

1967
Nov.

FINAL REPORTS
of the
FAMILY MONTH COMMITTEE
November, 1967

EDMONTON SOCIAL PLANNING COUNCIL

FAMILY MONTH

Family Month Committee:

Mrs. J. D. Clark, Chairman
Mrs. J. R. Wilson
Captain R. Stanley
Mrs. R. C. Clayton
Mrs. M. Schweitzer
Miss M. Garrick
Mrs. A. Jarvis
Mrs. C. B. Thompson
Mrs. M. Dawson
Mrs. J. Yarrow
Father O. R. McManus
Mrs. Eva Roche
Mrs. R. J. Con

Program Committee:

Mrs. Joan Jakes, Chairman
Mrs. J. R. Wilson
Mrs. T. Scambler
Mrs. P. Clayton
Mrs. C. B. Thompson
Mrs. M. Schweitzer
Mrs. A. Jarvis
Mrs. R. J. Con
Father O. R. McManus
Mrs. J. Yarrow
Captain R. Stanley

Publicity Committee:

Mrs. Eva Roche, Chairman
Dean Melsness
Frank Dolphin
H. Cuthbert
Mrs. E. Fitzsimmonds
Mrs. C. D. Kelly
Mrs. E. Lang
Mrs. Edna Straughan
Mrs. P. Bertles

Family Fair Committee:

Warren Graves, Chairman
Mrs. B. Hutton
F. Williamson
Mrs. V. Marshall
Mrs. H. Buck
Miss M. Law
R. J. Con

Films & Speakers
Committee:

H. H. Dickie, Chairman
Sister Celestine
Miss Deveral

Overall Planning
Committee:

Mrs. J. D. Clark, Chairman
Mrs. J. Jakes
H. H. Dickie
Warren Graves
Mrs. B. Buchanan
Mrs. T. Scambler
Mrs. Eva Roche

Staff: Mrs. V. Sauvé
Sec'y: Mrs. V. Henwood

EDMONTON SOCIAL PLANNING COUNCIL

FAMILY MONTH EVALUATION COMMITTEE

Minutes of meeting held Monday,
December 11, 1967 in the Board Room
of the Edmonton Social Planning Council.

PRESENT: Mrs. Clark, Chairman Mrs. Kelly
 Mr. Levine, Council Pres. Mrs. Lang
 Mrs. Roche Mrs. Scambler
 Mrs. Jakes Mrs. Schweitzer
 Mr. Graves Mrs. Wilson
 Mrs. Buck Mrs. Buchanan
 Mrs. Clayton Mr. Bishop, Exec. Dir.
 Mrs. Sauvé, staff

Mrs. Clark opened the meeting by expressing her thanks to all volunteers and staff who worked on Family Month. She pointed out several newspaper clippings which had appeared in relation to Family Month.

As chairman of the overall planning committee, Mrs. Clark presented her report. Arising from this report was the suggestion that in any request for a V.I.P. person such as Madame Vanier to participate in Family Month activities, there be also requested a time limit for that person's response.

The Program Committee Report as presented by the chairman, Mrs. Jakes, stressed this year's attempt to reach out into all levels of the community. More people seemed to be made aware of family life education. The films at the library were particularly successful in that many of the people present would like to see the library used for such educational and interesting purposes at least one noon hour per week.

MOTION: Mrs. Scambler and Mrs. Wilson - that the Social Planning Council, on behalf of the Family Month Committee be asked to communicate to the Library Board the marked effectiveness of the noon hour Monday showings of films during Family Month in November. The response to and suggestions made following these programs, would seem to indicate a great value in making the library facilities available on an on-going basis for this type of public education or cultural activity. Consideration should be given to making such facilities available to voluntary groups or agencies free of charge. Carried.

MOTION: Mrs. Jakes and Mrs. Buchanan - that the Program Committee Report be accepted as read. Carried.

Out of the Publicity Report, given by Mrs. Roche, arose the need to give the large department stores a year's notice for window display space. In regard to the posters, it was felt that the smaller community districts of the city would be better locations for publicity. Also, many public buildings will not allow posters unless there is bulletin board space available.

MOTION: Mrs. Scambler and Mrs. Kelly - that all Family Month information be sent early to Dr. Ball for permission to advertise in well-baby clinics. Carried.

There was discussion on the questionable success of the milk stickers in this year's advertising. Of those present, seven take Silverwoods milk and none of these saw the stickers in November although two saw them on the fifth of December. This is being investigated.

MOTION: Mrs. Roche and Mrs. Kelly - that the Publicity Report be accepted. Carried.

Mr. Graves gave the Family Fair Report which estimated attendance at 3,000 people. This report questions what Family Month is trying to achieve and recommends that a similar fair NOT be held next year.

MOTION: Mrs. Schweitzer and Mrs. Clayton - that this report be accepted. Carried.

A general report on films, which was prepared by Mr. Dickie, and also one on the Films and Speakers Committee were read by Mrs. Clark. This and the speakers report as given by Mrs. Sauve, indicated a much greater use of films and speakers this year. It was felt that this new awareness of the availability of good films and speakers will lead to their increased use throughout the year.

MOTION: Mrs. Jakes and Mrs. Lang - that the Films and Speakers Reports be accepted. Carried.

A financial statement was read by Mrs. Clark.

Following these reports, there was general discussion and many suggestions.

Mr. Levine suggested that we locate the cut of the Family Month symbol and file it for future use. Mrs. Sauve will attend to this.

It was generally agreed that in order to keep the news media interested in future years, many more new and stimulating events would have to be thought of. It was recommended by Mr. Levine that previous successful efforts be continued and unsuccessful ones dropped.

For good publicity, a gimmick is needed. Mr. Graves suggested a different gimmick each year. This years was Family Fair. He pointed out that communication was the important thing and that a strong use of films and speakers would further this end and should therefore be a primary goal. We should be aiming for communication links between prospective clients and agencies.

It was suggested, in view of the excellence of the symbol which was produced this year, that it be used again next year.

There was a good deal of discussion on some form of recognition for the students at St. Joseph's High School who designed the symbol.

MOTION: Mrs. Roche and Mrs. Jakes - that Warren Graves investigate the Ad and Sales awards as one of these could be applied to the St. Joseph's project. Carried.

MOTION: Mrs. Roche and Mrs. Clayton - that the Council send a plaque with the symbol on it to the school to be presented to the students at an appropriate time for their efforts in creating the symbol. Carried.

MOTION: Mrs. Jakes and Mrs. Buck - that the Social Planning Council in conjunction with the Family Month Committee send a letter to the Separate School Board commending the class at St. Joseph's who created the symbol. Carried.

MOTION: Mrs. Wilson and Mr. Graves - that the Family Month Committee recommend to the Edmonton Social Planning Council that Family Month be continued next year. Carried.

The meeting adjourned shortly after 10:00 p.m.

/cd

December 15, 1967

REPORT FROM CHAIRMAN OF FAMILY MONTH - November, 1967

Last February a Planning Committee was formed to start work on Family Month for 1967. This committee was composed of the chairman of all standing committees, Mrs. Buchanan, and Mrs. Scambler. As well as the "Program", "Publicity" and "Films and Speakers" committees of last year, it was decided to add a Family Fair Committee. Not having the responsibility for Family Month would enable the Program Committee to explore additional possibilities for reaching farther into the community.

Early in the planning, it was decided to try to bring a well-known person or an outstanding speaker to Edmonton during the month, and to plan activities around their visit, for example a public meeting and/or a workshop.

In May, a letter was written to Madame Vanier inviting her to come to Edmonton. We felt encouraged by her answer which suggested that we write again in September when she would know better her schedule for Fall. However, her reply to the second letter was disappointing. She could not come, and it was now too late to make arrangements for anyone else.

Related organizations and churches were requested to send representatives to a meeting in March, to review Family Month 1966 and make initial plans for this year's observance. The 35 people who attended were enthusiastic and were asked to serve on one of the committees.

The following organizations were represented on this year's committees:

- Alberta Provincial Department of Welfare
- Anglican Church Women
- Canadian Mental Health
- Baptist Womens' Association
- Catholic Social Service
- Catholic Women's League
- Central Volunteer Bureau
- City of Edmonton Social Service Department
- Division of Alcoholism
- Department of Citizenship and Immigration
- Edmonton Public School Board
- Family Life Education Council
- National Film Board
- Salvation Army
- Society for Talent Education
- United Church Women

Largely due to the persistent effort of the volunteers working on Family Month, the project was more far-reaching and, we feel confident, more effective this year.

REPORT OF THE PROGRAM COMMITTEE - November, 1967

At our first meeting in March our Committee decided that we should attempt to reach further into the community this year. That we should try to reach underprivileged areas, ethnic groups and young people and involve them where possible.

It was also felt that we needed to take a new look at our image and in particular the format for pamphlets and posters including our symbol. That we needed to more closely follow up church, home and school groups, etc. by phoning and encouraging them to sponsor programs.

As time went on we held regular meetings and I am grateful to the members of my Committee who gave so willingly of their time and selves. The work of this Committee was lessened this year by the establishment of a special Committee to handle Family Fair. Although as time went on it seemed that the different committees and individuals often become so interested that it was impossible to work only in the areas designated!

Just how successful we were in reaching more people is difficult to determine.

Our symbol provided by the young people of St. Joseph's High School was an outstanding success and certainly gave us a new image and involved the young people.

However, attempts to reach High School Students generally were not successful. In the spring, contacts in the school systems were encouraging but when fall arrived, everyone was too busy to become involved.

Mr. Pimm, the Director of T.V. programs and drama in the Victoria Composite High School indicated that he would need a full year's notice if he and his students were to produce a play, T.V. spots, etc.

After many referrals from the Faculty to the Student's Union president to the program co-ordinator, the Students' Wives Group at the University of Alberta undertook to participate in Family Fair, but must have been prevented from so doing at the last moment.

Five hundred of the Royal Bank books "Graduating into Life" were distributed to the High Schools through the School Counsellors.

As a result of contacting the ethnic groups by letter and telephone, there were four extra groups represented at Family Fair and we do not know how many may have centred their monthly meetings and programs around family life.

While the special bus from the Boyle Street area had fewer passengers than we had hoped, Lieutenant MacLean and his wife who travelled on the bus were enthusiastic regarding the experience for the people involved and feel that it should be repeated and work on the project should start earlier next year.

We are grateful to Lieutenant and Mrs. MacLean who stepped into the breach so gallantly when we could find nobody available in the Boyle Street area to take charge of the trip.

Members of the Program Committee worked hard on the telephone following up letters sent to the many groups in the City and indications are that more programs were arranged this year. We have knowledge of:

12 Church Groups	1 Hospital Auxiliary
2 Women's Club Groups	2 Home and School
3 Men's Clubs	The Edmonton Area Council of the Home and School

All requests for speakers were filled.

The eight Y.W.C.A. Mother's Day Out Programs in the city each had three different speakers during the month.

The series of programs for Parents and Teens in the Norwood area undertaken by the Family Life Education Council were felt to be successful and certainly resulted in communication being established between parents and teens and different teen groups attending.

The Band Concerts in the Shopping Malls on Sunday afternoons were well attended and much enjoyed. It was unfortunate that arrangements for the Civic Musical Theatre fell through in spite of telephone calls and confirming letters to the Shopping Centre Manager. As a result, we double-checked for the two band concerts which went on as scheduled. Our apologies were tendered to Mr. Heuman of the Civic Musical Theatre especially as they had hired a pianist who had to be paid.

The Puppet Shows from the Alberta Hospital were a great attraction both at Family Fair and in the Capilano Shopping Mall.

The Film shows on Mondays at the Centennial Library were well attended with the exception of the second Monday which was a holiday for many people. Appreciation was expressed by those attending and the suggestion was made that an approach should be made to the city to have the music rooms available each Monday free of charge to interested agencies and organizations which might like to sponsor public educational programs. The office workers who attended appreciated having something interesting to do in one of their lunch times each week. We are indebted to the ladies of St. Joseph's Cathedral, Norwood United Church, All Saints Cathedral and the First Baptist Church for the coffee which they provided and served.

Contacts for programs on radio and TV were made by Mrs. Clark and Mrs. Roche in their work on publicity and many interesting programs resulted.

Following a folk mass and family evening at St. Joseph's Cathedral Father J.C. McNeil commented "the young people seemed especially pleased and appreciative that parents' would participate in a liturgy suited to their liking. The meeting was a general gathering of mothers, fathers, teenagers and children and this sort of group doesn't happen often".

In general it would seem that more people were aware of Family Month and more people were exposed to positive programs regarding family living. While many ideas suggested were not able to be carried through, I feel that we were able to continue and expand the work which was so soundly launched in the previous year.

REPORT OF THE PUBLICITY COMMITTEE - November, 1967

The first meeting of the Publicity Committee was held March 22nd under the chairmanship of Mrs. Phillips, with monthly meetings held until October, July and August excepted. Mrs. Phillips was unable to continue as chairman and in June, Eva Roche accepted the chairmanship. The eight members of the committee estimate they spent a total of 225 hours on Family Month projects.

Using the Family Month symbol designed by St. Joseph's High School students, 800 posters were printed by the students at a cost of \$22.00. 350 of these were distributed by Mrs. Kelly to representatives of the C.W.L. from all parts of the city, with the understanding they be delivered to all churches, shops, etc. in each area. Another 50 posters were delivered to the United Church Christian Education Centre. 15 posters were delivered to the Bonnie Doon Shopping Centre and another 15 to Capilano Shopping Centre by Mrs. Schweitzer. Mrs. Sauvé took 25 posters to the University. Mrs. Schweitzer and Mrs. Bertles delivered 25 posters in the downtown business area. Another 25 were placed in Sherwood Park, and 5 in each shopping centre - Westmount, Northgate and Meadowlark. A number were picked up by individuals for local display and others were sent to the Centennial Library for distribution to their branches. Additional posters were made for the noon-hour film series by Mrs. Hutton and placed in City Hall and the CN building. Others were placed in Chancery Hall, staff rooms of Woodwards and Eatons and at the Library entrance. Mrs. Schweitzer made additional posters for the Bonnie Doon band concert and placed these at Bonnie Doon. Others were made by Mrs. Roche and placed in the Westmount Centre for the band concert there.

15,000 brochures were printed by the students at a cost of \$153.00, the bulk of which were sent to the Library for distribution (about 8,000) through their branches. Letters were sent to agencies and organizations with requests for orders. 150 were sent to the Capitol Theatre. 200 were distributed by Mr. Thompson to his Home and School meeting; 50 to the C.W.L.; 50 to the Consumers Association, and 6,500 were sent to a number of churches.

15,000 Church Bulletins were printed and used by a number of churches of all denominations.

30,000 milk stickers were printed at a cost of \$125.00 and placed on Silverwood milk bottles for one day's delivery.

5,000 placemats were printed and used by the Restaurant Association. (Mr. Klemens, Jasper Place Social Service Department handled this again this year).

The Edmontonian and the Alberta Community Weekly each carried lengthy articles on Family Month written by Mrs. Lang. The Western Catholic Reporter carried a Calendar of Events for Family Month with the Family Month symbol prominently displayed, a review of Dr. Penfield's book 'Man and His Family' by Betty Buchanan, and excerpts from two chapters of the book, a feature on Hilda Clark, Family Month chairman, an article on communication in the family featuring Mrs. Phillips and her family, an article on a modern grandmother, an evaluative editorial, a story on a family who had worked in an underdeveloped country.

The Edmonton Journal carried an advance story on events planned for Family Month, and The Notebook column carried notices of the speaker's bureau, the noon time films at the Centennial Library, Family Fair and the

band concerts. Photos were carried of the two band concerts. The Journal also did four stories on each of the Norwood Teen-Parent Communication programs, and photos of Family Fair. One I.G.A. ad in the Journal used the Family Month symbol.

Mrs. Sauv e also prepared an article for the Junior League magazine.

Contacts were made in person or by phone, with each of the radio stations, CBC, CFRN, CHQT, CHED, CJCA, CKUA, CHFA, and both T.V. stations. At a press briefing the media people were given a detailed calendar of events for Family Month, 15 announcements prepared by Mrs. Lang, and background material on Family Month. In addition, weekly releases were sent. A slide of the Family Month symbol was prepared and delivered to both T.V. stations, CFRN and CBC.

On CKUA on 'Operation Life', a program for shut-ins, Edna LaForge interviewed Hilda Clark on Family Month. Mrs. Clark also was interviewed by Larry Branter for C.B.C. radio, and Warren Graves on station C.J.C.A. On CFRN-TV the Virginia Show carried an interview with Joan Jakes, followed by four programs using the films 'He Acts His Age', 'The Terrible Two's', 'Why Tommy Won't Eat' and 'The Test'. At 6 p.m. CFRN-TV presented a panel discussion 'Can the single income family survive?' with Warren Graves, Bud Hansen, Guidance Clinic, Jim Barber, Consumer Credit Bureau, June Freche, home economist and Eva Roche, social worker. June Sheppard did a series of weekly interviews - Dr. Frew on Sex and Sexuality relative to Teen-Agers; Dr. Patterson, Parents as counsellors; with the minister from Robertson United Church, Mr. Edgeworthy and a final program on aspects of aging. CFRN Tela Talk carried an interview with Mrs. Cook, Dept. of Household Economics, on "Family Budgeting, and an interview with Reverend R.A. Burdon on The Family and Prejudice. CHED carried several notices of the Norwood series. CHQT used Family Month announcements and promoted Band Concerts and Family Fair. As it has proved impossible to moderate all radio and T.V. stations at all times, this report is necessarily incomplete.

Mrs. Straughan had a cut made of the Family Month symbol and left the cut and a number of mats with Mr. Smalien at the Advertising and Display Department of the Journal, for use in ads. She also contacted the large concerns, and asked them to use the cut in their ads. Western Grocery Chain were sent a cut which they agreed to use on their grocery bags.

The following suggestions for improved efficiency of the Publicity Committee next year were submitted by members of the Committee.

1. Start earlier - like right now.
2. Posters in the downtown area are not effective. Businesses value their window space too highly to place them in the windows.
3. The Bay would give a window for a large display but these are planned almost a year in advance.
4. Places like the Royal Bank have to be contacted through their head office where policy on window displays is set. (They should be a good prospect because of the family orientation of their Newsletter).
5. Much of all radio and T.V. and general advertising is planned at least 6 months in advance.
6. Family Month has been news for two years. Next year we would need some exciting programming, and perhaps a V.I.P. to expect continued high support from communications media.

7. Is a month too long?
8. Invite a person from the Journal Family Page or the display department to sit on the committee. (e.g. Ernie Smalian, Mrs. Carson).
9. Cut down on unnecessary time spent in meetings.
10. Publicity is more effective if the program people, or whoever makes the initial contact, can ask for background material, facts, etc. to present in written form to the Publicity Committee. (People are upset when another person calls for much of the same material over again).
11. The T.V. slides were not used. Why? Was there something wrong with them, or how could these be improved for next year? Or were they just too late?
12. Contact Shopping Centre managers to co-operate in publicizing Family Month - Isobel MacDonald - Bonnie Doon
Mr. Morris - Westmount
13. Contact a family oriented business to underwrite cost of outdoor Hook sign for Family Month, e.g. Safeway etc.
14. Contact Safeway regarding grocery bag symbol a year ahead.
15. Calgary has expressed interest in our symbol - why not Family Month in Alberta!
16. Discuss Family Month with Professor Hobart regarding having a student do an evaluation of the results, effectiveness etc.
17. Brochures must be ready in April to mail out to clubs planning programs for next year's meetings.
18. Have stickers of symbol made for children's book covers, cars etc. Write Automotive Retail on this as they expressed regret they were approached too late this year.
19. Write Theatres Association - could they run a Family Film Festival? Could they use one of the short NFB films on their programs, or at least an ad flashed on the screen? Contact now - films are booked a year in advance.
20. See note on file from Mr. Klemens regarding using more placemats.

Sincere thanks to all committee members and the office staff for their enthusiastic work on this committee.

REPORT OF THE FAMILY FAIR COMMITTEE - 1967

Family Fair was held at the Jubilee Auditorium on November 12th., between 3 - 5 p.m.. Activities were centred at four points:- the National Film Board once again provided an excellent program of films, the Armoury Theater presented puppet shows every thirty minutes in the Assembly Room, "action" space was provided in the lower lobby and used most notably by the Y.W.C.A. and the Hobbema Teen Band, while on stage various national groups and other artists performed set pieces. A concession was available in the lounge and several agencies not otherwise engaged in the performing activities presented set displays.

The standard of entertainment was very good, the pace was slick and we were successful in presenting an enjoyable afternoon to an estimated attendance of 3000 people.

When trying to measure the success of the event as a contribution to family life, I must be faced again with the question - "What were we trying to achieve". My own argument - "An entertaining afternoon for families" - does not hold up too well. It is fairly presumptuous to assume that families would not be able to have an entertaining afternoon if we didn't provide it. I could not feel that we presented anything in addition to entertainment and, in short, I would suggest that we do not have Family Fair again next year.

I was pleased to see this year that many organizations had taken up family events in November within their own area of operations. Most successful of these appears to have been a "communication workshop" between teenagers and adults which had such an effect that it was extended at the request of the participants. I feel sure that it is on this basic issue of communication in the family that we should be concentrating more attention. Recent events and discussions lead me to believe that one of the problems of family communication at this time is that there currently exists a very remarkable difference between life, love and families, as concepts held by the older generations and those held by the younger generation on its way up. The young people are reaching forward to new values based on the environment as it was, or ought to be.

There appear to be no organizations willing to approach the ethics of today's society. We are faced with a rising illegitimacy rate, increased permissiveness in sexual relationships, a marked drift away from Church influence and a different attitude towards marriage itself. I firmly believe that these considerations are vital to family life and I also believe that today we are desperately in need of a re-evaluation of the human position. I submit that this is the task of this committee and its future work. We must take today's situation and look forward, not be over-concerned with preserving yesterday. We should enter the building business and not concentrate on restoring what was relevant once upon a time.

I make this submission because I feel it is a step that must be taken now and because I also feel that somebody should be investigating in this area. The reason that nobody appears to be, apart from young people talking amongst themselves, is because it is a venture into sacred-cow country. We would have to deal with subjects frankly and openly that traditionally are left alone and ignored in the hope that they will go away. Unfortunately, they are not going away and unless we prepare to deal with them and investigate the basis for a new code for living, we may well find that the work we are doing now is quite irrelevant.

Warren C. Graves,
Family Fair.

REPORT ON FILMS AND SPEAKERS -- November , 1967

Films and Speakers Committee

This committee was enthusiastic enough to contact many service clubs and other organizations, informing them as to the availability of good films and speakers. The service clubs did not respond too well but would probably be very interested if they were informed in the September preceding Family Month, as they plan their programs ahead.

Film Use - Mr. Dickie

Although National Film Board Staff do not provide a projection service for groups using Family Life type of films, our method of gauging overall film demand is to check actual use by the film libraries concerned.

In connection with the above, a check was made with the three main Edmonton film outlets handling films on "The Family", with the following results:

1. Provincial Health Education Library

This outlet indicated a definite increase during November. Most such films were booked solidly, well into the New Year.

2. University of Alberta

A very definite increase was noted, including an extensive use of this type of film in the high schools.

3. National Film Board, Edmonton Office

An estimated three-fold increase was noted during the month. Some 149 individual screenings of Family Life films took place during the month, with some 44 of these taking place outside of Edmonton. A very noticeable increase was apparent in Church use of these films.

We were able to determine from the users of films from the N.F.B. Library during the month, that well-organized discussions took place following the screenings. Thus, people were involved, and these were not just film showings.

Although it is fully understood that the "Happening" held at Providence Centre in October plus the continued work of the Family Life Education Council, would have a bearing on the increased use of "Films on the Family", it is my feeling that the work and promotion carried out by the Edmonton Social Planning Council have been worthwhile; "Family Month" was meaningful, and served a useful purpose in Edmonton. Its results will be evident throughout the coming winter in continued programs.

Speakers Referral Service - Mrs. Sauvé

In this service, a list of speakers and their suggested topics was drawn from many different fields including education, welfare, and medicine.

The public was informed through brochures, press articles and radio spots. Over twenty organizations were served in this way, an increase of fourteen over last year, and all reported a very successful evening with their respective speakers.

The success of the Speakers Service is not easily measured since we do not know of individuals passing the word and other individuals or groups picking up the idea of getting similar speakers. Results depend on the continued use of agency people throughout the year and an increased awareness of family relationships and agency services which are equipped to deal with family problems.

General Comments:

Mrs. Clark feels that various methods of bringing speakers and groups together must be carefully considered in years to come, including the possibility of a Speakers Bureau.

Films could not be recommended or suggested from the office since a catalogue did not arrive in time. Requests for films were therefore not filled and frequently resulted in the group's taking a speaker instead. The catalogue, upon arrival, proved to be very complete and could be quite well-used if available at an earlier time next year.

FAMILY MONTH: SPEAKERS REFERRAL SERVICE

1. Edmonton General Hospital Auxiliary

Speaker: Mr. Milman from the Kiwanis Childrens' Home.

Topic: "Family Breakdown - what then"?

2. St. Andrews C.W.L.

Speaker: Muriel Smeltzer

Topic: Preventing Family Breakdown.

(NOTE: Westminster United Church, St. Peter's Anglican Church and the Unitarian Church were invited).

3. Catholic Women's League of Assumption Church

Speaker: Mrs. Gail James of the Edmonton Public School Board

Topic: Stresses Faced by the Modern Family.

4. United Church Women, St. Albert

Speaker: Mrs. Buchanan of the Vanier Institute Committee.

Topic: The Vanier Institute.

5. St. Chad's Anglican Church Women

Speaker: Mr. P.A. Royale, Family Service Association

Topic: Adolescence.

6. Edmonton Area Council - Home and School Executives

Speaker: Mrs. Riggs, a psychologist with the Bureau of Child Studies,
Edmonton Public School Board.

Topic: The Family and the School.

7. Gateway Kiwanis Club

Speaker: Mrs. Hewes, Canadian Mental Health Association

Topic: Mental Health in Your Community.

STATEMENT OF EXPENDITURES FOR FAMILY MONTH

Rental Jubilee Auditorium	\$ 123.75	
St. Joseph's High School	283.00	
McDermid Studios	11.13	
Transit System	25.25	
Library	60.00	
Commercial Printers	67.20	
Art Photo	1.08	
Silverwood Dairies	98.00	
Westmount Shoppers Park (chairs)	<u>26.00</u>	\$ 695.81

Office Expenses (estimate based on increase over last year)

Stationery - 8 letters to 483 organizations 100 individual letters 19 minutes and notices of meeting sent to all members 6 press releases sent to all news media 4 other materials to all members	\$ 25.00	
Envelopes - same as above	45.00	
Postage - Same as above	100.00	
Stencils	<u>17.00</u>	\$ 187.00
		<u>\$ 882.81</u>