

# **NSTU Public Relations Committee Year End Report July 2010**

## **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**

Stephanie Black, Chair, Cape Breton; Phillipe Goora, Halifax County; Chris White, Pictou; Charly O'Quinn-Wetzel, Halifax; Eric Boutilier, Provincial Executive Member; Grant MacLean, NSTU Staff Liaison; Angela Murray, NSTU Staff.

## **Dates of Committee Meetings**

December 11, 2009

February 5, 2010

April 23, 2010

## **Public Affairs/Public Relations Communications Conference:**

Members of the Public Relations Committee planned and assisted with facilitating the Communications Conference held April 23 and 24, 2010 at the Delta Halifax. The conference centered around the social media and explored the use of social media tools when communicating with the membership. Many new avenues were explored on the "world wide web". The committees also viewed the recent PSAs that were made at the March Break Viewfinders Camp and they all received great reviews.

## **Read To Me**

For the third consecutive year, the NSTU partnered with the Nova Scotia Nurses' Union to produce a Mi'Kmaq version (2010) and an English edition of the Sheree Fitch Book – Kisses, Kisses, Baby-O. Every baby born in the province received this book and the entire project received rave reviews.

## **ViewFinders International Film Festival/NSTU March Break Camp**

The Viewfinders camp 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 very impressed after viewing the 45 second PSAs. The response from the Annual Council members was also excellent 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, Save Grade 2**

The Government's Back to Balance sessions were well attended province-wide and our membership provided a lot of information at every site. Hopefully, all partners involved will continue to work on the education funding issue.

**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.

Finally, the committee recommended that Charyl O'Quinn chair the committee for the upcoming year.

**Annual Budget**

The annual amount budgeted for the Public Relations Committee was \$4,725.00. The actual amount spent was \$2,875.00.

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As past Chair, I would like to thank NSTU and the Public Relations Committee for the privileges of being a member of a great team. It certainly was an educational experience and at the same time a pleasure to work with such supportive, knowledgeable and co-operative members. Thank you.

Stephanie Black  
Chair, Public Relations Committee