

Nova Scotia Teachers' Union Public Relations Committee Year End Report, June 2012

1. Public Relations (PR) Committee Mandate

The mandate of the Committee is to:

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

2. PR Committee Composition

The NSTU PR Committee shall consist of five (5) members.

- Garland Standing, - Northside-Victoria –Chair
- Wade VanSnick – Cumberland
- Mark MacPhee – Halifax County
- Bernadette Jullian – Community College
- Wally Fiander – PE Liaison

3. Meeting Frequency

- i. November 22, 2011
- ii. February 10, 2012
- iii. June 15, 2012

4. Communications Conference

The conference was held April 13-14, 2012 at the Delta Halifax. A buffet supper was served followed by Session One: Keynote Speaker Giles Crouch, CEO Media Badger - Intelligence Software Firm. He spoke of social media's influence on our work through its use and function. Session Two: Kids Not Cuts - What Next? This session informed members how the campaign timeline unfolded and how the results will influence the direction of the PR function moving forward. Session Three: Open Space Cafe - The Role of the Locals in Public Affairs, PR and Communication. This session offered local members an opportunity to voice concerns and network with each other. Attendees suggested this conference might be offered in the fall. September 28-29, 2012 has been set aside for the next Communications Conference. The goal is to facilitate effective training of Executive Members and Local Representatives to deliver timely, vital information to locals and members.

5. Viewfinders

The partnership between International Film Festival for Youth and NSTU was renewed. This year's theme is *Teachers Make a Difference*. *Absenteeism* videos were not aired as they can be found on YouTube. There was, however, a discussion re: Alberta Teachers' PSAs after we viewed the YouTube video: *Erasing Education*.

6. Take Your MLA to School

The month of March was set aside to invite MLA's to share the experience of teachers/ faculty/ professional support and students in Nova Scotia schools and campuses. The NSTU website lists confirmed attendees and persons declining participation.

7. Mary Jane Webber - NSTU PR Coordinator

Ms. Webber presented on the PR Coordinators' role, publication cycle, and media inquiries. She reviewed *Seeking Best Practice* stories from the members for *The Teacher* and pictures of school/campus events and local events. Ms. Webber discussed media, communications, government and employee relations. The importance of promoting positive NSTU activities such as *Teacher Care* in future PR campaigns and new president Shelly Morse, were discussed at length.

8. Year End Recommendations

The Public Relations Mandate was discussed at length during meetings held this year (2011-2012). Moved by Wade VanSnick seconded by Garland Standing. That the Provincial Executive discuss and consider that the Public Affairs and Public Relations Provincial Committees be combined as one Provincial Committee. Motion carried.

Action item - Simon Wilkin to place the above carried motion on the Provincial Executive Agenda in the fall.

Action item - Wally Fiander, PE liaison for both PA/PR committees, to support this motion to the Provincial Executive.

Respectfully Submitted,

Garland Standing, Chair (2012)