

NSTU Public Relations Committee

Year End Report

July 2008

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

Jude Fulton, Chair, Yarmouth; Arnold Burke, Cape Breton; Tim MacLeod, Halifax County; Ramona Jennex, Kings; Jim Mugford, Executive Member; Paul McCormick, NSTU Staff; Angela Murray, NSTU Staff.

Dates of Committee Meetings

November 23, 2007

February 8, 2008

April 18, 2008

Public Affairs/Public Relations "Communications" Conference

PR Committee members planned and assisted with the facilitation of and attended the Public Affairs/Public Relations "Communications" Conference held April 18, 19, 2008 at the Delta Halifax Hotel. The sessions included Friday night Panel Discussion "Voter Engagement and your elected School Board" and the Saturday morning sessions; "CYBERSPACE: Challenges, Opportunities and Tips", "Organizing your Local Public Affairs Committee" and "Violence Prevention Plan/Occupational Health and Safety". Participants were engaged and lengthy discussions continued after each of the sessions.

NSTU Policy Review

The committee agreed to recommend the revision of the subheading in Section V(B) from "Minority Representation" to "Diverse Representation". This revision was passed at Council 2008.

Challenges of Teaching Campaign

The Committee reviewed two proposals for the campaign under Resolution 2006-25. Committee members agreed that the proposal from Colour Creative Persuasion was the preferred approach. The committee reviewed the draft of the Colour proposal and provided input for consideration. The premier of the advertisement took place Friday evening of Annual Council 2008.

Read to Me Project

The NSTU Public Relations Committee recommend that continued support of the "Read To Me" Program for another year for an amount up to \$14,000.

GBLTT Recommendations

Committee members discussed one recommendation from the GBLTT Report containing five objectives referred by the Provincial Executive.

The committee agreed on two principles that should frame implementation of the recommendations. The first is that in all initiatives the NSTU must be mindful of and respectful towards the safety of GBLTT members. The second principle affirmed that all material developed in response to the referred should be thoroughly vetted prior to production.

The committee recommends the following methods to convey the objectives of the report: an issue of the *AVISO* devoted to GBLTT staff and student issues and accomplishments; articles in *The Teacher* that include the NSTU Code of Ethics; sessions addressing GBLTT staff and student challenges and celebration of accomplishments during the NSTU Summer Leadership Institute; CONTACT, PD Committee and Public Affairs/Public Relations NSTU conferences; and, encouraging special associations to provide similar sessions during their October conferences.

Annual Budget

The annual amount budgeted for the Public Relations Committee was \$5,175.00. The actual amount spent was \$2,396.44.

I wish to thank the committee members for their efforts regarding the mandate, their contributions to the discussions of agenda items, which provided very diverse perspectives representing various aspects of the NSTU population and their patience and support to me as the Chair. I wish to also convey my great appreciation for the tremendous efforts of Angela Murray and Paul McCormick and their support.

It has been an honour to serve as the Chair of the Public Relations Provincial Committee of the NSTU. It will be the last provincial committee I sit on, as I will be retiring from the profession as of June 30, 2009.

Thank you for the opportunity to serve in this capacity with this great organization that has provided me with tremendous professional development, guidance and support.

Respectfully submitted,

Jude Fulton
Chair, NSTU Public Relations Committee