

Communications Report  
(March 23, 2002)

The communications committee has been extremely busy since the October 2001 meeting of the board. Below is a list of some of our major achievements.

- 1) Since the last meeting the communications committee has had regular advertisements placed in two of the local dailies: **The Telegraph Journal** and **The Times Transcript**. (Appended)
- 2) We also designed and presented a 10-second Christmas message, which appeared on **ATV** during the holiday season in both French and English.
- 3) During January and February the committee designed and developed both a portfolio and bookmark for a media awareness campaign.

The portfolio is a collection of newspaper articles the Federation has had published over the last two years. The portfolio has been delivered to all MLA's, and will shortly be sent out to local media outlets as well as home and school associations. Its purpose is to remind MLAs of the Federation's concerns; to demonstrate to the media the breadth and quality of our submissions and to remind them that we are available for comment on related issues; and to let the home and school associations know that we are willing to be invited as guest speakers to any of their conferences. (Portfolio appended)

The bookmark, which is being distributed with the portfolio, was inspired by **CAFA**. Last year **CAFA** developed and distributed a bookmark to influential leaders in post-secondary education and reported that the initiative was an unqualified success. The communications committee decided to design and distribute its own bookmark (appended). The bookmark was designed to send 3 distinct messages: 1) that everyone who meets the appropriate academic standards should have access to post-secondary education...after all "knowledge is power", 2) that knowledge can be gained within the walls of the institutions depicted on the bookmark and, 3) that the faculty associations within these institutions speak with one voice as joint members of **FNBA**. The bookmark will be inserted into the next **Bulletin**.

- 4) The Federation has been very prominent in the media since my last report. We have had 9 articles published, 8 in the **Telegraph Journal** and 1 letter to the editor in the **Vancouver Sun**. The **Telegraph Journal** articles were entitled: *Feeling Uncertain, Federal Budget may Benefit Research Community, Delivery of Health Care in Canada not Always Universal, Initiative Should Keep More Parents Plugged in, Paucity of Facilities Frustrates Academics, We Have Resources to Help Our Children, Ambitious Growth Plan Lacks Funds, and System Should Work With – Not Against – Bereaved Parents*. The letter to the editor in the **Vancouver Sun** concerned our opposition to BC's Bill 28. Our Executive Director also took full advantage of the opportunities afforded by the **CAUT Public Forum on Post-Secondary Education** to voice our concerns to the media. Desmond was interviewed on **CBC's Information Morning** the day before the Public Forum and was quoted extensively in an article published by the

**Daily Gleaner** on the Monday after the forum (appended). This article was then sent over the **Canadian Press** wire and was picked up by papers in Calgary, North Bay, Hamilton, and St. John's. As a result of the St. John's release, Desmond was then interviewed on **CBC St. John's, Afternoon Show**, the following day.

- 5) The efforts of the communications committee over the last few months have borne fruit. We have had comments and enquiries concerning our advertisements in the paper, compliments on the quality of our submissions to the **Telegraph Journal** and enquiries from as far a way as Yellow Knife concerning information on the website. Perhaps the most telling piece of evidence that our messages are getting through is the overall number of hits on the website. You may recall that I was hoping we might be able to exceed an average of 2000 hits per month and I am pleased to report that, over the last two months, we have surpassed our wildest expectations and reached an average of **5,875** hits per month!

In conclusion, I would like to extend my thanks to our Executive Director, Desmond Morley, and our Webmaster, Jack Vanderlinde, for their help and support.

Submitted by

Ian H. Fraser, Chair.