



**The
Manitoba
Teachers'
Society**

M E M O

DATE: August 24, 2010

TO: Public Relations Chairs / Local Presidents

FROM: Raman Job, MTS Public Relations Facilitator

RE: 2010 - 2011 MTS Public Relations Grants

The Manitoba Teachers' Society is again offering public relations grants to associations that would like to launch new public relations projects. Keep in mind that the projects must be **externally** focused (i.e. NOT targeted to your own members or the education community, but to other publics). Details are on the application form. If you have any questions please call me at 888-7961, ext. 221 or 1-800-262-8803. My email address is rjob@mbteach.org.

The deadline for applications is **Wednesday, December 8, 2010**.

IMPORTANT: If you would like to access these funds for SCHOOL TRUSTEE ELECTIONS on October 27, all the same criteria apply, but we will need your application by TUESDAY, SEPTEMBER 28, 2010, to process it in time.

If you are **not** planning a PR campaign for school trustee elections, the deadline for your project application remains **Wednesday, December 8, 2010**.

Wishing you the best in your local PR efforts. Remember, we're always here to help!

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MTS Public Relations Grant Program for Local Teacher Associations

If your association is interested in launching in a new, external public relations project—there is good news. The Manitoba Teachers' Society is once again offering a public relations grant program aimed at helping locals that want to initiate a new PR project. In order to be considered, applications must be received on or before **Wednesday, December 8, 2010**. If you are applying for funds for a PR campaign around SCHOOL TRUSTEE ELECTIONS, we must have your application by **Tuesday, September 28, 2010**. Associations must have filed year-end financial statements with the Society before receiving funds for successful grant applications. There is a total of \$15,000 available in the 2010/2011 school year.

Your project must meet the following criteria:

1. Money cannot be used to fund a third party initiative (e.g., a Divisional event).
2. Any teacher association may apply.
3. The maximum amount of grant is \$2,000.
4. Money must be used to enhance the image of teachers within public schools
5. Your project must focus on a new, external PR initiative.
 - ***“External” means your project must have a target audience outside your general membership and the education community***
 - ***Funding will not be provided to the same or similar project for more than 2 years in a row***
6. Computer hardware, digital cameras, release time and travel expenses are not eligible.
7. There must be an evaluation component for your project, and you must submit an evaluation once the project is completed.
8. The funding for associations will be allotted for each project as follows:

1 - 50 teachers - **funding 4:1**
(MTS pays 4/5, your association pays 1/5)

51 - 150 teachers - **funding 3:1**
(MTS pays ¾, your association pays ¼)

151 - 500 teachers - **funding 2:1**
(MTS pays 2/3, your association pays 1/3)

501 + teachers - **funding 1:1**
(MTS pays ½, your association pays ½)

If you have any questions about the MTS Public Relations Grant Program please contact:

Raman Job
Public Relations Facilitator
The Manitoba Teachers' Society
191 Harcourt Street
Winnipeg MB R3J 3H2
Ph: (204) 888-7961 ext. 221, Fax: (204) 831-0877
rjob@mbteach.org

