

**Communications Committee Annual Report  
(May 9, 2002)**

**Committee Members:**

Ian Fraser, Chair  
Jack Vanderlinde, Web Master  
Desmond Morley, Executive Director

The communications committee has been very productive over the last year. Below are some of the highlights.

**Publications**

- 1) During the last year the communications committee has managed to get regular exposure in the print media. I am pleased to report that we have had nothing but positive feedback concerning our articles, from both our own members and the general public. Below is a list of all our print media successes (all articles were written by the Executive Director unless otherwise specified).

1) June 5 <sup>th</sup>	Lord Shows Statesmanship In Education	Telegraph Journal
2) July 9 <sup>th</sup>	Act Debases Academic Standards	“
3) August 1 <sup>st</sup>	Federal Program Causing Problems	“
4) August 13 <sup>th</sup>	Letter to the Editor (Past President)	“
5) August 28 <sup>th</sup>	Letter to the Editor (Communications Officer)	“
6) September 1 <sup>st</sup>	Province Must Loosen Funding Grip	“
7) September 19 <sup>th</sup>	US Must Punish Only The Guilty	“
8) October 16 <sup>th</sup>	Don't Surrender Our Sovereignty	“
9) November 3 <sup>rd</sup>	Feeling Uncertain	“
10) December 8 <sup>th</sup>	Federal Budget May Benefit Research Community	“
11) November 7 <sup>th</sup>	Paucity of Facilities Frustrates Academics	“
12) January 14 <sup>th</sup>	We have Resources To Help Our Children	“
13) January 15 <sup>th</sup>	Delivery of Health Care In Canada Is Not Always Universal	“
14) February 16 <sup>th</sup>	Initiatives Should Keep More Parents Plugged In	“
15) February 27 <sup>th</sup>	Letter to the Editor	Vancouver Sun
16) March 11 <sup>th</sup>	Ambitious Growth Plan Lacks Funds	Telegraph Journal
17) March 19 <sup>th</sup>	System Should Work With-Not Against- Bereaved Parents	“
18) April 10 <sup>th</sup>	Letter to the Editor (Communications Chair)	“
19) April 18 <sup>th</sup>	Forgivable Loans Would Benefit Students Province	“

**ALL THESE ARTICLES CAN BE ACCESSED ON THE WEBSITE BY  
CLICKING ONTO EITHER THE “ACTIVITIES” OR “DESMOND’S  
EDITORIALS” SECTION ON THE WEBSITE**

## **Public Awareness Campaign**

- 2) The Communications Committee also launched a public awareness campaign this year. The key objective of this campaign was to get the public to visit our web site. The committee decided that we could take advantage of the web site as a very effective lobbying tool, above and beyond the tools already in place. If we could get the public to visit the web site and to read the information within, they would begin to understand the concerns of faculty. The strategy was to place ads in the print media and on television. The ads in the print media were alternated with the regular articles in the Telegraph Journal so that FNBFA was at least weekly in the public conscious. The television ads were played throughout the Holiday Season.

In order to monitor our success we have been keeping an eye on the number of hits on the web site. I am pleased to report that the average hits on the web site for the first two months of the current committee's mandate was **1636**, for the last three months it has risen to **5766**, which is more than a **250%** increase.

## **Government and Media Awareness Campaign**

- 3) The communications committee also decided to specifically target MLAs , New Brunswick MPs, media groups and parent teacher associations. To this end we put together a portfolio of our newspaper articles and sent them with a covering letter and bookmark (see below) to all MLAs, MPs, media groups and parent teacher associations. We are hoping to reacquaint the MLAs and MPs with our concerns and, of course, to direct them to our web site for further information; to show the media groups the quality of our submissions; and let the parent/teacher groups know we are willing to give presentations at their meetings. (The portfolios were handed out during the March meeting of the Board).

## **Bookmark Campaign**

- 4) As you are all now aware the communications committee also developed and is still in the process of distributing the FNBFA bookmark. The bookmark campaign is being integrated with both the public awareness and government awareness campaigns. The bookmark was designed to send three distinct messages:
  - 1) That all people who meet the appropriate standards should be able to access post-secondary education, after all "Knowledge is Power".
  - 2) That knowledge can be gained from within the walls of the institutions listed.

- 3) That the associations listed are equal partners speaking with one voice through FNBFA

The bookmark has been sent with the portfolio packages to all MLAs, MPs, and Media groups and it is intended to set up distributions points in all major bookstores within the province.

#### **Web site**

- 5) The committee has been continually upgrading and changing the face of the web site. This year, for example, we have added a new home page, which at a glance, gives the visitor a better understanding of what FNBFA is all about. We have also added a new section entitled: “Desmond’s Editorial Page” and we have added all our articles and press releases to the web site for global access.

I would like to thank the other members of the Committee, Jack Vanderlinde and Desmond Morley, for all their help and support.

Ian Fraser,  
Communications Chair.