

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 I 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)