

Communications Committee Report  
(March 22<sup>nd</sup>, 2003)

The Communications Committee has been very busy since its last report in October. Below is a list of main issues:

- 1) As you will know by now, FNBFA is celebrating its 30<sup>th</sup> Anniversary. To mark the occasion the Communications Committee decided to launch an Anniversary Campaign. At little cost to the Federation, we have had an anniversary sticker made, and it is being placed on all outgoing mail. This sticker will alert the readers to the fact that we are one of the 'oldest kids on the block' when it comes to advocating for the university community as a whole. We marked the launch of the campaign in the January edition of the Bulletin. We also modified the home page of the website, by adding a moving banner (in French and English), to mark the occasion.
- 2) The Bookmark campaign has successfully wrapped up since the last meeting of the Board. We have successfully distributed the 5,000 bookmarks through bookstores around the province. Due to the comments we have garnered from the bookmark campaign, the committee is thinking about having 5,000 more printed within next year's budget.
- 3) The Pamphlet Campaign has also been successfully completed since our last meeting. The left over pamphlets have been distributed to CAUT, other provincial associations and members of the MPHEC.
- 4) The advertisement campaign has also been successfully completed for this year. We have been continually running small "block ads" in both the Telegraph Journal and L'Acadie Nouvelle since the beginning of the academic year. However, due to budgetary constraints we will be cutting down on the number of ads until next year's budget.
- 5) Due to the response to our portfolio campaign last year and the effective way the office has been able to use the portfolios as introductions and explanations as to the role FNBFA plays in advocating for the university community, we have decided to launch the portfolio campaign again this year. The newspaper portfolio (attached) consists of the nine articles we had published in 2002. This portfolio has again been sent out to all New Brunswick MLA's and MP's, as well as the University Presidents and members of the MPHEC.
- 6) The committee has had 4 articles published in the Telegraph Journal since our last meeting in October: **Student Loan Eligibility Formula Needs Fixing; Universities Hope For Sustained Funding Breeze; Social Welfare, Universities Also Need Funding;** and **Budget Wasn't Friendly To Universities.**
- 7) The web site continues as a going concern. As I have argued in the past, the web site is a passive lobbying mechanism for the Federation. Anyone who visits the website is in fact being persuaded of our views by reading our articles, bulletins and briefs. The number of hits has plateaued as of late, but the overall number of hits remains above 30,000 a month.

Ian H. Fraser,  
Chair.