

QUEBEC ANGLOPHONE
HERITAGE NETWORK
QAHN



RÉSEAU DU PATRIMOINE
ANGLOPHONE DU QUÉBEC
RPAQ

ANNUAL REPORT

JUNE 2011

MORRIN CENTRE
QUEBEC, QUEBEC

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AGENDA

JUNE 18, 2011

9 A.M. REGISTRATION

9:30 A.M. – 11:00 P.M. BUSINESS

1. Call to order
2. Approval of the Agenda
3. Acceptance of the Minutes of September 11, 2010
4. Financial Statement for the fiscal year ending 31 March 2011
5. Appointment of an auditor
6. President's Report
7. Reports from projects: H.O.M.E.I., S.H.O.M.I., Ways of Memory Conferences
8. Bill 82 Resolution
9. Appointment of QCGN delegate
10. Election of Directors

Regional directorships

- Seat # 1 West and Northwest Quebec
- Seat # 3 Eastern Townships
- Seat # 5 Central / Eastern Quebec
- Seat # 6 Gulf of St. Lawrence
- Seat # 7 Laurentians

Sectoral directorships

- Seat # 9 Education
- Seat # 8 Cultural

At-large directorships

- Seat # 11

CORE MEMBERS HEATH BREAK

10. Report of Election of Officers as chosen by the Board
11. Adjournment

Notice: Core Member organizations in good standing who wish to nominate a volunteer to serve on the board of directors of the Quebec Anglophone Heritage Network must do so before 8:30 A.M. on the day of the Annual General Meeting.

MINUTES: QAHN 2010 AGM

SATURDAY, 11 SEPTEMBER, 2010

HOTEL CHÉRIBOURG, ORFORD

Voting delegates: Norway Bay Historical Society (James Ritchie); Chateaugay Valley Historical Society (Mark Boundy); Westmount Historical Association (Doreen Lindsay); Morin Heights Historical Association (Charles Vaillancourt); Stanstead Historical Society (Ann Montgomery); Lennoxville-Ascot Historical and Museum Society (Elaine Evans); Aylmer Heritage Association (Enid Page); Richmond County Historical Society (Nick Fonda); Morrin Centre (Lorraine O'Donnell); Uplands Cultural Centre (Ruth Evans); Quebec Family History Society (Derek Hopkins); Compton County Historical Society (Jacqueline Hyman); Potton Heritage Association (Enid Smeesters); Greenwood Centre for Living History (Audrey Wall); Hudson Historical Society (Pat McCaffrey); Missisquoi Historical and Museum Society (Heather Darch); UEL Sir John Johnson Centennial Branch (Adelaide Lanktree); Beaconsfield-Beaurepaire Historical Society (Barbara Barclay); Sainte-Anne-de-Bout-de-l'île Historical Society (Bruce Grainger); Heritage Huntingville (Richard Evans); Heritage New Carlisle (Sophie Turbide); Patrimoine-Ascott Heritage/Little Forks Branch UELAC (Terry Loucks); Cascapedia River Museum (May Robertson); and Quebec Protestant Education Research Project (Roderick MacLeod)

Proxies: Price-Patterson; Lake Massawippi Area Historical Society; Cowansville Historical Society; Quebec Historical Corps; Scotch road Cemetery Association and Brome County Historical Society

Staff present: Dwane Wilkin, executive director, Matthew Farfan, HOMEI project coordinator and Megan Switzer, SHOMI project coordinator.

Guests: Valerie Bridger, Marina Evans, Donald Fisher, Sigrid Fisher, William Floch, Gardiner W. Lambert, Jim Manson, Mrs. Mason, Gerry McNab, Phyllis Skeats, Terry Skeats, Madeleine St-Pierre, Charles Taker, Toni Tarek and Serge Wagner.

1. Call to Order: Kevin O'Donnell, QAHN president, called the business meeting to order at 8:59 a.m. and requested that delegates review the Agenda. There being no additions to make at this time, Kevin called for a motion of acceptance.

MOTION PASSED

2. Approval of the Agenda: It was moved by Barbara Barclay and seconded by Heather Darch that the Agenda be approved. All voted in favour.

MOTION PASSED

3. Acceptance of the Minutes of June 13 2009: Derek Hopkins pointed out that there is a typographical error in the date that appears under Item 5 in the minutes, and this was duly noted. Kevin O'Donnell called for a motion to accept the AGM Minutes, with the correction noted above. As there was no further discussion, it was moved by Derek Hopkins and seconded by Barbara Barclay to accept the minutes. All voted in favour.

MOTION PASSED

4. Financial Report: Treasurer Richard Evans presented the audited financial report for the fiscal year ending March 31 2010. He prefaced his remarks by noting the tremendous work that is carried out by QAHN's volunteer bookkeeper and assistant treasurer, Marion Greenlay. "We depend heavily on her," said Dick.

The financial report was broken into two broad areas of activity: core operations and projects. Dick noted that the two projects currently underway, the Spoken Heritage Online Multimedia Initiative (SHOMI) and the Heritage Online Multimedia Enrichment Initiative (HOMEI) are in their early phases. He concentrated his report on the operational activities.

Expenditures on salaries have held steady at around 50% of total revenues. Travel costs vary widely from year to year, and managing cash flow is very important. Dick explained that funding for the two major projects was received late in the fiscal year, which accounts for the large year-end cash balance.

There being no questions from the floor, it was moved by Richard Evans to accept the financial statements. Enid Page seconded the motion. All voted in favour

MOTION PASSED

5. Appointment of an auditor. It was further moved by Richard Evans to retain the services of Sylvain Bouchard, chartered accountant, to perform QAHN's audit of the 2010-11 fiscal year. This motion was seconded by Jim Ritchie. All voted in favour.

MOTION PASSED

Kevin O'Donnell and Richard Evans then invited members in attendance to visit the many exhibits at the back of the meeting hall. Dick made special note of the exhibit on the legacy of Canada's Home Children, featured by the Compton County Historical and Museum Society.

6. President's Report. Kevin O'Donnell briefly reviewed the achievements that QAHN had made in the past year, highlighting key projects and activities and relating these to the Strategic Plan. Kevin continued with a discussion of the *Quebec Heritage News* magazine. Though this publication continues to be regarded highly, Kevin noted that the effort and expense of putting it out six times yearly has been a huge drain on limited resources. He reported to the assembly that the board of directors was contemplating a move to a quarterly format to ensure that quality remains high, while lessening the burden on volunteers and staff. Kevin asked member organizations to support the magazine by encouraging individual members to take out subscriptions. Kevin invited the two project coordinators to present their projects.

Matthew Farfan reported on the Heritage online Multimedia Enrichment Initiative (HOMEI). The activities of the project were described as a technical upgrade to the Web-magazines. Eight or nine member groups will develop online exhibits with video, audio, and digital photographs. Matthew invited conference participants to visit his display and view the HOMEI exhibits online.

Megan Switzer gave an overview of the Spoken Heritage Online Multimedia Initiative (SHOMI). Lorraine O'Donnell asked if the oral-history collections would be available online. Kevin noted that Lorraine O'Donnell (no relation) is in the room, curator of the "Being Irish in Quebec" exhibit at the McCord Museum.

Kevin O'Donnell observed that oral history requires a lot of effort and that often tapes are left lying around and mouldering. He then noted that the SHOMI project is a preservation effort for the oral history collections for our member organizations. Kevin also noted, that the rejuvenation of permanent collec-

tions is integral to the continued success of our member organizations. Kevin remarked that "storytelling" has been taken up by the Canadian Historical Associations.

Kevin continued with his report stressing that QAHN's success depends in part on publicizing the achievements of support for its member organizations such as the HOMEI and SHOMI projects. Kevin thanked departing Board members Leonard Jordan and Mary McDaid.

Enid Page thanked the Board of Directors, staff and volunteers for all the work performed by QAHN. She recommended keeping track of volunteer hours to show how many people give their time to this organization.

7. Appointment of QCGN delegate:

It was moved by Sandra Stock and seconded by Jim Ritchie that Kevin O'Donnell be the delegate for the QCGN and Dwane Wilkin be the alternate.

MOTION PASSED

8. Election/Appointment of Directors:

Kevin proposed that Sandra Stock move into the Culture Sector Seat.

Board of Directors new slate:

Mark Boundy (Seat 2);
Richard Evans (Seat 10);
Barry McCullough (Seat 13);
Doreen Linsday (Seat 13).

It was moved by Charles Vaillancourt and seconded by Barbara Barclay to accept the slate of directors.

MOTION PASSED

9. Adjournment:

Helen Meredith rose to speak about the beginning of a networked heritage sector starting with the conference held at Bishop's University. Helen also recognized the work of Bill Floch and Dick Evens as crucial to the inception of QAHN and their substantial contributions to the heritage sector.

Meeting Adjourned 10:20.



Ways of Memory Conference, Orford, September 11, 2010.



Ways of Memory: The Montreal Experience Conference, March 26, 2011.



QAHN President Kevin O'Donnell presenting urban heritage pioneer Michael Fish with an award, Montreal.

PRESIDENT'S REPORT

This is the third year I have had the privilege of addressing QAHN members in this booklet as president of our Network. As usual, I am astounded at how quickly the year has passed by. But apart from my aging boomer reaction to the ever-swifter passage of time, there's a good reason for my reaction: it was only last September, nine months ago, that we met for our 2010 Annual General Meeting at the Hotel Chéribourg in Orford.

But what an activity-filled "year" the last nine months have been! Here are some of our accomplishments that stand out for me:

The successful completion of SHOMI and HOMEI are our outstanding achievements of the year. Elsewhere in this booklet, you can read about the details of these projects, so I won't steal our Project managers' thunder here. Suffice it to say that I am gratified that QAHN was able to collaborate with so many of our member historical societies and museums across the province in making available the financial support for them to achieve their priorities: digitizing oral history tapes; producing multimedia exhibitions about subjects of importance to them; and upgrading their web presence. These projects have enabled us to fulfill significant information technology and outreach objectives of our 2009-2014 Strategic Plan.

Another outstanding success this year was our Student Heritage Essay Contest. Fifteen schools across the province submitted 153 entries! We all know that bringing young people and schools to appreciate the richness of their local history and to participate in their local institutions can be a challenge. But one of the key objectives that we set for ourselves in our Strategic Plan was to: "Encourage youth to participate by increasing our ties to the schools. This might take the form of oral history projects, linked through collaborative promotions to local museums and historical societies."

Next year, we plan to build on our links with organizations such as the province's network of Community Learning Centres in order to bring schools and QAHN members closer together. We have applied to Canadian Heritage for funding to "create and deliver innovative youth-oriented workshops and involve youth in heritage sector initiatives culminating in a youth-volunteer exhibition and recognition event." We don't know yet if we will receive funding to carry out the ambitious INHERIT project, but we have our fingers crossed.

The *Ways of Memory: the Montreal Experience* conference held at Concordia in March was a resound-

ing success, attracting 115 people. There was need for a conference of this type. Ironically, Montreal, with its significant English-speaking population and rich array of institutions, such as its universities, lacks the extensive network of museums and historical societies that one finds in rural areas such as the Townships, or the dominant presence of an institution such as Quebec City's Morrin Centre. This conference brought together both well-established and neophyte organizations scattered across the island, along with people from areas of the city that lacked heritage organizations altogether.

The recipe for an engaging conference? Start with hard-working QAHN organizers and two Concordia partners, the Quebec English-Speaking Communities Research Network (QUESCREN) and the Centre for Oral History and Digital Storytelling (COHDS). Invite people eager to share their knowledge and learn from one another. Add knowledgeable animators giving informative workshops and a room full of heritage-relevant exhibitors. Bring in speakers such as Helen Fotopulos, Montreal's executive committee member responsible for culture and heritage, Heritage Montreal's Dinu Bumbaru, and urban heritage pioneer Michael Fish of Save Montreal (who was presented with a plaque in appreciation for his efforts over the years). Et *voilà*, you have a successful event – underlined by the fact that politicians and VIPs stayed for hours after they had delivered their presentations!

If *Ways of Memory* sounds familiar to those who attended our AGM last September, it's because it was the "urban" version of the conference, also extremely successful, that was held as part of our tenth anniversary AGM in Orford. Together, the two *Ways of Memory* conferences attracted some two hundred people who participated in practical and informative workshops, and discovered common interests and challenges. QAHN's mission can be boiled down to three words – inform, connect and inspire. With these conferences, I'm proud to say: *mission accomplished*.

Another objective of our Strategic Plan was to improve the overall quality of *Quebec Heritage News* by publishing it four times a year rather than six. Reducing the publication schedule has given our staff and writers more time to plan issues and to research articles while maintaining the quantity of stories presented in the magazine. I know that I have appreciated *QHN's* more in-depth coverage of heritage issues. Now our challenge is to make *Quebec Heritage News* more economically self-sustaining. Our Communications Committee is exploring how to accomplish this goal. Options include: increasing advertising revenue;

soliciting grants from foundations; taking advantage of relevant government programs; and raising our subscription rates. You can contribute to this worthy cause by encouraging the members of your organization to subscribe and to consider offering *Quebec Heritage News* as a gift. The proposed new subscription rates of \$30 for individuals and \$40 for member organizations is still a bargain.

While QAHN focuses on areas of practical concern to our members, we also seek to “serve as a voice for member organizations in such areas as government relations.” This year, we were twice called upon by government agencies to represent the views of the province’s English-speaking heritage sector and, by implication, the aspirations of the entire minority community. In the fall, Past-presidents Dick Evans and Rod MacLeod appeared before the Standing Senate Committee on Official Languages that was carrying out a study on the English-speaking communities in Quebec. By all accounts, our delegates ably represented our community in their presentations. The Committee members were particularly interested in our efforts to make our history known to students in schools. They were also impressed by the work we are attempting to do with so little in the way of financial resources. The Senate report is available at: <http://www.parl.gc.ca/Content/SEN/Committee/403/offi/rep/rep04mar11-e.pdf>

On March 24 of this year, in response to a request from Quebec’s *Ministère de la Culture, des Communications et de la Condition féminine*, QAHN representatives Dwane Wilkin, Vice-president Simon Jacobs and Charles Bury appeared before *La consultation générale sur le projet de loi sur le patrimoine culturel par la Commission de la culture et de l’éducation de l’Assemblée nationale*. This committee is reviewing the province’s Bill 82, the proposed new heritage law. This law is important because it widens the definition of heritage. It also, somewhat worryingly, passes on the responsibility of protecting this heritage to the municipalities, without necessarily giving them the wherewithal to carry out their new responsibilities. Again, our representatives made eloquent presentations (in French). At this year’s AGM, we will ask members to support our request that at least one representative from the province’s English-speaking communities be appointed to the proposed *Conseil du patrimoine culturel du Québec*.

A Word of Thanks

QAHN is grateful to the support offered by the *Government of Canada*, especially to the *Department of Canadian Heritage* for core and project funding. Indeed, our current core funding cycle (2011-2014) has been set for three years. As Senator Joan Fraser commented in the Senate committee, “Two years con-

stitutes stability in this world; does it?” Rod MacLeod pointed out, “We do not have to go back to the table at the end of one.” Three years of stability is even better, especially in light of the proposed review and cutting back on program spending by Ottawa.

Thanks also go to Canada Economic Development for Quebec Regions for this agency’s underwriting of the HOMEI project.

In addition, we are grateful to the *Ministère de la Culture, des Communications et de la Condition féminine* for a small operations grant.

QAHN owes Dwane Wilkin, now on leave, a special thanks for all the time and energy he has devoted as executive director to making our organization what it is today. Running QAHN is a daunting task, and an underpaid one at that. While Dwane worked part-time, he was also a major volunteer. The tribute to Christopher Wren is appropriate here: “Reader, if you seek his monument, look around you!”

Finally, a big “thank you!” to: Our staff: Office manager Kathy Teasdale, volunteer accountant Marion Greenlay, and project managers Megan Switzer and Matthew Farfan. Our Board of Directors, who contributed so much of their time doing everything from planning policy and evaluating school projects to stuffing envelopes.

Our new Directors, who will be joining us at this AGM. Welcome aboard, Jo-Ann Oberg-Müller, Susan Chirke and Kim Harrison!

Kevin O’Donnell
Director, Seat 1 (West and Northwest Quebec)
President
Hudson, QC

EASTERN TOWNSHIPS

DIRECTOR'S REPORT

The Eastern Townships Chapter of the *Fédération des sociétés d'histoire du Québec (FSHQ)* met this year in Knowlton (September 15), and Lennoxville (March 15). A third meeting is scheduled for June in Stanbridge East.

The Chapter includes the following groups: Brome County Historical Society, Compton County Historical Museum Society, Richmond County Historical Society, Missisquoi Historical Society, Lennoxville-Ascot Historical and Museum Society, Stanstead Historical Society, Patrimoine-Ascott-Heritage and Little Forks UEL, Lake Massawippi Area Historical Society, Georgeville Historical Society, Heritage Huntingville, Old North Church Cemetery Association, the Eastern Townships Resource Centre (ETRC), and QAHN.

All member societies reported a full schedule of programmes and exhibitions through the summer of 2010. Some societies had not received grants to enable them to hire summer students, which restricted their activities, though most had found inventive ways to cope with the situation.

Although most of the museums are closed during the winter months, the staff and boards have been busy with planning for activities in the summer of 2011. These include art and other exhibitions, fundraising activities, and the development of their heritage properties, such as those in Eaton Corner by the Compton County Historical and Museum Society. In addition, a number of our members are participating in the HOME1 and SHOMI projects spearheaded by QAHN.

The principal activity of the group this year was the preparation of a new pamphlet entitled, "Guide to the English-Speaking Historical Societies and Museums of the Eastern Townships." This was published bilingually and in full colour, and includes brief descriptions of the mandate of each member, as well as a map showing locations. Copies are to be distributed to tourist information centres and other places of interest.

Representatives of the Board of the FSHQ attended QAHN's September meeting, reporting on activities of the *Fédération*. As a result of their presentation, an approach was made to the *Société d'histoire de Sherbrooke*, which has accepted to host the next annual

meeting of the *Fédération*. Representatives of QAHN are involved in the planning for this meeting, and will be looking for volunteers to help out with the event which will take place May 25-27, 2012.

Ann Montgomery,
Director, Seat 3 (Eastern Townships)
Cedarville, Quebec



Townships Heritage WebMagazine.

LAURENTIANS

This vast geographical region, where communications tend to travel most easily north-south rather than amongst the various towns and districts, still continues to support several active historical and heritage organizations. By 2011, nearly all of these groups has established an Internet presence. A well maintained web site that is frequently monitored and updated can be a positive growth mechanism for small, rural historical societies, cemetery associations and genealogical research facilities. Through email contacts at the site, a group can build membership and provide information to an unlimited audience. In addition, QAHN has maintained its *Laurentian Heritage WebMagazine* since 2004, and encourages its member organizations to submit material.

In the *Lanaudière*, the Rawdon Historical Society has expanded its services on its new web site, www.rawdenhistoricalsociety.com. The RHS will also be participating again on July 9 at the Rawdon United Church Fair.

The Historical Society of Argenteuil County has changed its relationship with the Argenteuil Regional Museum in Carillon. Although the historical society no longer directly manages the museum, it is still in partnership with a new community-based directorship. The historical society recently received a generous bequest from the estate of the late Elizabeth Wales. It also continues its work of conserving and restoring various artifacts, especially antique clothing. Unfortunately, there will be no June Gala at the museum this year, but the museum is open to visitors for the season. It is situated in a magnificent location on the Ottawa River and is an easy day trip from Montreal. For information about the museum, go to www.museearg.com.

The Morin Heights Historical Association published its bilingual magazine, *The Porcupine – Le Porc-épic*, # 9, last September. This edition of the magazine contains a wide variety articles by local writers about Morin Heights and area. Topics cover the local history from pioneer days to more recent times. The magazine is available at Vaillancourt's Store, the municipal office and directly from the Association via its web site, www.morinheightshistory.org.

DIRECTOR'S REPORT

Morin Heights Historical Association has offered several genealogical workshops and booked Gary Schroeder from the Quebec Family History Society to give a presentation at its May 29 AGM.

In the Laurentians, there are three active cemetery groups working to preserve, and partly restore, heritage burial sites that probably would have disappeared through vandalism and neglect if such efforts had not been made. One of these groups, the Scotch Road Cemetery Association, looks after a site that is the sole remnant of one of the first settlements in the Lower Laurentians, just north of *Grenville-sur-la-Rouge*. Knox Presbyterian, Crystal Falls (Arundel), has a historic church, open seasonally, and a well cared for old cemetery that surrounds it on a scenic hilltop location. St. Columban Cemetery, Irish section, is in the town centre of *St. Columban*, just north of *St. Jérôme* on the North River. The recent creation of the Memorial Wall, dedicated last summer, was the result of difficult but persistent efforts from the descendants of pioneer families. All three cemeteries have interesting web sites: www.scotchroadcemetery.com, www.laurentianweb.com/knox/4kcc.htm, and www.stcolumbanirish.com.

Sandra Stock
Director, Seat 8 (Culture and Heritage)
Vice-president
Montreal

WAYS OF MEMORY (ORFORD)

WAYS OF MEMORY: THE MONTREAL EXPERIENCE

CONFERENCE REPORT

In early 2010 QAHN secured a small grant to help it celebrate its tenth anniversary, and chose to do so in the form of a heritage conference, such as took place in 2000, 2001 and 2002. As planning proceeded, it was decided to turn a two-day event into two events of at least one day each, in order to make a more substantial impact on the heritage community. Experience would suggest that an approach that works in Montreal is less effective elsewhere, and vice-versa.

The original *Ways of Memory* conference was held in Orford on September 10-11, 2010, in conjunction with QAHN's Annual General Meeting. In addition to the AGM and the awards banquet, the event featured a keynote address by historian Jim Manson on the early history of the Eastern Townships. There were also displays by member organizations and of QAHN projects, as well as workshops. The workshops focused on the challenges (and opportunities) faced by rural heritage organizations, notably: the aging of heritage group participants; the need for leadership renewal and succession plans; the role new technologies can play in helping groups fulfill their missions; the resources available from QAHN and other organizations; the ins and outs of publishing books, especially in the digital age; Quebec's new heritage law and its implications for municipalities and local groups; and the hows and whys of oral history.

Ways of Memory: the Montreal Experience took shape over the autumn of 2010 as the logical second part of the conference, continuing on the difficulties and opportunities faced by the heritage community. QAHN has long recognized that Montreal represents a particular challenge, given the great disparity between, on the one hand, the huge population and the concentration of institutions offering an abundance of resources, and, on the other, the low number of heritage organizations that focus on the Anglophone experience. With less of a sense of community, Montrealers are less likely than their rural counterparts to engage in community-related, or even neighbourhood-related, activities. As

a result, there is less pride in local history and less awareness of local heritage outside of major monoliths and the work of famous families.

Organizing the second conference fell to QAHN's standing Montreal committee. We opted to shape *The Montreal Experience* around the theme of doing local history and organizing heritage groups in an urban setting. A university location would give us an opportunity to engage youth, encourage academic participation, and dispel the anticipated anxiety by potential attendees over taking part in an event concerned with Anglophones. Given our contact with the *School of Extended Learning (SEL)* and the *Centre for Oral History and Digital Storytelling (COHDS)*, both at Concordia University, Concordia became the obvious location. A key partner was the *Quebec English-Speaking Communities Research Network (QUE-SCREN)*, under the auspices of SEL, whose coordinator, Lorraine O'Donnell, joined the planning committee.

Four workshops quickly took shape on various aspects of oral history, to be given by Steven High, Director of COHDS, and his colleagues there. To that we added workshops on government resources, strategies for community organization, and working with schools. Each workshop was led by one or more experts in the field or by community leaders with relevant experience. A wrap-up session was organized in collaboration with yet another partner, the *Greater Montreal Community Development Initiative (GMCDI)*, which brought in representatives from the *Musée-observatoire de l'immigration (MOI)*, which promotes cultural diversity, and EN MASSE, which engages youth through art on a large scale.

Ways of Memory: the Montreal Experience took place on March 26, 2011. It exceeded expectations in terms of participation (upwards of 100) and interest (to judge from the universally positive feedback). The conference was opened by Helen Fotopulos, member of

the City of Montreal Executive Committee responsible for culture, heritage and women's issues. Fotopulos also presented in one of the workshops and (this is an indication of success!) stayed for much more of the day than she had said she could. Dinu Bumbaru, Policy director at *Heritage Montreal*, provided just the right tone of inspiration and caution in his keynote address. A high point of the conference was the special award given by QAHN to Michael Fish, architect and heritage pioneer, whose efforts to preserve Montreal's built heritage date back to the early 1970s. Upon accepting the award, Fish spoke at length about the challenges still facing heritage buildings in the city, especially from corporate real estate. In one newsworthy aside, Fish even praised the conservation achievements of former Montreal mayor Jean Drapeau – the kind of statement that only someone with the knowledgeable hindsight of half a century can make.

Many thanks to project coordinator Erin McDonagh, whose intelligence I hope QAHN makes further use of in the future. The work of organizing on this scale is huge, so I must also cite the efforts of Joan Donnelly, Kathy Teasdale, Dwane Wilkin, Megan Switzer, Matthew Farfan, and everyone on the planning committee: Kevin O'Donnell, Sandra Stock, Rick Smith, Mark Boundy, and Lorraine O'Donnell. I am grateful to them, and to all the presenters, exhibitors, and partners, for making *The Montreal Experience* a worthy successor to the first *Ways of Memory* conference and a fitting celebration of the beginning of QAHN's second decade.

Rod Macleod
Chair, QAHN Montreal Committee
Montreal West



Dinu Bumbaru, Montreal.



Ways of Memory, Montreal.

COMMUNICATION COMMITTEE REPORT

QAHN enjoyed considerable improvements in communications in 2010-2011 thanks to a number of projects, above all the *Heritage Online Multimedia Enrichment Initiative (HOMEI)*, which allowed for a complete overhaul of QAHN's main website and of its five *Heritage WebMagazines*. QAHN can now make full use of the Internet to present its goals and achievements to the general public, to convey information to members, and to promote heritage using a variety of media.

The *Quebec Heritage News* remains QAHN's flagship print publication. The *QHN* saw two key developments this year, which affected both form and content.

The first of these was the decision by QAHN's board of directors to turn the *QHN* into a quarterly publication – that is to say, four issues per year rather than the six that have been produced annually since 2001. This decision was an acknowledgement of the perpetual difficulties in publishing a substantially volunteer-produced magazine (there are nominal honoraria for editing and layout, in addition to a considerable amount of QAHN staff time and printing costs) every two months.

The magazine has not been able to build up a bank of material for the future; the search for publishable articles is more or less constant. Producing a magazine every three months has allowed for some breathing room in that search, and has enabled us to publish issues of the magazine in a timely fashion. Conscious of providing value for money, the directors suggested that the four issues be consistently longer (36 pages) than the earlier six (24-28 pages on average), which makes for savings in time for both editing and layout. Readers appear to have been quite pleased with the *Fall 2010*, *Winter 2011* and *Spring 2011* issues, which they received in those respective seasons – no small achievement!

Some of this satisfaction may be due to the second development related to the magazine this year. QAHN was lucky enough to receive a small supplement from Canadian Heritage that it could devote to the magazine, chiefly to hire an editorial assistant and to commission some freelance writing. Keen to link the needs of the *QHN* to the perpetual effort to engage youth in heritage, Dwane Wilkin and I interviewed students from Concordia University's journalism program. After careful consideration, we hired Celia Ste-Croix as editorial

assistant on a four-month contract. Celia proved not only competent, thoughtful and pleasant to work with, but also able to round up a contingent of other journalism students willing to research and write short investigative pieces for the magazine's Timelines section. A handful of feature articles were also produced on commission by some of the other candidates for the position. In addition to raising the bar for timely content, this work with journalism students has brought QAHN important contacts with young writers. I very much hope that this is a feature of the *QHN* that we will be able to repeat in the future.

And so, I would like to extend my thanks to Celia Ste-Croix for having made the production of three *QHN* issues an even more pleasurable experience than usual. Thanks also go to my no less agreeable and hard-working colleagues Dwane Wilkin, Kathy Teasdale, Matthew Farfan, Megan Switzer, Dan Pinese, Martha Lodge, and the members of the Communications Committee, many of whom have written or secured material for the magazine. To all of the contributors to the *QHN*, I extend my thanks, and I look forward to your next contributions. I particularly enjoyed working with Shereen Rafea, Renee Giblin, Shaun Turriff, and other young people from whom I hope to hear great things not too far down the road.

Rod MacLeod
Editor, Quebec Heritage News
Montreal West, Quebec



SPOKEN HERITAGE ONLINE MULTIMEDIA INITIATIVE (SHOMI)

PROJECT REPORT

Phase I: Preservation of Oral History Archives and Database Creation

The Spoken Heritage Online Multimedia Initiative (SHOMI) began February 22, 2010 and was completed on May 31, 2011. Through this project, oral history archives from twelve organizations covering seven administrative regions have been preserved. In collaboration with the Centre for Oral History and Digital Storytelling at Concordia University, these oral history collections were integrated into a searchable database using the Stories Matter software. Audio files in the database are annotated and search tools in the database allow users to easily locate audio files related to their interests.

Phase II: Multimedia Heritage Exhibits

Guided by the project manager and graphic designer Martha Lodge, the following organizations created multimedia exhibits using sound, text and images:

Alfie Roberts Institute
Colby-Curtis Museum
Council for Anglophone Magdalen Islanders
Coasters Association, in collaboration with the *Commission scolaire du Littoral*
Fairbairn House, in collaboration with Wakefield Elementary School and St. Michael's High School
Greenwood Centre for Living History
Heritage New Carlisle
Hudson Historical Society
Missisquoi Museum
CLC Netagamioi
Quebec Anglophone Heritage Network

Components of each of these groups' multimedia exhibits are available on QAHN.org.

Youth participation in the creation of these exhibits was integral to the success of this project. Youth participation spanned five administrative regions and nine English-speaking communities.

Phase III: Collection of New Oral History and Online Resource Tools

Participants in this phase of the project received a workshop and guidance from oral historian Reenie Marx to inform the collection of new oral histories pertinent to Quebec's English-speaking communities. Reenie wrote the Oral History Guide which is available in HTML and PDF format on QAHN.org. This Guide provides step-by-step instructions for the collection of oral histories and divides the process into two categories -- Memoirs and The Structured Oral History.

Additionally, Martha Lodge created the Museum Exhibit Design Support Guide which is available in both English and French in PDF or HTML format on QAHN.org. The Guide covers the following topics: images, colour, typography, pre-press (printing), audio podcasts, video, copyright, royalties and permission. It also includes a glossary of terms and suggested free online resources to support the development of multimedia exhibits.

Martha also created a set of seven Design Templates that can be downloaded and used to create large and small artefact labels as well as promotional posters. There are two versions of each file -- a .jpg and an .ai. Organizations using the .jpg files will type directly onto the templates to produce the materials. Organizations using the .ai versions will be able to edit the templates to alter the colour and the design.

Megan Switzer, Project Manager
Sherbrooke, Quebec

QUEBEC ANGLOPHONE HERITAGE NETWORK

SHOMI Group Exhibits User Guides Design Templates Database

- Quebec Heritage Web
- News Archives
- Photo Gallery
- Video Gallery
- Reports & Proceedings
- Publications
- Speakers List
- Spoken Heritage
- Funding Programs
- Success Stories
- Links

Hudson Historical Society

Printer-friendly version



<http://www.hudsonhistoricalsociety.ca>

The Hudson Historical Society is dedicated to preserving the history of Hudson and the surrounding area and the legacy of local residents. The Society maintains an archive of manuscripts, articles, books, audiotapes and photographs related to the families, homes and businesses in the area.

This exhibit, titled Hudson's Greatest Generation, highlights the experiences of men and women from Hudson, Comco, and Hudson Heights during the era of the Second World War. It includes interpretive banners, artefacts, photographs, a slide show, music and audio podcasts.

Please click on thumbnails below to enlarge images.



Audio Gallery



[Login or register to post comments](#)

Online SHOMI exhibit, Hudson Historical Society.

HERITAGE ONLINE MULTIMEDIA ENRICHMENT INITIATIVE (HOMEI)

The Heritage Online Multimedia Enrichment Initiative (HOMEI), which got under way in January 2011, wrapped up successfully on March 31, 2011. The project involved a thorough redesign of QAHN's organizational website (QAHN.org); the transfer of the network's five regional webmagazines (known collectively as Quebec Heritage Web) to an open-source format; the development of new multi-media content for the webmagazines (in collaboration with eight QAHN member-organizations); the creation of bilingual versions of all of QAHN's websites; and the improvement of links with tourism associations around Quebec.

I: QAHN.ORG:

QAHN.org has been completely redesigned, with a new, modern look, exciting features and excellent content. The redesign of this site entailed its conversion and the migration of key data to Drupal, an open-source platform. One of QAHN's aims during this process was to create a bilingual site with streamlined information on key QAHN initiatives, improved navigation and a more dynamic home page. This has been achieved and is now helping QAHN to accomplish a key component of HOMEI, which is to assist QAHN-affiliated organizations with improving their online promotion of heritage tourism attractions or exhibitions.

II: TECHNICAL UPGRADES AND SITE TRANSFERS:

Key to helping our members improve their online presence has been the conversion of our regional heritage webmagazines to Drupal. To this end, we have worked with web-designer Dave Myburgh. In close collaboration with the project manager, Dave has successfully redesigned and upgraded QAHN's webmagazines to the new format and style. The sites are now more user-friendly, more administrator-friendly, more visually appealing, and better suited to accommodate an array of multimedia applications.

As part of HOMEI, we successfully transferred and formatted hundreds of pages from our existing webmagazines. The improved webmagazines now also house the new material that has been developed in partnership with our regional participants. These webmagazines are also more closely linked to the

PROJECT REPORT

QAHN.org site.

III: ONLINE MULTIMEDIA EXHIBITS:

As part of HOMEI, eight QAHN-affiliated organizations produced multimedia exhibits for inclusion on QAHN's webmagazines. Material produced includes professional-quality research, text and photography; relevant archival photography, and original video and audio-content.

The following member-organizations participated in HOMEI:

- 1) Missisquoi Historical Society, Stanbridge East, QC
- 2) Compton County Historical Society, Eaton Corner, QC
- 3) Haskell Free Library & Opera House, Stanstead, QC
- 4) Greenwood Centre for Living History, Hudson, QC
- 5) Hudson Historical Society, Hudson, QC
- 6) Cascapedia River Museum, Cascapedia, QC
- 7) Heritage New Carlisle, New Carlisle, QC
- 8) Fairbairn House Museum, Wakefield, QC

IV: BILINGUAL WEBSITES:

In addition to bilingual material on our five webmagazines, French and English versions of QAHN's portal site, *www.QuebecHeritageWeb.com*, have been created, as has a bilingual version of QAHN.org. We have selected some of the most relevant heritage- and heritage tourism-related material for translation. In all, we translated 25,000 words and dozens of documents from our various sites as part of this project, all to a very high standard. More French-language material will be added over time.

V: HERITAGE TOURISM:

Also as part of HOMEI, QAHN exchanged web links with a number of regional and local tourism organizations. In addition, the network has incorporated promotional video from various tourism regions into its webmagazines.

VI: CONTRIBUTING TO LOCAL ECONOMIES:

Through collaboration with heritage groups around Quebec, QAHN has helped these groups to participate actively in the promotion of heritage tourism in their regions. By developing original online material that is serving to enhance the promotion of museums and other heritage attractions, participating groups have contributed directly to their local economies. The material these groups have created is an investment that, via the Internet, is bringing significant exposure to these regions.

Matthew Farfan,
Project Manager / WebMagazines Editor
Stanstead, Quebec

The screenshot shows the homepage of the Outaouais Heritage WebMagazine. The top navigation bar includes links for HOME, ABOUT THIS SITE, SUBSCRIPTIONS, and FEEDBACK. Below this are several featured sections: MUSEUMS & HISTORICAL SOCIETIES, ATTRACTIONS & TOURS, HISTORY, and LINES. A search bar is located in the center, and a PHOTO GALLERY is on the right. The main content area features an article titled "FAIRBAIRN HOUSE HERITAGE CENTRE: WITNESS TO THE STORY OF THE GATINEAU VALLEY AND THE HILLS BEYOND" by Janet Long. The article includes a large photograph of three horses harnessed together, pulling a wooden cart. Below the photo is a caption: "Horses. Each year the Gatineau Valley Horse Association will hold its fall fair in Rapart, a village near Valinfield. Horses have always been an important part of life here. In winter, hauled down from daily affairs to learn that work horses were vital to survival on the farms. Men and teams worked together in the logging camps to clear along the heavy timber and building work. In the spring, horses provided transport, and helped to harvest the crops and move farm produce and supplies. Indeed, horses were treasured and indispensable partners in raising the farms. (Photo - GVMC 2004-2005)". The article also includes a paragraph: "From the earliest times, nomadic Algonquin families canoed the Gatineau River, and in the 17th century fur traders arrived to do business with the native hunters. More permanent settlements began with the logging boom in the early 1800s, bringing both employment and development, and soon immigrant families moved in to take up land grants offered by the government." The website also features a sidebar with a vertical photo gallery and a "Printer-friendly version" link.

HOME1 exhibit, Fairbairn House Heritage Centre, Outaouais Heritage WebMagazine.

EXECUTIVE DIRECTOR'S REPORT

This past year has certainly been a busy one for the Quebec Anglophone Heritage Network. The year has seen the conclusion of two of the largest (and largest funded) projects that QAHN has undertaken in its ten year history – the Heritage Online Multimedia Enrichment Initiative (HOMEI) and the Spoken Heritage Online Multimedia Initiative (SHOMI).

SHOMI was successfully brought to completion on May 31, 2011. Project manager Megan Switzer very capably oversaw what proved to be a complex and challenging project involving the conversion of old oral history files to digital format, their inclusion in a searchable online database, the development of multimedia exhibits incorporating oral history, and the development of online tools to help in the creation of new oral histories and exhibition materials.

The year's other big project, HOMEI, was overseen by myself, with excellent collaboration on the part of Dave Myberg. Begun in January 2010, the project was concluded successfully on March 31, 2011. It involved the conversion of QAHN's heritage webmagazines as well as QAHN.org to an open-source platform, the creation of bilingual versions of these websites, and the development of online exhibits in collaboration with QAHN member-organizations in four regions of Quebec. A key goal of the project was to assist local heritage groups to better promote themselves over the Internet, and in so doing contribute to the local economies through the development of heritage tourism.

Both HOMEI and SHOMI have allowed QAHN to pursue that important aspect of the Network's mission, which is outreach to its membership. Because QAHN's membership is so spread out across the province, it is an ongoing challenge for the Network to come up with creative ways to engage, inspire and assist its members in furthering their own particular goals.

Besides these projects, QAHN's board of directors and staff have been busy in a variety of other ways throughout the year. Notably, QAHN received a grant of \$27,750 in 2010 from Canadian Heritage (Official Languages) to help the Network mark its tenth anniversary in a significant way. Accordingly, in October 2010 and March 2011, QAHN hosted two very successful heritage conferences. One, called *Ways of Memory*, was held at Orford; the other, called *Ways of Memory: the Montreal Experience*, was held at Concordia University in Montreal. The feedback following each of these two

well-attended conferences has been excellent, and the staff and volunteers who helped to organize them deserve a great deal of praise.

Other developments this year have included the creation of a permanent Communications Committee which has as its mandate, among other things, the oversight of QAHN's print magazine, *Quebec Heritage News*. The committee, which is composed of QAHN President Kevin O'Donnell, 1st Vice-president Sandra Stock, Treasurer Richard Evans, board members Ann Montgomery and Derek Hopkins, Quebec Heritage News Editor Rod MacLeod, and members of the office staff, met for the first time in September 2010, and has held two meetings so far in 2011. The committee has been considering strategies pertaining to the magazine's production and distribution, themes for upcoming issues, and the solicitation of articles from potential contributors. It has also adopted a "Communication Planning Framework" to serve as a guide for board members and staff.

A major change initiated by QAHN this past year in respect to its print magazine was the reduction in the number of issues of *Quebec Heritage News* from six to four per year. The decision to move to a quarterly format has proven a sensible one, and is allowing *QHN* Editor Rod MacLeod, production staff, and contributors more breathing room during the days and weeks leading up to production day. Another development that affected the magazine directly was the receipt from Canadian Heritage of a one-time budgetary subsidy of just over \$14,000 to help finance the publication. These funds allowed QAHN to hire an editorial assistant and freelance writers, and helped to fund magazine layout and an increase in the number of pages in each issue. The result was a marked improvement in the quality of the finished product.

Quebec Heritage Web, the collective name for QAHN's five regional heritage webmagazines – *Townships Heritage*, *Laurentian Heritage*, *Outaouais Heritage*, *Gaspesian Heritage* and *Montreal Mosaic* – has been vastly expanded over the past year to include material produced as part of HOMEI. In addition, new material in the form of news and feature articles, calendar updates, and so on, continues to be added on a regular basis to all of these sites. All of QAHN's webmagazines are also now bilingual.

Visitors to *QAHN.org*, QAHN's organizational website, will notice a big difference, as well. Besides being fully bilingual, this site includes a much more

attractive, user-friendly format, as well as many new features that will help QAHN serve its membership better.

Upon the invitation of Quebec's *Ministère de la Culture, des Communications et de la Condition féminine (MCCCF)*, on March 24, 2011, representatives of QAHN presented an eloquent statement of position on Bill 82, the province's proposed new heritage law. Representing QAHN at this important "*consultation générale*" were QAHN 2nd Vice-president Simon Jacobs, QAHN Executive director Dwane Wilkin and former QAHN Executive director Charles Bury.

In their presentation, the QAHN delegation asserted the following:

- While Quebec's English-speaking communities have a long and firmly rooted presence in the province, the vitality of the community is under threat. The Canadian Senate's recent report and other data have put to rest many of the myths regarding the Anglophone population of the province;

- It is the wish of English-speaking Quebecers that their points of view be included in all Quebec government planning and policies pertaining to heritage. To give substance to this wish, QAHN asks that at least one representative of the English-speaking community be appointed to the proposed *Conseil du patrimoine culturel du Québec* (Quebec Heritage Council), which will replace the current *Commission sur les biens culturels* (Cultural Properties Commission).

Some excellent news arrived at the end of March 2011, when QAHN learned that Canadian Heritage would be funding the Network's core operations for a three-year period this time around. Core funding for 2011-2014 is now set at \$100,000 per year, representing a modest annual increase of \$5,000. Although QAHN had requested a more substantial increase in its level of funding, this three-year commitment is a sure sign that QAHN has performed well in the eyes of its primary funders.

There have been some changes lately at QAHN's Sherbrooke office. One change was the departure of SHOMI Project manager Megan Switzer, whose contract with QAHN came to an end on May 31.

At the end of April, Dwane Wilkin, who has served as Executive director at QAHN for the past six years, left the organization on an indefinite leave of absence. Dwane has been instrumental in getting QAHN where it is today. The organization has benefited immensely from his vision, his creativity and his drive. The list of projects that have been initiated and

brought to successful completion during his tenure is far too long to include here. Suffice it to say that Dwane will be missed by all of us here at QAHN. We wish him well.

Finally, I would like to extend to my own personal thanks to QAHN President Kevin O'Donnell and to the Network's board of directors – both for their continued dedication to this organization and for the confidence they have shown me during this period of transition. My thanks also go out to QAHN Office manager Kathy Teasdale, a rock of stability at our Sherbrooke office; to bookkeeper Marion Greenlay (what would we do without her!); and to Quebec Heritage News Editor Rod MacLeod (the magazine is looking better and better!). I'm looking forward to working closely with all of you.

Matthew Farfan,
Interim Executive Director
Stanstead, Quebec

MARION PHELPS AWARD AND RICHARD EVANS AWARD

2011 RECIPIENTS

Nominations committee: Ann Montgomery, Barry McCullough, Richard Smith, Sandra Stock

The Marion Phelps Award is given each year by QAHN to an individual who has been nominated as an outstanding volunteer in the heritage field. This year, we are very pleased to announce that the winner is Carol Martin of the Gatineau Valley Historical Society.

Carol has been the editor of *Up the Gatineau*, the annual local history journal of the Gatineau Valley Historical Society for the past twenty-one volumes since 1991. Also, she has been a member of the GVHS executive in various capacities since 1976, a long time volunteer archivist at the Chelsea Library and responsible for assisting inquiries from the public with a variety of topics related to local genealogy, cemeteries and census records.

Carol has also volunteered with the annual GVHS antiques and collectibles auction and served as a citizen member representative on the Heritage and Culture Committee of the Municipality of Chelsea.

Carol has shown exceptional organizational skills and contributed much towards the preservation of, and publication about, the history of both Chelsea in particular and the Outaouais district in general. Her enormous contributions to heritage were acknowledged by her fellow historians of the Gatineau Valley Historical Society and the Fairbairn House Heritage Centre as well as the Municipality of Chelsea, all of whom nominated Carol for this Award.

The QAHN Richard Evans Award is now in its second year and QAHN offers it to a group of volunteers who have, as a collective effort, contributed towards their community history, with an inclusion of some aspect of Quebec anglophone heritage. This year, the Award goes to the Miner Heritage Farm- *La Ferme Héritage Miner* , of Granby. This ambitious project hopes to preserve the agricultural history of the Granby area with an emphasis on heritage plants and animals. It will be a completely organic, sustainable working farm that will protect and showcase the natural, cultural and historic heritage of the area and be an example of urban agriculture for educational and conservation purposes. Also, the original remaining farm buildings are being restored. When complete, this will be a working farm and exhibition site that will celebrate and

promote the many unique species once found on Quebec farms, such as the Canadien horse, the Canadienne cow, the Chantecler chicken, the Montreal and Oka melons, and so on. Also, the farm will illustrate the way of life of the Townships pioneers.

The Miner family was important to the industrial history of Granby as well as for running this large farm for many generations. Rather than have the property be sold for development, a group of Granby citizens came together to form the Heritage Farm project.

For information, contact Dr. Caroline Gosselin, General Manager, Miner Heritage Farm, 100 rue Mountain, Granby, QC – J2G 6S1, telephone (450) 991-3330. The excellent bilingual website is www.fermeheritageminer.ca

Sandra Stock
June, 2011

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QUEBEC ANGLOPHONE HERITAGE NETWORK

About QAHN Volunteer Recognition Current & Recent Projects Past Projects Student Writing Contest



A Community and a Salmon River
The Cascapedia River begins as two fast-flowing streams high in the Shick Shook Mountains. The river born of these two branches flows over a series of falls and through narrow, rocky...



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HERITAGE LINE

MISSISQUOI HISTORICAL SOCIETY AND MUSEUM

Exhibit

"Food and Farming Heritage of Quebec"

Using oral histories of farming people from the Eastern Townships and Missisquoi County along with artefacts from the collection, this exhibit will look at the evolution of farming in Quebec.

This exhibit was developed as a part of the Quebec Anglophone Heritage Network's "Spoken Heritage On-Line Multimedia"

Featured Item



"Putting Food on the Table: Stories from Quebec's Farming Past"

[...read more](#)

Latest News

- 2011 Summer Season Opens at Missisquoi Museum
- Mike Goudreau Jazz Band to Perform Haskell Benefit
- Bonheur d'été at Uplands
- Colby-Curtis Plant Sale Coming Up
- Summer 2011 at Sherbrooke Fine Arts Museum





The new and improved QAHN.org website.

APPENDIX I: COMMUNICATIONS PLANNING FRAMEWORK

I: OVERVIEW

The quality of communication among Core groups constituting the Quebec Anglophone Heritage Network (QAHN) and between the network, its supporters and other institutions will largely influence the future level and nature of public support for grassroots history and heritage initiatives.

The various forms and methods of communication employed may generally be divided into two broad, overlapping categories: communications of an internal nature, which are concerned with the special requirements of administration and governance; and those of an external nature, meaning communication which has as its primary objective the expression and dissemination of information to a range of actual and potential recipients. This document will consider both categories separately, and explore how some of these operations might be better coordinated to help achieve the strategic goals of the heritage network.

As an umbrella organization striving to serve the many and varied interests of dozens of communities in several distinct regions across Quebec, QAHN has engaged over the last decade in a range of communications activities, from print- and Internet-based publishing, project management and conference hosting, to fundraising, publicity, member relations and policy development. During this time QAHN considerably expanded both its membership and its financial resources, and helped to generate more paid employment in the heritage sector --- a long-time strategic objective. However, new challenges have come with this success, including the need to establish and coordinate the different, vital communications tasks that staff and volunteers are called on to perform from year to year.

As a democratic organization, the free exchange of views, expertise and knowledge informs not only the day-to-day functioning of QAHN services, but also the governance and strategic direction of the heritage network. Staff and volunteer directors receive their mandate from Core member groups and are guided in their work by a vision for the sector's development which members themselves have helped to articulate. The 2009-2014 Strategic Plan also sets forth clearly defined goals that are predicated on the active cultivation of new and closer links with English-

speaking communities across the province.

Preserving information and transmitting local knowledge in the form of historic documents, artefacts, museum displays and online exhibits is, of course, a central function of community groups who are active in the field of heritage. Equally vital to every such group is having ways to communicate effectively with diverse partners, supporters and individual enthusiasts. Indeed, it might be said that the first and most important function of a network such as QAHN is to mediate this flow of communications.

The main elements of this communications plan should respond to the needs and growing expectations of volunteer-based community groups who look increasingly to the heritage network as a source of support, inspiration and guidance.

II: PROPOSED VISION STATEMENT:

Heritage volunteers and professional staff are kept aware at all times of key issues, events and opportunities to participate in and contribute to the cultural life of their communities and to the societies of Quebec and Canada.

A) SENDERS AND RESPONDERS

In considering the development of a general policy for coordinating the network's various communication activities, it should be kept in mind that that all messages require a sender and a recipient. No true communication takes place unless this basic precondition is met. An email deleted before it's been sent, a letter that's lost in the mail or a story that fades before its written down are all examples of failed attempts at basic message transmission. At a bare minimum, an effective communication system requires reliable modes of delivery. QAHN currently supports a mix of print and digital communications platforms to serve this function. They are:

1. *Quebec Heritage News*. QAHN's quarterly print magazine.
2. www.QAHN.org. QAHN's organizational website, which serves as an online space for sharing news and information about heritage activities around Quebec.
3. *Quebec Heritage Web* (www.QuebecHeritageWeb.com). QAHN's suite of five regional heritage webmagazines, including *Townships*

Heritage, Outaouais Heritage, Laurentian Heritage, Gaspesian Heritage and the Montreal Mosaic.

4. *HeritageLine* bi-weekly e-bulletin.

Having access to media does not, however, constitute in itself a sufficient condition for ensuring the practice of effective strategic communications. Being able to use this capacity to mobilise fellow members of the heritage community and to bring them together with other stakeholders is a much larger challenge. By definition, strategic communication is effective only to the extent that a message delivered generates the desired response.

B) MESSAGE TAILORING

Effective communications with Core, Affiliate and Individual members of the Quebec Anglophone Heritage Network, with government sponsors and with the general public, depend at all times on a good understanding of a) who the target audience is, and b) what the message is. This follows a basic marketing principle, which is that different types of people respond differently to different kinds of message.

The English-speaking communities of Quebec constitute a culturally, historically and socio-geographically diverse population. Within this population, potential recipients of information might easily be grouped according numerous other characteristics such as age or area of interest. Members of volunteer history societies, for instance, may operate on one or many levels at different times: as memory keepers or heritage activists, or even as catalysts for community development. Operating within these organizations, furthermore, one finds all sorts of people with different levels of interest in history and heritage, as well as individual leadership traits that influence the way groups interact with other members of the network. A significant number of Core and Affiliate members of the heritage network, furthermore, do not self-identify as Anglophone. Understanding how local groups operate and knowing at all times what the priorities of community-based heritage organizations are, will help QAHN deliver messages that deliver results.

III: RESPONSIBILITIES OF VOLUNTEERS (BOARD MEMBERS) AND STAFF

Board members and staff alike must play a vital role in developing QAHN's communications capacity by cultivating closer ties with QAHN member organizations, becoming acquainted with local heritage issues and acquiring the capacity to articulate the needs of the heritage sector to municipal, regional, provincial and federal government policy makers.

A) EXTERNAL AFFAIRS

Elements of Communication

Public Outreach

Telephone inquiries and visits to members
Membership correspondence
Letters and invitations to members, partners and affiliates
Correspondence with magazine readers and subscribers
Press releases
Interviews with news media

Editorial

Written articles and audiovisual content for *Quebec Heritage News*, *Quebec Heritage Web* and *QAHN.org*.
Conference presentations

Publicity

Display advertising for *Quebec Heritage News*, *Quebec Heritage Web* and *QAHN.org*.

(i) VOLUNTEER (BOARD MEMBER) RESPONSIBILITIES

Board members' responsibilities for external communications can include:

- Outreach to Core member groups, potential supporters and the public at large
- Providing or soliciting editorial and advertising content for QAHN's print and online publications
- Serving on the Publications or Editorial Committee
- Making presentations to local, regional, provincial and federal officials
- Responding to media requests for interviews, etc.

(ii) STAFF RESPONSIBILITIES

Staff members' responsibilities for external communications can include:

- Outreach to Core member groups, potential supporters and the public at large
- Providing or soliciting content for QAHN's print and online publications
- Serving on the Publications or Editorial Committee
- Assisting with presentations to local, regional, provincial, and federal officials
- Preparing and disseminating news releases

B) INTERNAL AFFAIRS

Elements of Communication

The goal of internal corporate communications is to ensure the efficient flow and exchange of information between QAHN's governing board, staff and our funding partners, in support of operational objectives. Tasks and procedures must be consistent with the roles and responsibilities

of volunteers and employees.

Operational knowledge

The preparation, distribution and archiving of pertinent written texts is a necessary and important operation that includes the following types of document:

- Agendas for business meetings
- The recorded minutes of business meetings
- Board-member correspondence
- Board-staff correspondence
- Funding applications
- Activity reports to federal (English) and provincial (French) government funders
- Committee activity reports to the QAHN Board
- Project activity reports to the Executive Director

(i) VOLUNTEER (BOARD MEMBER) RESPONSIBILITIES

Board members' responsibilities for internal communications can include:

- Planning, conducting and reporting on committee meetings
- Planning, conducting and preparing the minutes of quarterly directors' meetings
- Ensuring director-to-director communications
- Moving resolutions as required during business meetings
- Guiding the preparation of funding applications
- Overseeing preparation of annual activity reports to government funders

(ii) STAFF RESPONSIBILITIES

Staff members' responsibilities for internal communications can include:

- Reporting on activities during quarterly directors' meetings
- Providing administrative and documentation support for directors
- Coordinating communications between funders and the board
- Supporting development and implementation of organizational policies
- Preparing funding applications and annual activity reports

(iii) COMMUNICATIONS COMMITTEE RESPONSIBILITIES

- Editorial: Provide general guidelines for the content

and appearance of *Quebec Heritage News* quarterly, *Quebec Heritage Web*, and QAHN.org.

- Readership: Oversee annual subscription drive for print magazine, set goals and strategies for increasing paid individual and institutional circulation
- Community support: Help obtain necessary financial resources to maintain and develop QAHN's print and online publications through: a) Advertising; b) Membership fees; c) Funding programs

APPENDIX II: BILL 82

RESOLUTION

On Thursday March 24, 2011, the *Ministère de la Culture, des Communications et de la Condition féminine (MCCCF)* requested representation from the *Quebec Anglophone Heritage Network (QAHN)* at a National Assembly committee examining Bill 82.

Bill 82, the province's new heritage law, is known as the *Projet de loi sur le patrimoine culturel*. Background information is available on the MCCCF's website:
www.mcccf.gouv.qc.ca/index.php?id=4457

QAHN appeared before *La consultation générale sur le projet de loi sur le patrimoine culturel par la Commission de la culture et de l'éducation de l'Assemblée nationale*. QAHN's representatives included Dwane Wilkin, Executive Director of QAHN, Charles Bury of the Compton County Historical Museum Society, and Simon Jacobs, Executive Director of Quebec City's Morrin Centre and a Vice-President of QAHN.

QAHN representatives asserted the following key points during the presentation:

- While Quebec's English-speaking communities have a long and firmly rooted presence in the province, the vitality of the community is under threat. The Canadian Senate's recent report and other data have put to rest many of the myths regarding the Anglophone population of the province.

- It is the wish of English-speaking Quebecers that their points of view be included in all Quebec government planning and policies pertaining to heritage. To give substance to this wish, QAHN asks that at least one representative of the English-speaking community be appointed to the proposed *Conseil du patrimoine culturel du Québec* (Quebec Heritage Council), which will replace the current *Commission sur les biens culturels* (Cultural Properties Commission).

To add weight to this request, the Directors of QAHN wish to put forward this resolution to the 2011 Annual General Meeting:

RESOLUTION:

The membership of the Quebec Anglophone Heritage Network, represented by the voting delegates of core members attending the 2011 Annual General Meeting support the request expressed at the National Assembly committee on March 24, 2011 that at least one member of the proposed *Conseil du patrimoine culturel du Québec* be selected from the English-speaking population of Quebec so that the views of this population may be reflected in Council deliberations and policy proposals to the government.



QAHN delegation, Quebec City: Charles Bury, Simon Jacobs and Dwane Wilkin.

