

Public Relations Committee Annual Report
(May 1999 to May 2000)

The newly formed Public Relations Committee has been busy since its inception in November of 1999. Below is a brief summary of the committee's activities and appended are the documents the committee has released to local associations and the media:

- 1) In February of 2000, Sylvia Hale, FAUST President, asked the Public Relations Committee to write a letter to FAUST members outlining its perspective of FNBFA's role and importance. The letter was circulated to the FAUST membership in March.
- 2) In February the Committee met with the Executive Director to develop a plan of action to achieve better visibility in the print media.
- 3) In late February the Executive director met with the Opinion editor of the Daily Gleaner in an attempt to secure some space for a series of articles concerning university issues. The Opinion Editor tentatively agreed to three articles with the proviso that they should not read as self-serving panegyrics on the importance of university faculty.
- 4) During the Moncton strike, a news release was sent to the editors of the Moncton Times-Transcript, the Telegraph Journal and l'Acadie Nouvelle to correct the misleading faculty salary figures which were being quoted by the media.
- 5) On March 30, 2000 a news release which detailed FNBFA's response to the latest provincial budget was sent to all the major papers.
- 6) The first of three projected articles concerning the impact of the budget on the universities' ability to maintain and upgrade their physical plants has recently been published by the Daily Gleaner.

The committee would like to thank Desmond Morley, Executive Director, and Patricia Lewington, Administrative Assistant, for helping to make the first year of the public Relations Committee a production one.

Respectfully submitted by:

Ian Fraser, Past President and Committee Chair

Report of the Public Relations Committee and Editorial Board
August 25, 2000

The following events have occurred since the last report in May.

- 1) The Executive Director and I have secured the services of a clipping agency (Media Scan out of Montreal) and are in the process of narrowing down the scope of the coverage we receive.
- 2) Letters have been sent to all local TV and radio stations outlining our willingness to discuss issues which are germane to our organization.
- 3) Press releases were sent to all the major and pertinent local papers concerning the scholarship short list.
- 4) We are in the process of purchasing space in the Telegraph Journal to announce Normand Blais's successful completion of his degree. Normand was the 1996 Semeluk Scholarship winner.
- 5) The Executive Director and the President met with the opinion editor of the Times Transcript as part of our continuing efforts to strengthen existing relationships with the major newspapers within the province. As a result of this meeting we have been promised space for at least one opinion piece.
- 6) The second of a series of three articles has been submitted to the opinion editor of the Daily Gleaner. The article deals with the statistics recently released by HRDC, concerning job prospects for students with varying levels of education.
- 7) The midsummer edition of the Bulletin was issued on time and the September edition is already well on its way to completion.
- 8) Arrangements are in the works to meet with the opinion editor of the Telegraph Journal in early September.

Respectfully submitted by:

Ian Fraser,
Chair of the Public Relations Committee and Editor of the Bulletin.

Report of the Communications Committee
November 18, 2000

- 1) Following much discussion, the Communications Committee decided to forego the services of the clipping agency we had been using because it was proving expensive and the search parameters hard to define effectively. Instead, the committee opted for a subscription to the **Telegraph Journal** which, for \$240.00 a year, also gives us internet access to the **Times Transcript, Daily Gleaner** and **Times Globe**. This is far more affordable and allows the office greater control of media scanning. (**Globe and Mail** and **Ottawa Citizen** clippings are e-mailed to us courtesy of **OCUFA**).
- 2) As promised, the last **Bulletin** was circulated on time. Unfortunately, we received no biography from the Edmunston Campus. It appears that there may not be enough interest in pursuing this section of the **Bulletin**. The Communications Committee would appreciate direction in this matter.
- 3) For the up-coming election, the Communications Committee decided to issue an “election op-ed piece” to all the major dailies in the province. The article focused on the need of all political parties to make accessibility to post-secondary education a priority during their campaigns.
- 4) The Communications Committee has purchased space in **the Telegraph Journal, the Times-Transcript and l’Acadie Nouvelle** to announce the graduation of Normand Blais, the 1996 winner of the Semeluk Scholarship.
- 5) The Executive Director and I are still trying to set up a meeting with the Editor of the Telegraph Journal to secure space for “Op-Ed” pieces. He has, however, agreed with some enthusiasm to examine our “election op-ed piece”, and publication seems likely.
- 6) The Communications Committee is currently looking into the cost of broadcasting Christmas greetings on the CBC. In the past, the **New Brunswick Teachers’ Association, New Brunswick Student Alliance, Nurses’ Union, CUPE** and many other unions across the Maritimes have purchased air-time to extend holiday greetings to their members and advertise their existence to the viewing public. For such advertisements to be run on both the English and French CBC stations, the cost would be approximately \$600. The Committee seeks the opinion of the Board in this matter.
- 7) After visiting the **CAUT** website, I noticed that the document “**At the Doorstep of the 21st Century**”, was still available. Thanks to Jack, FNBFSA now has a link to the document on its own website under the heading, “Bulletin and Briefs”.
- 8) I would like to invite Board members to visit our website and to send any comments they may have concerning it to me at my e-mail address: fras@sthomasu.ca

- 9) Articles for the December issue of the **Bulletin** are being compiled. These will include an update on the pension issue, written by the president, an article on lobbying written by the Executive Director, and a report on government funding.
- 10) I am glad to report that I have heard nothing but positive feedback from members of my own association, FAUST, concerning the quality of the **Bulletin** and its articles.
- 11) I would like to know whether or not the local associations have agreed to the Communication Committee's request to allow the President of FNBFA to send frequent reports directly to its members by e-mail.
- 12) The Executive Director and I have discussed the possibility of placing small (2-1/4" by 4-1/2") advertisements in two of N.B.'s leading daily newspapers each month.

Ian H. Fraser, Chair

Communications Committee Report
March 17, 2001

- 1) I am pleased to inform you that the press release, which we sent out during the election, was also read on CBC radio by Tim Andrew (in his role as one of the former chairs of the MPHEC) on Friday November 24th.
- 2) Our election press release was printed in the **Telegraph Journal** and Moncton **Times Transcript** and was reprinted in the January Bulletin.
- 3) Due to unforeseen circumstances, the December **Bulletin** ended up being a one-page affair and the regular Bulletin did not appear until January. Unfortunately, our translator broke a bone in her hand, which meant that she could not translate the entire **Bulletin** in time for a December release.
- 4) The Christmas messages were presented on both English and French CBC television. The cost was a little more than we anticipated because purchasing the space on the French station was a little more expensive than the English. I hope everyone had a chance to see the results of our efforts.
- 5) We now (thanks to Jack), have information concerning the number of people using our website. The information is most encouraging, with 939 requests made in February – up from 638 requests in January.
- 6) The Executive manual is now available on the website. The manual deals with, among other things, the Federation's by-laws as well as the criteria and guidelines for all its committees.
- 7) The Executive Director and I had planned to be involved in a conference concerning the design and upkeep of a website. Unfortunately, the conference was postponed due to server problems. However, the organizers will be sending us the material via snail mail. It is becoming increasingly obvious that a website is a leviathan in that once you have obtained it you must continually maintain it. Neglecting to update a website on a regular basis gives the impression that your organization is not active and may also result in consistently fewer hits. It may perhaps be advisable to hire a full time web master.
- 8) The March addition of the **Bulletin** is well on its way and will be the last issue of the current term. We have kept our promise to produce a **Bulletin** every 3 months. We have had no shortage of information for these Bulletins – on the contrary, we have had to be extremely selective in order to keep the issues to a reasonable length. I have, for example, an article which I wrote for the Bulletin back in September that will finally (I hope) make it into March's edition.

- 9) The last op-ed article for this mandate is currently being written. The topic is *Faculty Retention and Renewal* and will be sent to the Telegraph Journal shortly. It will also be reproduced in the March **Bulletin**.
- 10) The Executive Director and I have arranged to meet with the opinion page editor of the Telegraph Journal within the next couple of weeks. This is later than we had hoped, however, the reason it has taken so long is that Howie Trainer is no longer the opinion editor and the new editor is just finding his feet.
- 11) Next year is another ball game and we are hoping to convince the editors to allow us to run another series of articles in their respective newspapers. We are hoping to renew some of our agreements this summer.

Ian Fraser (Chair)

Communications Committee Annual Report
May 10, 2001

The communications committee has been extremely active this year. Besides attempting to improve on existing initiatives the communications committee has launched a number of new ones. Our most successful achievements this year have been:

The Communications Committee has been recognized by the board as a positive addition to the Federation, and will be presenting a draft of its Terms of Reference at this meeting.

The continual upgrading of our web site and the resulting successive increases in the number of hits, from 530 in January to 1,589 in March.

A continuous series of published articles in the major dailies in the province. The equivalent to one article every 3 months.

Positive reports concerning the content of the **Bulletin** are becoming more frequent.

The communications committee has been asked by the **Telegraph Journal** to submit an article each month to be considered for publication as a “guest column”.

Update since last meeting

The **Bulletin** was distributed in the second week of April. The edition included two articles from the Communications Officer. One dealt with the issue of the need for a provincial Association, the other with a detailed description of what the FNBFA website has to offer.

What was to be our last article for this mandate was printed in the March 30th edition of the **Telegraph Journal**. The article entitled “Modern Three R’s” Threatening N.B.’s Universities” was reprinted in the April edition of the **Bulletin**.

The most important achievement since our last report is having secured “guest columnist” status for the Federation with the **Telegraph Journal**. This status, I feel, can be attributed mainly to the Executive Director. His concise and informative articles have sold the **Telegraph Journal** on the idea.

Our first ‘e-mail to the troops’ was sent out late last month requesting suggestions for future articles for the **Telegraph Journal**. Though I have yet to receive any suggestions, I have received congratulations from members of FAUST.

I want to thank the board for the suggestions they have given the committee over the last two years as it has tried to carry out its mandate. I think that the communications committee will prove to be a strong asset to the Federation in the future.

Ian H. Fraser, Chair