

agencies and environmental awareness which could be adapted to any community in the world.

Mrs. John Hermansen, the Ontario Convener, took part in the section for Conveners for Citizenship and Education. Here it was learned that some provinces prepare programmes and distribute them to assist Branch Conveners. Discussion Groups were conducted on various subjects, drugs, status of women, etc. Resource materials and communications through letters, speakers, panels, Institute magazines etc. were considered vital.

Mrs. J. A. Fairman, Ontario Convener of Home Economics and Health reported that in that group of Conveners they were urged to study Marketing Bill No. 178, Family Living, Drugs, Environmental Management and set up two-way communications with Conveners at various levels.

From a broad point of view it appeared that all Conveners realized there is a gap between National and Provincial Conveners, that younger women need encouragement to join the Women's Institute and we need to change our image.

The F.W.I.C. Board devoted much time to the Conveners' recommendations from this seminar:

1. That Agriculture Task Force Report be studied and acted upon to develop awareness of this information across Canada.
2. That study and action be taken on involvement of women re their contribution to Canada Pension Plan, Day Care Centres, Abortion and Family Planning and environmental management. (An illustrated scrapbook accompanied by 12-20 slides, tapes, etc. is available on this subject.)
3. That a study be made of the productive use of leisure time and development of Canadian culture through music, art and crafts.
4. That Home Economics and Health encourage a study directed toward family living.
5. That U.N. Conveners stress using displays, learn about and get letter friends, Twinning effort to exchange Home and Country, programmes, ideas, information and interests between provinces, (e.g. Ontario and Newfoundland), and a Round Robin letter from National President to Provincial Convener who will contribute something to it and then send it on to next Provincial Convener. This will be condensed and sent in to Federated News.

Public Relations

Mrs. Clarence Diamond, Public Relations Officer reported that after the Annual Meeting (November 1970) of the Provincial Board the Public Relations reports and an outline with suggestions were sent to all Area Public Relations Officers in the Province. With these reports there was sent a letter of appreciation for past cooperation, suggestions for increased communication between the levels of the Women's Institute, ideas re Public Relations and the duties of P.R.O.'s.

Reporting her own activities as Provincial Public Relations Officer, Mrs. Diamond said that she had forwarded three releases re cultural activities from the office of the Federated Women's Institutes of Canada to news media in Ontario, had sent letters since the Annual Board Meeting, answering requests from twenty-six branches for program assistance, public relations information references and addresses.

Duties as Public Relations Officer had included attending 25th, 60th, 65th and 75th Anniversaries, giving talks on Public Relations at four Branch Meetings and being interviewed at the CKNX Wingham television station.

As Provincial P.R.O. Mrs. Diamond attended meetings of the Officers' Conference Committee, the Leaders' Discussion group day, two meetings of the 75th Anniversary Committee and the 2nd Annual Meeting of the Junior Women's Institutes of Ontario at Teeswater.

Continuing her report Mrs. Diamond said that it is evident that there is a constant need for better appreciation of what Public Relations can mean to the organization for new ideas for promotion and a realization that every member must strive to understand and communicate the objectives of the Women's Institute so that our organization is clearly understood by others.

Plans, the P.R.O. announced are already being considered for special news coverage for the 75th anniversary. Every member and every branch should accept the challenge of this anniversary and use their ideas and initiative to make the Women's Institutes fully known.

In conclusion Mrs. Diamond expressed her appreciation to the Provincial President, the F.W.I.O. executive officers, and to Miss M. Kercher and the staff of the Home Economics Branch in the Toronto office for the kindnesses and assistance always available to her in her work as P.R.O.