

Year End Report
Public Relations Committee
2020-2021

Mandate:

The mandate of the Public Relations Committee is:

- a. Mandate
 - i. The Committee shall review and plan strategies for provincial public relations programs for the organization and report recommendations to the Provincial Executive.
 - ii. The Committee shall support the work of the Political Action Committee as necessary.
 - iii. Consider such resolutions as may be referred by Annual Council and make appropriate recommendations.
 - iv. Participate as required in the NSTU Policy Review Process by providing recommendations for the Provincial Executive's consideration.
 - v. The Committee shall plan a biennial conference in conjunction with the Political Action Committee to provide opportunities for Local leaders to network

Committee Members:

Tanya Chislett, Cape Breton District (Chair)
Jaylene Chase, Lunenburg County
Stephanie Deagle, Pictou
Ryan Lutes, Halifax City
Wade Van Snick, Executive Member
Angela Murray, NSTU Staff
Mark Laventure, NSTU Staff

Committee Meeting Dates:

February 22, 2021 – Online Joint meeting with Political Action Committee
April 23, 2020 – Online meeting
June 11, 2020 – Online meeting cancelled due to COVID-19 3rd wave school closure

The budget for Committee meetings was \$4,260 and the committee spent \$0.

The activities and accomplishments of the Public Relations Committee included the following:

- In conjunction with the Political Action committee PR committee members met with NOW Communications to help facilitate a campaign that will celebrate teachers and

acknowledge their commitment and professionalism during a very difficult year working through a pandemic.

- The PR committee assisted in identifying NSTU members to participate in the campaign.
- This culminated NSTU's 2020-21 end of school year, Teacher Appreciation Campaign that celebrated teachers, defined the challenges of online and in-school teaching. This campaign continued to frame the conversation around teachers fighting for better classroom conditions.
- The committee also reviewed NSTU's public opinion polling
- Plans were in place for a virtual Communications Conference, which was to take place via Zoom on May 8. The registration numbers were very low, and with the return to school as theme, and as discussed at the meeting, the focus of the conference will be The theme was *Election Mobilization*, with an emphasis on influencing elected officials and those running for office. A former MLA turned campaign manager was to provide a keynote to launch the conference, and following that, Joanne Deer from NOW Communications was going to present a workshop on Political Communications during COVID.

Respectfully submitted,

Tanya Chislett
Public Relations Committee Chair 2020-2021