

Email message to NSTU members, May 31, 2021

Subject: Teacher Appreciation Week Campaign

***Please see below. Sent on behalf of Paul Wozney, NSTU President.
This will be forwarded to NSTU members with NSTU webmail accounts.***

Hey folks,

As we enter the final few weeks of this instructional year like no other, I want to take a moment to commend all of you.

Your persistent dedication and professionalism have been inspiring.

We all know the in-school and online learning environment has been challenging. You have gone the distance to maximize safety for students, engage them in virtual learning and make these final weeks as meaningful as possible.

To that end, the NSTU has partnered with CTV Bell Media for a Teacher Appreciation Campaign running until June 27. The goal is to celebrate teachers and acknowledge your commitment and professionalism during this very hard year. You understand that parents and students are also having a challenging time right now. I'm proud of so many of you who are doing your best to make schools better and advocate for students.

We're using the voices and faces of real teachers to tell the story of this unique year. This campaign features five of your colleagues. I would like to thank the following teachers who stepped up to be the faces and voices of this campaign: Keli Brewer (Cape Breton District Local), Rebecca Fisk (Lunenburg County Local), Dana MacLeod (APSEA Local), Keith Partridge (CSANE Local) and Malcolm Westhaver (Halifax City Local).

The 15, 30 and 60 second campaign spots will be run on TV, digital pre-roll and social media for four weeks. It will be placed through premium mobile placements, pre-roll, and Connected TV.

CTV Morning Live will celebrate teachers through editorial coverage. During the themed Teacher Appreciation Week (June 14 - 18), selected teachers will receive a shout out during the program. Students and parents will also be encouraged to shout out for their teachers through social media. These posts and messages will be shared to the CTV Morning Live socials.

Through this campaign, we will engage with audiences and build awareness across Nova Scotia, reaffirming the importance of teachers' commitment and ongoing responsibility towards all students and their educational needs during these emotional and trying times.

It will acknowledge that you are working harder than ever—taking on so many different roles as you try to keep students safe while still giving them the support and instruction they need to learn.

I'd also like to acknowledge the work of NSTU's Public Relations Committee in bringing this campaign to fruition and other members who contributed footage of online teaching. We want to show our pride in what teachers do and how much they care about their work and their students and colleagues.

So...be proud of your work this year, know that you are appreciated and share the campaign through your networks.

Please continue to stay safe and healthy everyone. I'll be in touch again soon.

In solidarity,

Paul

Paul Wozney (he/him),
President, Nova Scotia Teachers Union