

## **Communications Report**

(February 21, 2004)

The Communications Committee has been fairly busy since its last report in November. Below are some of its main activities since the last Board meeting.

- 1) The Communications Committee decided, after the last Board meeting, to put the "Magnet Campaign" on hold. Instead we decided to concentrate on more effective delivery of our bookmarks. To this end the Executive Director, during his travels on the Federation's behalf, will be approaching selected Public Libraries and asking them to distribute the bookmark. Thus far he has been permitted by the Fredericton and Woodstock Public Libraries to set up distribution points. The bookmark also will, of course, still be distributed by Chapters, Coles, Beegee's, Westminster, and la Librairie acadienne bookstores.
- 2) The January Bulletin was published and delivered in a timely fashion. In the Bulletin the President commented that we may be successful in being published in the L'Acadie Nouvelle; but, unfortunately, this again did not come to pass, despite all our best efforts. I would like us to spend some time at this meeting to brainstorm some possible strategies to break this impasse.
- 3) The 2003 Portfolio of Newspaper articles, which is in your kit, will be circulated next week to all MLA's, New Brunswick MP's, Home and School Associations, the MPHEC, University Presidents and CAUT. As you can see, we have had a total of 10 articles published during 2003.
- 4) The committee has also prepared its next Public Awareness Pamphlet, which will soon be ready for distribution to all MLA's, New Brunswick MP's, University Presidents, the MPHEC and CAUT. (A proof of the pamphlet is also in your kit.) As you are aware, the Bullets found in the Pamphlet are used in our advertisements in the Telegraph Journal and L'Acadie Nouvelle. The current round of advertisements can be found each Friday in both the papers mentioned above.
- 5) The Federation has had two editorials published since our last Board meeting. **Education Can Help Cure Health-Care Woes**, and **Proposed Solutions Do Little To Ease Financial Pain of Students**, both in the Telegraph Journal.
- 6) It appears that the Web site service provider will be continuing to give us free monthly reports concerning hits on the web site. Although scaled down to some extent, the report will still be more than adequate for our needs.

This is my penultimate report to the Board, as I will not be re-offering next year. I have decided that a change in the Chair is necessary in order to bring new ideas and a fresh focus to the committee. I am still willing, at the Board's discretion, to continue as the designer of the Bulletin.

I would very much like to thank Claude Dionne, Jack Vanderlinde, Dan Belanger and Desmond Morley for their unfailing support during my tenure as Communications Chair.

Sincerely,  
Ian H. Fraser, Chair.