing number of hits. In June the number was 1788 and in July it was, 2116. The major change to the Web Site this summer is the ability to access the Executive director's "Guest Columnist" articles by clicking on the title (in blue) in either the "Activities" or "Executive Directors Report" section of the Bulletin. The articles are being reproduced in the language in which they were originally published.
- 3) The Executive Director has had 4 articles published in our ongoing series in the Telegraph Journal. They are: *Don't Confuse Diplomas with Degrees*, *Lord shows Statesmanship in Education*, *Act Debases Academic Standards* and *Federal Program Causing Problems*.
- 4) The article entitled, *Act Debases Academic Standards* provoked a response by the President of Lansbridge. Our Past President then responded to president of Lansbridge in a letter to the editor.
- 5) The Executive director and I (on the advice of the President) are putting together a portfolio of our news releases and editorials, which we will then send to the t.v. and radio stations. In this way, we hope to demonstrate our expertise and convince the stations to accept our credibility as spokespeople for university concerns.
- 6) The portfolio, will also be send to different parent/teacher associations in order to help us to secure guest-speaker status at some of their meetings.
- 7) In the fall of this year, the Executive and the President will visit the editor of the l'Acadie Nouvelle in an attempt to encourage them to view our submissions in a more favourable manner.
- 8) As you are probably aware from the discussion of the budget, the Communications Committee has asked for revenue with which to advertise FNBFA within the print media. The object is to keep FNBFA front-and-centre in the minds of the public with articles and advertisements.

As you can see, the Communications Committee has been extremely active. I would like to thank Jack Vanderlinde (Web master), George Semeluk (Bulletin Designer) and the Executive director for making my job a little easier.

Ian H. Fraser,
Chair,
Communications Committee