

Communications Committee Report
(November 8, 2003)

The report from the communications committee will be shorter this meeting due to the fact that it has only been two months since our last report on September 6, 2003.

- 1) The committee spent much of the month of September with the design and the layout of the Bulletin, which was distributed the first week of October. It was decided that in that edition that we would give a retrospective of the activities of the Communications committee, since a number of new faculty have been employed since the committee's inception. What struck me while researching the history of the committee is how far we have come!
- 2) The advertisements in both the L'Acadie Nouvelle and the Telegraph Journal are proceeding as planned. As you are aware, the quotations from the "Did You Know" public awareness pamphlets are being changed every two weeks.
- 3) The web site provider had informed us that we would now have to pay \$150 a year to access the "hits" records for our account. The Executive Director has managed to get that decision reversed for the duration of this year's contract (which expires in January 2004). We are still looking at the possibility of switching providers.
- 4) The Committee has been conducting a feasibility study on the possibility of launching what we are tentatively calling the 'Fridge Magnet' Awareness Campaign. We hope to be able to give you a more complete briefing at the next Board meeting.
- 5) We have had one article published since our last meeting, "**Universities Need More**" in the Times & Transcript on November 8, 2003. (A copy is in your kit.)
- 6) The updated portfolios of newspaper articles were recently sent to the Home and School Associations. (A copy of the covering letter is in your kit).

Respectfully Submitted by

Ian H. Fraser, Chair.