

Regina District Labour Council Public Affairs Committee Report to the 2018 AGM

The Public Relations Committee deals with a variety of areas from the purchasing of promotional items to media releases, advertising, social media, and more.

A refresh of promotional items is always ongoing. The Council finally purchased our basic t-shirts as well as an assortment of hoodies. We found a union company in Edmonton that was able to provide us with union made shirts at a competitive price. We still support local businesses who are aware that we are looking for Canadian and union made items and provide those options whenever possible. However, some items are only made overseas such as the wrist bands that were purchased for our Equity Conference and AGM. These wrist bands are very popular in getting messaging out and are only made in Asia.

Over the years we have tried to connect with the local media who apparently only work business hours. As a result, the most impact with can get with our press releases is to post them on our web site and Facebook. It is almost like preaching to the converted but with Facebook, sharing of the posting is a way to get the message to a larger audience.

We have been working on our advertising as a way to get our message out. We continue with our regular ads in both Prairie Dog and Briarpatch and have gotten back to 2 ads per year in the latter. We have supported CJTR Community Radio for decades and have updated our message as the previous one was vastly out of date. Our biggest success has been in the Globe Theatre's programs, increasing to a second show. Their Christmas show and their closing show of their season draw huge audiences over their runs and this is a market that we are normally not reaching with our other ads.

**Respectfully submitted in Solidarity,
Kenneth Kubian, Chair
Public Relations Committee**