

NSTU Public Relations Committee Year End Report July 2011

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

Charyl O'Quinn, Chair, Halifax; Garland Standing, Northside-Victoria; Wade Van Snick, Cumberland; Mark MacPhee, Halifax County; Ian Comeau, Provincial Executive Member; Simon Wilkin, NSTU Staff Liaison; Angela Murray, NSTU Staff.

Dates of Committee Meetings

November 5, 2010

February 4, 2011

April 15, 2011

Public Affairs/Public Relations Communications Conference

Members of the Public Relations Committee planned and assisted with facilitating the Communications Conference held April 15 and 16, 2011 at the Delta Halifax. The conference focused on the improvements to the NSTU online presence and communicating with the membership. The conference attendees also viewed the recent PSAs that were made through the year at Viewfinders camps and they were critiqued.

ViewFinders International Film Festival/NSTU Camps

The Viewfinders camps received wonderful reviews from participating students, teachers and NSTU staff. The students were always well engaged and focused in this worthwhile endeavour.

The PR Committee were impressed after viewing the 45-second PSAs. The response from the Annual Council members was also positive confirming the committee's beliefs that such a project be continued and expanded; especially acknowledging the fact that these PSAs were written and produced by our students and NSTU members.

Education Partners Funding Campaign, Tales Out of School

All partners involved will continue to work on the education funding issue. Tales Out of School was coordinated as a positive, "feel-good" campaign aimed at highlighting the positive aspects of public education that members of the general public have experienced.

Year End Recommendations

After hearing our PEI colleague's presentation "Take an MLA to School Day", our conference members all agreed that this is a viable project that should be pursued in the near future. The committee also recommended that the NSTU continue with relations and promotions of ViewFinders.

Submitted,
Public Relations Committee