

Year End Report
Public Relations Committee
2021-2022

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)
Jaylene Chase, Lunenburg County
Stephanie Deagle, Pictou (left committee after October 8 meeting)
Ryan Lutes, Halifax City
John MacKinnon, Yarmouth (joined committee in 2022)
Deena Jewers, Executive Member
Angela Murray, NSTU Staff liaison
Mark Laventure, NSTU Staff

Committee Meeting Dates:

October 8, 2021 –Joint meeting with Political Action Committee, Hotel Halifax
February 4, 2022 – Online meeting via Zoom
May 24, 2022 – Hotel Halifax

The budget for Public Relations Committee meetings was \$4,320 and \$4,192 was spent.

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 to meet the sentiment outlined in Resolution 2021-21 (***BE IT RESOLVED*** that the NSTU have a public campaign as part of its regular campaign efforts promoting safe workplaces and anti-violence). A three-week digital, television and social campaign aired in June 2022.
- The Committee put forward recommendations to NSTU's Resolutions Committees on three Resolutions going to Annual Council 2022.
- The committee also reviewed NSTU's public opinion polling.
- The committee discussed the implications of Bill C-8, Tax Refund Issue, and the provincial executive motion re: Campaign for elimination of child poverty.
- The committee continued to plan for the 2021-2022 Public Relations/Political Action conference to take place in October 2022. One theme discussed is Political Communications during and post COVID. The committee also discussed the focus of workshops in public relations and political action to be presented at the Leadership Development Institute in August 2022.

Respectfully submitted,

Tavis Bragg
Public Relations Committee Chair 2021-2022