

Communications Report
October 27, 2001

The Communications Committee has been extremely active since our last board meeting. Below is a list of some of our achievements.

- 1) The Communications Committee has been working on upgrading our web site's appearance. To that end and acting on the suggestions put forth by Patricia Lewington, we have redesigned the Home Page. The new Home Page is far more informative in that it lets the reader know exactly whom the Federation represents both pictorially and in a written description.
- 2) The Executive Director has had two articles published in the Telegraph Journal since our last Board meeting: *Province Must Loosen Funding Grip and U.S. Must Punish Only the Guilty*.
- 3) The Communications Chair has had a letter to the editor of the Telegraph Journal published concerning the demise of ITI.
- 4) Soon after his most recent "readers' Forum" article was published, the Executive Director, was also invited to join the Telegraph Journal's provincial Editorial Board. He will be a regular contributor of editorials on a variety of social issues from now on, in addition to his regular "Readers' Forum" pieces. His first article entitled: *Don't Surrender our Sovereignty*, was published on October 16.
- 5) The first of what we hope to be many advertisements has been published in the print media. In the future, we plan to publish in both the Telegraph Journal and l'Acadie Nouvelle. The sole purpose of the advertisements is to bring the web site to the public's attention.
- 6) The committee has also put together a portfolio of our newspaper articles. The portfolio will be officially launched in January, by which time we shall have a two-year accumulation of articles. This portfolio will be sent out to all radio and television stations as well as teachers' and parent/teacher associations. Hopefully it will help to convince these organizations of our commitment to post-secondary education.
- 7) As you are aware the October Bulletin was released on time. Unfortunately, George Semeluk is still incapacitated, so the design of the Bulletin fell to your truly. I apologize for any resulting design inadequacies and wish George a speedy recovery.
- 8) The President and the Executive Director will be meeting with the editor of l'Acadie Nouvelle shortly, and will present him with an interim portfolio of our recent publications.

- 9) There were 2481 hits on the web site during September which is very encouraging. In many of these cases, people downloaded information. The web site is working!

In closing I would just like to say that we have included in your kits some unsolicited, transcribed comments from members of the public, responding to the editorials by our Executive Director. These are comments above and beyond those we receive daily from our own members. It seems as though the message is getting through!!

Ian H. Fraser, Chair