

Communications Committee Report

August 28, 2002

The communications committee has been very active over the last three months wrapping up the two public awareness initiatives mentioned at the last meeting (ie., the portfolio and bookmark campaigns) as well as preparing for the launch of a new one!

- The committee has now sent the portfolio out to all MLA's, New Brunswick MPs, university presidents and some of the local media, and we have received a number of encouraging responses. We have had a request for a copy from Greg Byrne (former Liberal Minister of Justice), who is one of the strategists working on that party's Education Platform. We also received a thank-you letter from John Herron, MP for Fundy-Royal acknowledging its usefulness in his Private Member's Bill campaign for student debt relief, and it has been used by the Canadian Centre for Policy Alternatives to develop the New Brunswick section of "Missing Pieces 3: An Alternative Guide to Canadian Post-Secondary Education".
- The bookmark campaign is still ongoing, and the bookmark is now being distributed by the Beegie's, Westminster and Chapters bookstores in the Fredericton area; the Librairie Acadienne, Chapters and Coles bookstores in the Moncton area; and the two Coles bookstores in the Saint John area. The response to the bookmarks looks promising. Beegie's bookstore in Fredericton requested extra bookmarks because they had run out and Coles in Moncton requested bookmarks for a teacher in the Moncton area who would like to distribute them to his class.
- The committee has designed a French ad (inserted in your folder) which has been running every second Friday in l'Acadie Nouvelle all summer long.
- We have also managed to secure a coveted space on the front of the Telegraph Journal's TV guide (inserted in your folder). These ads change every two weeks with a new quotation.
- The committee worked on the development and printing of the July Bulletin which deals mainly with the presentation by the Premier at the Federation's AGM.
- The committee has spent the majority of its time, however, working on a new initiative we have termed the pamphlet campaign. The pamphlet (inserted in your folder) will be distributed through the Telegraph Journal and l'Acadie Nouvelle on or around September 26th. It will also be printed in colour and distributed to all MLA's and MPs in New Brunswick and of course to our members.

Ian H. Fraser, Chair
Communications Committee.

