



21-2148 Connaught Street  
Regina, SK S4T 4T9

306-352-8282  
president@local21.ca  
www.local21.ca

### Local 21 – Public Relations Committee

The Public Relations Committee for Local 21 would have a core function centered around promoting and protecting the image, interests, and visibility of the Union. Specifically, their responsibilities could include:

- 1. Communication & Outreach** – Develop and share information about Local 21's activities, achievements, campaigns, and events to members, the public, and media.
- 2. Media Relations** – Serve as the point of contact for press inquiries, prepare press releases, and manage relationships with media outlets.
- 3. Member Engagement** – Ensure members are informed about Union initiatives, programs, and important updates.
- 4. Public Awareness Campaigns** – Promote the Union's stance on labor issues, community involvement, and advocacy campaigns.
- 5. Brand & Image Management** – Protect and enhance the public image and reputation of Local 21.
- 6. Event Support** – Assist in organizing public-facing Union events, rallies, or awareness campaigns.
- 7. Social media & Digital Presence** – Oversee or support social media platforms, websites, and other digital communication tools to connect with members and the public.

In short, the committee acts as the voice and face of Local 21, ensuring members, stakeholders, and the public know what the Union stands for and what it's achieving.