



Report of the Communications Committee for 2021 AGM

The committee continued to manage print and digital resources, including website content and social media, produce the newsletter, and distribute the membership directory.

Publications

We are proud to be able to announce the relaunch of an earlier CHC publication, *Culinary Chronicles*. It will now take the form of an occasional journal, to be issued annually. The inaugural edition, launching at this year's AGM, comprises papers by CHC members presented during three panels at the Rural Women's Studies Association Triennial Conference, hosted online from May 11 to 15 by the University of Guelph in Ontario. The conference theme was Kitchen Table Talk to Global Forum. The document will be presented free to members and made available to others for \$10 via our website.

We tested offering our first publication for sale in December 2020: "Baking for the Victorian Christmas Table: A Recipe Collection for Contemporary Cooks." This downloadable 21-page PDF booklet, which contains a dozen modern interpretations of 18th- and 19th-century recipes for traditional holiday treats, is based on handouts from previous CHC events. To date, it has generated 40 sales at \$8 each.

Newsletter

The CHC newsletter, *Digestible Bits & Bites*, is circulated on the first of each month to 1,148 subscribers (up from last year by more than 10%), including 331 members, 720 non-member subscribers, and 97 media. It is also circulated on Facebook and Twitter.

Several board members and volunteers continue to assist Sarah with writing and editing, including co-editor Julia, Destinations reporter Jane Black, conference editor Kesia Kvuill and book review editor Elka Weinstein; all contributions are very much appreciated. We're especially thrilled that Vicki Gregory has come forward to take over proofreading duties and to assemble our first style guide.

Our cross-Canada team of book reviewers for the year consisted of Luisa Giacometti, Gary Gillman, Sher Hackwell, Amy Lavender Harris, Frances Latham, Ivy Lerner-Frank, Maya Love, Fiona Lucas, Jan Main, Bennett McCardle, Dana Moran and book review editor Elka Weinstein. They covered 25 books relating to Canadian food and culinary history, bringing our total to more than 110 reviews over time.

Website & Social Media

We have continued to add research sources to the Canadian Cookbooks Online section of the website.

Our **Facebook** group has ballooned in the past year, from about 2,000 members to almost 4,500. Many followers, along with the communications team and board members, regularly share posts of interest. Continuing popular this year were CHC cooking challenges, especially the April-May rhubarb challenge, which attracted about 40 participants. Recently, we have updated the page with guidelines for participants, to ensure that posts and comments remain both focused and courteous.

Our **Instagram** feed has grown to almost 950 followers, thanks to regular topical posting by Liz Truchanowicz and her fresh content, such as the popular weekly Guess the Kitchen Gadget posts.

CHC also has about 1,250 followers on **Twitter**.

We have not added much content to our **YouTube** channel this year, but our “Behind Every Great Cook Is a Great Mother” series continues to garner attention, with an average of more than 230 views per episode, with about 75 subscribers to the channel. The most popular video is Elizabeth Baird’s appearance, which has about 600 views to date.

Trello

We set up Trello, a web-based task management system, to help board and committee members organize project details and maintain important documents for ready access.

Submitted by Sarah Hood & Julia Armstrong, Co-Chairs