

**Year End Report
Public Relations Committee
2022-2023**

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:

Tavis Bragg, Kings (Chair)
Julie McVicar, Antigonish
Suzanne Rohland, Halifax County
Adam Martin, Cape Breton District
Deena Jewers, Executive Member
Angela Murray, NSTU Staff liaison
Mark Laventure, NSTU Staff

Committee Meeting Dates:

October 14, 2022 –Joint meeting with Political Action Committee, Hotel Halifax
March 6, 2022 – Online meeting via Zoom
May 19, 2023 – NSTU

The budget for Public Relations Committee meetings was \$3,700 and \$2,016 was spent.

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

- In conjunction with the Political Action Committee, the Public Relations committee hosted a successful joint Political Action/Public Relations conference, which took place October 14 and 15, 2022 at Hotel Halifax. The conference included a presentation on Persuading Politicians and on Creating a Campaign to combat Child Poverty.
- The committee reviewed the focus of workshops in public relations and political action that were presented at the Leadership Development Institute in August 2022.
- In conjunction with the Political Action committee PR committee members met with NOW Communications to help facilitate an end-of-school year advocacy campaign which focused on the perspective of parents and highlighted the chronic lack of resources teachers experience in classrooms and schools and the profound impact this is having on students and their families. The tagline was: "It's time to fix our schools—our kids can't wait." A three-week digital, television and social campaign aired in June 2023.
- The committee also reviewed NSTU's public opinion polling.
- The committee discussed the provincial executive motion re: Campaign for elimination of child poverty, and resulting universal school lunch program petition, and provincial executive motions around Teacher Shortage Awareness Day and Local MLA meetings.

Respectfully submitted,

Tavis Bragg
Public Relations Committee Chair 2022-2023