



Communications Report

2009-2010

Youth Leadership Summit & 2009 Annual General Meeting, October 30-31, 2009

The event was held at Terra Nova Resort in Port Blandford, NL with 40 youth in attendance. Attendance was down significantly for this event, primarily due to H1N1 Virus, as well as commitments made to other youth events happening during the same weekend.

FINALY! staff and PYC members worked to gain sponsorship. Our membership were notified and given frequent updates. Read more about the Summit at: <http://www.finaly.ca/summit>

PYC elections were held, with 12 members representing 4 regions (3-Labrador, 3-Western, 3-Central & 3-Avalon). The final member is the past-Chairperson.

Catch A Wave Newsletter

The quarterly newsletter, Catch A Wave is a strength of FINALY!, giving an opportunity to focus on our projects, youth achievements, issues and opportunities. Anyone can send a contribution to the newsletter, subscribe or view directly at www.finaly.ca.

Website Update – www.finaly.ca

There have been changes made to the website to provide more frequent updates and noteworthy news items on the homepage.

Experience Labrador – April 2010

In April 2010 funding was made possible from the Youth Retention & Attraction Strategy from the Department of Human Resources, Labour & Employment. A total of 21 youth and 3 staff members took a cultural exchange to Labrador.

FINALY! was promoted through media releases, VOXM radio, direct emails to membership. FINALY! gained new members, with CBC Radio promoting the youth and the organization, as well as the Labrador. Five youth from the Great Northern Peninsula submitted an article to the Northern Pen newspaper. Additionally, Jan Reid (Communications Coordinator at the time) voiced her views of aboriginal stereotyping in Labrador on CBC call-in radio show Crosstalk.

Experience Labrador will be taking place again in March 2011. FINALY! welcomes back Brian Ash as coordinator. Information can be found at www.finaly.ca. Deadline for applications are January, 28, 2011.

Communications Coordinator

Jan Reid-Eveleigh, Communications Coordinator takes on the role of Interim Executive Director in August 2010. We send our best to John Mercer, who served as Executive Director and wish him well on his future endeavours. Currently, FINALY! has one core staff person. Therefore, it is important for contract staff and our PYC to assist with communication such as social media updates and press releases.

FINALY! Social Media

FINALY! utilizes social media to provide links, update information and engage members. It has a Facebook page that has attracted more than 200 members. It has faced some challenges in adding fans to this page. More discussion should be taken on what direction the PYC would like to take on either attracting more members, better utilize this tool or abandon it completely.

At a Communications meeting in July, discussion was held regarding creating a blog and have contributors from representatives in each region or membership delegates provide frequent updates. This project did not come to fruition.

A Twitter account was created in July 2010, FINALYPYC. It was not updated on a regular basis.

Social media can be a powerful tool, bridging the geographical barrier and bring people closer together. There are better ways for FINALY! to reach out and engage youth age 15-35 in Newfoundland & Labrador proceeding into 2011. It may be necessary to be cautious of realizing the time it takes to create and maintain these mediums, which can be burdensome to a current limited staff.

Meeting Schedule

It has been difficult to keep and maintain a consistent PYC meeting schedule. A number of meetings had failed to take place due to lack of quorum.

The Communications Committee did not hold meetings following July 2010. It became difficult to have meetings with the appointment of the Communications Coordinator to Interim Executive Director in August 2010. This followed the resignation of two PYC members that served on the Communications Committee. No appointments were made to fill these vacancies due to the upcoming AGM. As the only member remaining on the committee, issues were taken to the larger body - the PYC.

Strategic Planning

FINALY! started its first Strategic Planning session during January 7 – 9, 2011. It will be seeking input from all members, PYC, staff, related organizations, government bodies, funding sources and others to provide insight for the future. A future session should be held in late March 2011.

PYC Adopts Skype

As a means to become more in tune with technology and realize significant costs savings the PYC adopted Skype as its medium to communicate and host meetings. This was adapted in January 2011 and the previous teleconference calls have been abandoned.

AGM (deferment)

The FINALY! AGM will be held by on-line voting using constant contact. The election of the new PYC will be on February 24, 2011. Frequent updates will be circulated to the membership.

"We will strive in 2011, as we take new direction to ensure we put our members – the youth of Newfoundland & Labrador first and clearly communicate how they can help make change today that lasts long into the future."

Thank you,

***Christopher Mitchelmore, Western Representative
Communications Chairperson***