

Communications Report
(October 26, 2002)

The Communications Committee has been extremely busy since its last report in August. Below are some of the highlights:

- 1) Our public awareness pamphlet "*The State of University Education in New Brunswick and Canada/L'enseignement universitaire au Nouveau-Brunswick et au Canada*" (attached) was sent out to all MLA's, New Brunswick MP's, and University Presidents, and was circulated successfully in both the Telegraph Journal and L'Acadie Nouvelle on Friday, September 27th. As a result of the campaign the Communications Committee Chair was interviewed that day on the CBC radio program "Maritime Noon".
- 2) There have been some changes made to the web site, including an updated and more comprehensive list of organizations in our "useful links" section. Thanks go to our web master, Jack Vanderlinde, for all his efforts in this regard.
- 3) There also will be a new section on the web site entitled "Communications" which will consist of an update by the Communications Chair on the various public awareness campaigns we have launched.
- 4) In response to a request for action by l'ABPPUM, the Federation had a Guest Column article published in the Telegraph Journal on Saturday, September 28th entitled: *N.B. Must Get In Step With Same-Sex Relationships* (attached). The article will be reproduced in the next Bulletin.
- 5) The Committee is presently working on the content and design of the next Bulletin. Due to the vacation of both our Executive Director and our Translator, and preparation for this meeting of the Board, the Bulletin will be issued in November instead of October.
- 6) We are continuing to have our advertisement placed on the front page of "Showtime", the Telegraph Journal's TV Guide, every Friday. The Friday circulation of the Telegraph Journal is their largest with a total circulation of 50,000+. The factual statements in the advertisements (attached) change every two weeks.
- 7) The monthly report concerning hits on the website showed we have had 5,550 unique visitors with a total of almost 31,000 hits on the website (the report is attached). It appears that the series of public awareness campaigns launched over the last few months (ie., the bookmark, portfolio, pamphlet and ad campaigns) are beginning to bear fruit.

Ian Fraser, Chair.