

NSTU Public Relations Committee Year End Report July 2009

Public Relations Committee Mandate

The mandate of the Committee is to:

- i. Examine and plan directions for provincial public relations programs for the organization and report these findings and recommendations to the Provincial Executive.
- ii. Consider such resolutions as may be referred by Annual Council and make appropriate recommendations.
- iii. Participate as required in the NSTU Policy Review Process by providing recommendations for the Provincial Executive's consideration.

Public Relations Committee Members

Ramona Jennex, Chair, Kings; Stephanie Black, Cape Breton; Phillippe Goora, Halifax County; Chris White, Pictou; Eric Boutilier, Provincial Executive Member; Paul McCormick, NSTU Staff; Angela Murray, NSTU Staff.

Dates of Committee Meetings

December 12, 2008

February 6, 2009

April 17, 2009

Public Affairs/Public Relations Communications Conference

Members of the Public Relations Committee planned and assisted with facilitating the Communications Conference held April 17 and 18, 2009 at the Delta Barrington in Halifax. The conference, which Local Vice-Presidents of Public Relations, Communications and Public Affairs throughout the province attended, opened Friday evening with an education partners' panel composed of NSTU President Alexis Allen, Nova Scotia School Boards Association President Ron Marks and Association of Nova Scotia Educational Administrators Executive Director Guy LeBlanc discussing the joint partners' January public relations campaign "Public Education – Our Best Investment". Saturday's sessions included the plenary workshop "Teaching the millennial generation", "Preparing for a provincial election" and "Getting our message out at election time".

School Board Elections

The NSTU worked with education partners to develop a media campaign aimed at attracting candidates for the October school board elections and encouraging the public to vote. A guide for candidates, posters for polling places and a series of newspaper ads were developed.

Read to Me

The NSTU partnered with the Nova Scotia Nurses' Union for a second year in the Read to Me project, which provides a board book to every baby born in the province. This

year, the Sheree Fitch book *Kisses, Kisses, Baby-O* was translated into French. In accordance with a recommendation from the committee, funds have been committed for a third year in order to produce a Mi'kmaw and English edition.

Thank a Teacher, Feed a Family

The NSTU partnered with Feed Nova Scotia to encourage parents to say “thank you” to their children’s teachers by making a donation to Feed Nova Scotia. The campaign included a 30-second holiday commercial featuring the NSTU president and students at Gaetz Brook Junior High packing food items, and print ads in the daily newspapers. A second series of print ads was developed for use at the end of the school year.

Viewfinders International Film Festival

The Committee recommended to the NSTU Provincial Executive a partnership agreement with the Viewfinders International Film Festival that will see the creation of an NSTU March Break PSA Camp for 25 Nova Scotia students and up to five teachers. The camp, which will take place during March Break 2009, will feature industry experts who will work with the students to produce public service announcements about the value of teachers to our communities.

Annual Budget

The annual amount budgeted for the Public Relations Committee was \$5,235.00. The actual amount spent was \$3,124.84.

In late May, Ramona Jennex resigned as Chair of the Public Relations Committee in order to accept a nomination to run in the June 9 provincial election. The committee would like to thank Ramona for her many years of service to the NSTU at the Local and provincial levels and, in particular, her service as a member and chair of the Committee.

Staff joins with Ramona in thanking committee members for their valuable input to public relations program planning and their dedication to the NSTU.

Paul McCormick
Coordinator of Public Relations and Communications

for Ramona Jennex
Chair, Public Relations Committee