

Report of the Communications Committee – February, 2024

The Committee concluded a lively meeting on February 12.

1. We were pleased to welcome two new members, Kate Bandura, the Editor of the West Coast Lookout, and Andy Pollock, one of our Directors.
2. Andy was put to work immediately; he has agreed to assume responsibility for our Facebook presence from the long-suffering Daniel Haché. He will look into converting or changing our “Group” to a “Page”, the latter being more open.
3. The Committee continues to agonize over the value of other social media and the need to find volunteer(s) to manage them.
4. The Committee inaugurated a new project to mine as many of the military publications as possible, for news and information relevant to Canadian Naval Reservists. Individual Committee members have been assigned to specific publications and will feed tidbits to the Editor of Connexions and to the FB manager. The FB page in particular has to be fresh and active, so all directors are urged to pass on newsworthy items.
5. The Membership Committee has asked the Comms Committee to provide a promotional piece that committee representatives would find easy to use in communicating the purpose and values of NRAC – an elevator speech if you will. Versions of this are available in the “Rack Card” and on the website, but the committee would like to produce something inspiring and uplifting. If any directors know someone with a proven way with words, please make an introduction.
6. Connexions would appear to be successful; Peter and Barry are to be congratulated. Barry would like more stories or profiles of individual reservists, active or retired. But asking people to contribute articles just does not work; the committee is therefore exploring the idea of identifying people with stories and then interviewing them or ghost-writing for them. Prospective targets are sought.
7. Committee investigating ways to attract NRD PAOs to contribute local news. Investigative work will begin at NavRes.

Ross Connell
Nick Slonosky
Bill Clearihue

Kate Bandura
Paul Seguna
François Laplante

Barry Frewer
Scott Fryer

Peter Baker
Andy Pollock