



JAMAICA TEACHERS' ASSOCIATION
97B CHURCH STREET
KINGSTON

REPORT OF THE PUBLIC RELATIONS COMMITTEE
TO THE 62nd ANNUAL CONFERENCE
OCEAN CORAL SPRING HOTEL, CORAL SPRING, DUNCANS, TRELAWNY
AUGUST 17 - 19, 2026

Theme: ``Safeguarding the Future of Education: Adapting to the Changing Landscape.

Reporting Period: September 2025- July 2026

COMPOSITION OF THE COMMITTEE

Officers

Mark Malabver - President
La Sonja Harrison - President Elect
Dr Mark Smith -Immediate Past President

Leaon Nash - **Administrative Officer**

Itena Williams -**Chairman**

Nikhesia Brown-Chambers - St. Ann
Carlene Anderson - Clarendon
Helena Walters - Manchester
Shelly- Ann James - St. Elizabeth
Denise Hudson - Hanover
Tanesha Jarrette - Wright -Trelawny
Jean P. Brown - Westmoreland
Yasaunnia Yorke - St. James

Parish Representatives:

Loyette Lee - St. Thomas
Yvette Richards - Thompson - Kingston
Nadine Pryce - St. Andrew
Annakaye Terrelonge - Nelson - St. Catherine
Anieta Rodney - Portland
Donette Cousins - St. Mary

Co-opted Members:

Kerry - Ann Coombs -Morant Bay High School
Shanice Dennis -Rousseau Primary
Audley Feare-Aberdeen High School
Nyla Louza -Mount Fletcher Primary
Raia Richards-Peart -Jonathan Grant High

TERMS AND REFERENCE

37.0 (1) The Public Relations Committee shall consist of fifteen (15) members, to include one representative from each parish and not more than five (5) co-opted members, and it shall be the duty of this committee to ensure that effective communication within the Association is maintained.

(2) The quorum shall be nine (9).

THE PRESIDENT'S MANDATE

	MANDATE	REMARKS
1.	Develop a plan of action to guide the Committee's work.	Accomplished on October 11, 2025, at our first physical meeting.
2.	Develop a Documentary on the History of the Jamaica Teachers' Association (JTA) and what its achievements have been for teachers.	The project has commenced, with several key activities already undertaken. Full implementation will continue beyond the Annual Conference in August in accordance with the project mandate.
3.	Continue to facilitate the investment in a studio to facilitate our production.	Though the Operational Plan for the Podcast Room/Studio was completed last conference year, there have been some challenges in getting the responsible officers to sign off on it so it can be auctioned. The Objectives of this are: 1. Disseminate messages from the union. 2. Host engaging podcasts highlighting educational initiatives, teacher achievements and policy updates 3. Modernise the Public Relations strategy by leveraging digital platforms to increase outreach and engagement.
4.	Develop a programme of work to help shape public perception of Unions.	The campaign, ``Value the Voice that Builds the Nation` was implemented. Three videos were published in various JTA WhatsApp groups.
5.	Coordinate and broadcast Town Hall Meetings with engagement of teachers across the island.	Several Regional Town Hall Meetings on Salary

		Negotiation and Graduate Allowance were done virtually: Saturday, April 18, 2026 North East Region- at 4:00 p.m. South East Region- 5:00 p.m. Sunday, April 19, 2026 South Central Region – 4:00 p.m. Western Region- 5:00 p.m. Wednesday, July 8, 2026 South East Region 12:30 -2:30 P.M Western Region 3:00-5:00 P.M. Thursday, July 9, 2026 North East Region 8:30 A.M- 10:30 A.M. South Central Region 11:00 A.M.- 1:00 P.M.
6.	Make recommendations to implement best measures to improve the Public Relations Unit.	Tabled in the Committee's report to Annual Conference 2026.
7.	Utilise social media platforms, namely - Instagram, TikTok, Podcast and X, to bring valuable and timely information on the work of our teachers, including positive messages with respect to the work of our teachers.	Achieved
8.	Organise a Forum with the Private Sector Organisation of Jamaica (PSOJ) to discuss issues in Education.	Not auctioned
9.	Host podcasts on topics such as the challenges of our education system and present possible solutions.	The document is being prepared for implementation.
10.	Spearhead a Public Relations Campaign in collaboration with the Salaries and Conditions of Service Committee geared towards influencing public sentiments with respect to Salaries and Conditions of Service for Public Sector teachers.	The Jamaica Teachers' Association (JTA) launched the "Value the Voice that Builds the Nation" campaign, a strategic public relations program positioning teachers as nation-builders who deserve fair compensation and

		dignified working conditions.
11.	In collaboration with the Membership Committee, arrange “Talk with Your President” meetings across the four (4) regions of the Association.	While this was not conducted as a standalone activity, the President met with colleagues across the island, with particular focus on those in the Western Region. In addition, the Membership and Public Relations Committees played an integral role on the National Disaster Relief Oversight Committee (NDROC), which led the Jamaica Teachers' Association's hurricane relief initiatives. Throughout the period, the team led by the President met with members who were displaced by Hurricane Melissa.
12.	Collaborate with the Membership Committee to organise and promote teachers' social events across the four (4) regions of the Association.	The committee was mandated to collaborate with the Membership Committee to organise social interactive events across all regions to attract members. Unfortunately, the planned activities could not be fully implemented due to the disruption caused by Hurricane Melissa and the subsequent adjustments to the National calendar. Despite these challenges, one successful social interactive event was conducted in collaboration with the South Central Region.
13.	To coordinate efforts to bridge the disconnect between Primary Schools and Early Childhood Institutions.	Achieved on Thursday, June 25, 2026, Early Childhood and Primary Committees hosted a Special Virtual Meeting themed, 'From Solo to

		Synergy: Moving Beyond Isolation to Collaboration.
14.	Collaborate with the Sports Committee to coordinate improvements in promotion of the JTA/Sagicor National Athletics Championships.	The Public Relations Committee worked with the Sports Committee to strengthen promotion of the JTA/Sagicor National Athletics Championships. This included liaising with 2 Sports Committee members to finalise plans, attending Sports Committee meetings for alignment, and identifying key promotion areas such as social media and parish associations with clear targets set. To support execution, a WhatsApp group was created with representatives from Sagicor, Sports, and Public Relations. The teams worked together to publish promotional media for the Championships.
15.	Spearhead and collaborate with Professional Advancement for Teacher Welfare to raise awareness and empower teachers about the JTA's professional and psychosocial programme.	The Public Relations Committee spearheaded efforts to raise awareness and empower teachers about the JTA's professional and psychosocial programmes. A committee member also sits on PAC to facilitate ongoing collaboration. Key activities included: Awareness: Promoting PAC programmes to teachers; Materials: Producing posters and flyers to support PAC events. Promotion: Cross-promoting events through JTA channels and social media. The PR Committee also

		participated in National Disaster Relief Oversight Committee (NDROC) meetings with the American Federation of Teachers to coordinate psychosocial support for members, with priority given to those affected by Hurricane Melissa. Two virtual sessions were conducted, and all promotional activities were handled by the PR team.
16.	Collaborate with the Study Circle Committee to commence the revision and digitisation of the Study Circle manual, including videos on how to conduct Study Circle Training.	Two PROs participated in the Study Circle residential training; however, there have been some challenges with regard to promotional materials.
17.	Submit and present written reports to the General Council in November 2025, March 2026, and June 2026.	1st Report presented to November's Council 2nd Report presented to the March Council 3rd Report presented to the June Council
18.	Present a written report to the JTA's 62 nd Annual Conference on or before July 1, 2026.	This report is being presented to the Annual Conference.

MEETINGS

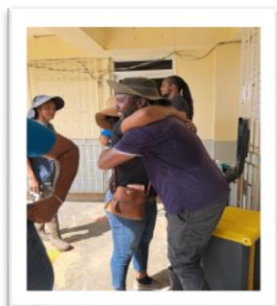
In continuation of its mandate, the Public Relations Committee convened several meetings for the period as indicated below:

DATE	VENUE	MEETING TYPE
October 7, 2025	Zoom	Co-option Meeting
October 11, 2025	WBC Ben Hawthorne	Regular Meeting

	Conference Room	
February 7, 2026	Zoom	Regular Meeting
February 12, 2026	Zoom	Clarion Meeting for PROs and Parish Presidents/Representatives
February 28, 2026	WBC Ben Hawthorne Conference Room and via Zoom	National Training Day
April 18, 2026	Manchester High School	Regular Meeting
May 9, 2026	WBC Ben Hawthorne Conference Room	Regular Meeting
June 4, 2026	Zoom	Clarion Meeting for PROs and Parish Presidents/Representatives

Other Initiatives of the Committee

1. **JTA Public Relations Committee Skills Assessment Survey:** The Public Relations Committee conducted a Google Forms Skills Assessment Survey to identify members' skills and training needs. The survey revealed a strong demand for training in Crisis Communication and Reputation Management. The planned November 8, 2025 training was postponed due to Hurricane Melissa and was rescheduled to January 2026.
2. **National Disaster Relief Oversight Committee (NDROC):** The Public Relations Committee actively supported the JTA Hurricane Melissa Relief Programme by promoting relief efforts, providing coverage of distribution of care packages to affected teachers across several parishes, and keeping members informed throughout the process. The Committee also documented school damage and shared the experiences of affected teachers through photographs and interviews. Additionally, the PR Chairman served as a member of the JTA National Disaster Relief Oversight Committee, helping to coordinate the overall response.



3. **Payment of Salaries Survey:** The Public Relations Committee conducted a Google Form survey to assess the impact of delayed salary payments on teachers, receiving responses from over 500 members across the island. The data identified the schools, parishes, and regions most affected, providing the JTA President with credible evidence to support discussions at the monthly meeting with the Ministry of Education. The survey strengthened the Association's advocacy efforts and contributed to the disbursement of October salaries for many affected teachers, demonstrating the value of data-driven representation of members' concerns.
4. **Education Planning Committee:** The Committee was represented by the Chairman and the Administrative Officer, who participated in several Education Planning Committee Meetings, which were held:
 - January 20, 2026, 8:00 a.m. (Physical Meeting)
 - January 26, 2026, at 8:00 a.m. (Physical Meeting)
 - February 17, 2026, at 8:00 a.m. (Online via Zoom)
 - February 25, 2026, at 8:00 a.m. (Online)
 - March 16, 2026 (Cancelled)
 - March 26, 2026, at 8:00 a.m. (Physical Meeting)
5. **JTA Family Fun Day:** The Public Relations Committee provided comprehensive media coverage of the event, with more than ten officers capturing and promoting its key highlights through photographs, videos, and reports. Their efforts showcased the strong sense of unity, fellowship, and camaraderie among JTA members and their families. The event reinforced the Association's commitment to the psychosocial, mental, and social well-being of its members by providing opportunities for relaxation, networking, and recreation. Activities such as volleyball and domino competitions encouraged teamwork and friendly rivalry, while wellness services, including blood pressure checks, massages,

and beauty care, promoted healthy lifestyles. Members also accessed valuable support from organisations such as the JTA Credit Union and TIP Friendly Society, making the event both enjoyable and beneficial.



6. **PR National Training Day:** The Jamaica Teachers' Association Public Relations Committee hosted the National PR Training Day on Saturday, February 28, 2026, at the JTA Head Office in Kingston. National Public Relations Officers (PROs) attended the session in person, while District Association PROs participated virtually via the Zoom platform. The training, led by presenters Dr Darien Henry JP and Terran Strachan, ICT Teacher at Seaforth High School, aimed to strengthen public relations practices, enhance communication strategies, and build capacity among the Public Relations Officers. The training took a hybrid format where National PROs participated physically while district association PROs joined virtually.
7. **Call for Articles:** Teachers were invited to submit articles on national and international education issues, policies, and debates for publication in the Clarion newspaper. The deadline for submission was extended to April 15, 2026. Articles should be a maximum of 400 words and accompanied by a photograph of the author, a one-sentence bio, and any relevant images or illustrations. These materials were to be sent to the Public Relations Officer of each parish. The submissions included poems, jokes, and riddles. All

materials were asked to be forwarded to the parish PRO, who would submit them to the Clarion email address.

8. Clarion Newspaper Meeting with Mr Franklyn McKnight, National PROs and Parish Presidents or their designate:

- This was held to discuss preparations for the Clarion newspaper publication, scheduled for release by June 30, 2026. Discussions focused on aligning expectations and finalising publication prep. Key outcomes from the meeting included revising the initial deadline for submitting parish executive photographs and a feature article on the Parish President; the revised deadline was March 15, 2026, moved from February 28, 2026. This allowed more time for parishes to prepare their submissions. We want to thank the parish presidents and their teams for the support given to the PROs to enable timely submissions.
- A Special Meeting of the Public Relations Committee was convened on Thursday, June 4, 2026, at 5:00 PM via Zoom. The agenda items included:
 1. The Clarion Submission by parishes – status and deadlines
 2. JTA/Sagicor Athletics Championship – PR coverage
 3. Parish Newsletters – content coordination

9. Clarion Newspaper Parish Pages Update Period: April – June 2026

During this quarter, work continued on The Clarion 2026 magazine. After several weeks of collecting content from parishes, the publication has now entered the layout and pagination stage. Parish PROs and Presidents were contacted and provided with draft scripts of their parish pages for review. They were asked to verify all content, with particular attention to photo captions, and submit corrections, amendments, or additions by midnight, Thursday, June 18, 2026. Instructions were given that all photos must be submitted separately as JPEG files and not embedded in Word documents. This represents the final opportunity for parishes to influence how their pages will appear in the magazine. Follow-up conversations were held to clarify comments received. The editorial team remained committed to ensuring each parish is represented accurately and to the highest standard.

- 10. CUT Young Leaders Seminar:** Annakaye Terrelonge-Nelson, PRO for St. Catherine, was one of two JTA representatives who attended the Caribbean Union of Teachers (CUT) Young Leaders Workshop in St. Lucia. The workshop enhanced her understanding of trade unionism, including its history, structure, collective bargaining, democratic leadership, and the importance of active member engagement. It also addressed contemporary challenges such as declining membership, globalisation, technological change, and the need for modern organising strategies. Additionally, the sessions highlighted the role of trade unions in advancing education reform, climate action, the Sustainable Development Goals, gender equality, mental health, and inclusive leadership. The experience strengthened her leadership capacity and reinforced her commitment to effective advocacy, member engagement, and the continued growth of the JTA.

11. **E-Book on Leave Facilities:** A sub-committee consisting of members Annakaye Terrelonge-Nelson and Raia Richards- Peart collaborated with the Membership Committee, where an e-book outlining the various leave facilities available to teachers and the procedures for accessing them was developed and circulated. Feedback from members has been overwhelmingly positive, with many expressing appreciation for this valuable resource.
12. **PR Coverage of JTA Labour Day 2026 Activities:** PROs covered all four regional Labour Day activities on Monday, May 25, 2026, delivering timely media updates to members. In partnership with E-Learning Jamaica Limited, JTA completed joint projects at Belmont Park Primary, Lucea Learning Centre, Woodlawn School of Special Education, and St. Christopher's School for the Deaf. Officers provided on-site photos and social media updates. All content was shared with members within 24 hours of the events.
13. **American Federation of Teachers (AFT) Solidarity Visit, June 14–19, 2026:** The Public Relations Committee provided full media coverage of the Solidarity Visit of the American Federation of Teachers (AFT) to the Jamaica Teachers Association, hosted by the International Relations Committee. Schedule covered by PROs:
1. Sunday, June 14 – Welcome Reception / Cultural Event at JTA Headquarters, 97B Church Street, Kingston 5, 7:00 PM
 2. Monday, June 15 – Forum on Disaster Risk Management and Recovery in Education
 3. Tuesday, June 16 – School Visits to Westmoreland
 4. Wednesday, June 17 – School Visits to St. Elizabeth
 5. Thursday, June 18 – School Visits to St. James

PROs documented all events with photos, interviews, and daily social media updates to members.



14. Coverage of the JTA Annual Education Conference 2026: This was held on April 7–9, 2026, at Princess Grand Hotel, Hanover. The theme Future-Proofing Education in Times of Crisis: Advancing STEAM and TVET to Sustain Innovation, Resilience and Recovery was effectively covered by the PROs. Over ten Public Relations Officers were in attendance to document proceedings and support member engagement. Coverage includes PROs being sub-grouped and assigned to plenary and breakout sessions to ensure full media coverage of discussions on STEAM, TVET, resilience, and recovery strategies. Real-time updates, photos, and videos were shared across JTA’s official social media platforms for members’ access. It was a very impactful event where the President spoke candidly and strongly about conditions of service, particularly the effects of Hurricane Melissa on schools and the continued housing of shelterees in educational institutions. Mainstream media responses to the President’s presentations were shared on various platforms such as:

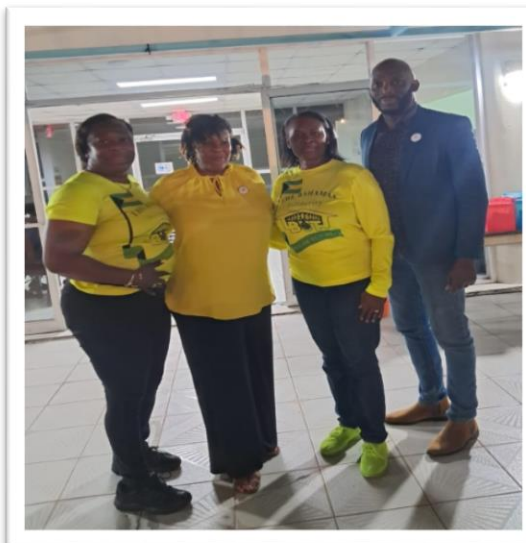
- a. <https://www.jamaicaobserver.com/2026/04/08/deeply-troubling/>
- b. <https://jamaica-gleaner.com/article/news/20260408/utech-president-wants-end-tvet-stigma>



15. JTA Leadership Training Sessions: Demonstrating its commitment to professional development, the Committee was officially represented at all Jamaica Teachers' Association (JTA) training sessions. Each event was executed with a high degree of

professionalism, during which photographic documentation and participant feedback were systematically gathered. In some instances, events were summarised and posted on the JTA WhatsApp Channel. This material was subsequently created and circulated across the organisation's primary social media platforms to maximise institutional visibility and stakeholder engagement.

- 16. Visit of the Bahamas Union of Teachers:** The JTA hosted the Bahamas Union of Teachers starting on Sunday, October 19th, 2025, with a cultural exchange night. The Public Relations Committee supported the International Relations Committee and the administrative body by ensuring that the event was properly covered. They hosted over twenty members of the Bahamas Union of Teachers. It was an evening that included food, music, and an interview with the President of the Bahamas Union of Teachers, the President of the Jamaica Teachers' Association, and the President-Elect of the Jamaica Teachers Association.



17. Social Media

The Public Relations Committee continued to leverage the Association's digital platforms to keep members informed, engaged, and connected throughout the reporting period.

- **Facebook Page:** The official [JTA Facebook page](#), which commands a substantial audience of over **6.4K** dedicated followers, continued to provide essential, timely updates to our valued members. The interactive Facebook Live feature proved invaluable for keeping educators seamlessly connected with the Association during major national events. Furthermore, teachers frequently shared constructive feedback, heartfelt comments, and enthusiastic appreciation for the platform's content. Recognising the power of localised communication, several individual parishes also maintained vibrant Facebook pages to highlight impactful activities at the parish and district association levels.
- **Instagram:** The official JTA Instagram page continued to expand its digital reach and currently has **927** followers. The platform was used to share event highlights, promotional graphics, photographs, and short videos, enhancing the Association's visual presence and engagement with members.
- **JTA Website:** The JTA website continued to serve as the Association's official repository for news, notices, publications, policy updates, and other important information, providing members with reliable and centralised access to resources throughout the conference year.
- **TikTok Page:** The official JTA TikTok page currently has **477** followers and continues to serve as an emerging platform for delivering concise, engaging, and creative content. The platform has been instrumental in reaching younger educators while promoting the work and initiatives of the Association in an accessible format.
- **JTA WhatsApp Channel:** The official JTA channel remained one of the quickest way of sending information to our members. It has grown from over 3800 in August 2025 to **9,926** followers in July 2026.

18. JTA Sagcor National Athletics Championships



19. Other events covered included the:

- a. Vilma Lawes- Munroe 5K Run/Walk
- b. JTA 61st Anniversary Commemorative Ceremony in collaboration with Kingston Parish Association.



- c. The regional and parish PROs extensively covered Education Week's Church Service.
- d. Jamaica Diaspora Task



- e. The JTA Ena Barclay Netball and Football Competitions saw over ten PROs providing coverage as the monthly meeting was also held on that day at Manchester High School.



- f. JTA National Symposium on May 4, 2026, at Old Harbour, St. Catherine
g. Golden Torch on Wednesday, July 1, 2026.



- h. Helen Stills Professional Development Day on May 7, 2026
i. JTA Labour Day School Projects
j. South East Women Empowerment Seminar



- k. Resolution Writing Workshops
- l. PAC Training
- m. **Strengthened Communication During Salary Negotiations:** By developing JTA Speaks videos to provide timely, factual, and consistent updates to members during negotiations and industrial matters.
- n. Go Public Fund Education



o. Committee on the Status of Women Conference

p. JTA Errol Miller T20 Cricket Finals



Annual General Meetings

All parishes held their Annual General Meetings between May and June. Parish PROs provided feedback through social media postings. The PROs ensured that all members of their parish associations were informed about the two candidates contesting the 2026 – 2027 President-Elect Elections. They also ensured that both candidates were given equal opportunity and accommodation during visits to the AGMs.

Recommendations

1. Expedite the approval and sign-off process to fully operationalise the Podcast Room/Studio, enabling the JTA to produce high-quality digital content, podcasts, interviews, and educational broadcasts ahead of the upcoming conference year.
2. Re-prioritise Mandate #8 by organising a formal Joint Forum with the **Private Sector Organisation of Jamaica (PSOJ)** and standardising cross-committee workflows with the Salaries, Membership, and Sports Committees.
3. Re-evaluate and extend the delivery timeline for the JTA History Documentary, establishing a revised production schedule with clear developmental benchmarks (script finalisation, post-production, and final review)
4. Expand the "Value the Voice that Builds the Nation" Campaign by broadening the campaign through television, radio, social media, and community engagement to further strengthen public appreciation of teachers and advocate for improved salaries and conditions of service.

5. Increase training opportunities for Public Relations Officers by providing regular professional development in areas such as: Crisis communication, Digital media production, Photography and videography and Graphic design.
6. The training for Public Relations Officers is recommended to commence in the 2nd month of the Conference year, and a 2nd training to be conducted in February of each conference year.
7. Enhance Data-Driven Advocacy by continuing to conduct national surveys to gather evidence on issues affecting teachers, ensuring that advocacy efforts are informed by reliable data.
8. Recognize outstanding Public Relations Officers by introducing annual awards recognizing outstanding Parish Public Relations Officers for excellence in communication and member engagement.
9. Conduct annual member satisfaction surveys to evaluate members' perceptions of the Association's communication effectiveness and identify areas for improvement.
10. Review and optimise the scheduling and delivery strategies of teachers' time broadcasts to maximise accessibility, participation, and member engagement.
11. Allocate adequate resources and budget to support Public Relations initiatives, campaigns, and technological upgrades.
12. Invest in modern communication equipment, including professional cameras, microphones, editing software, and graphic design tools, to improve content quality.
13. Introduce regular media monitoring reports to assess public perception, identify emerging issues, and evaluate campaign effectiveness.
14. Develop a content calendar to ensure consistent and timely communication across all media platforms.
15. Strengthen collaboration between the Public Relations Unit and other departments to ensure timely and accurate dissemination of information.
16. That the JTA's written and spoken protocols be reviewed and standardized, and that mandatory training re- protocols be included in both General Council and Central Executive orientation/training for the new conference year.

Conclusion

The Public Relations Committee remained steadfast in advancing the communication and advocacy objectives of the Jamaica Teachers' Association throughout the 2025–2026 conference year. Despite the unprecedented challenges posed by Hurricane Melissa and the resulting disruptions to planned activities, the Committee demonstrated resilience, adaptability, and innovation in ensuring that members remained informed, engaged, and represented.

Through strengthened digital communication, strategic public relations campaigns, extensive national event coverage, enhanced collaboration with standing committees, and timely advocacy on matters affecting teachers' welfare and conditions of service, the Committee has significantly contributed to promoting the work and image of the Association while amplifying the voices of its members.

The Committee expresses sincere appreciation to the President, Administrative Officers, General Council, parish and district Public Relations Officers, Committee Members, and all stakeholders whose commitment and support made these accomplishments possible. While some initiatives remain ongoing, the progress achieved during the reporting period provides a strong foundation for continued growth and modernisation of the Association's public relations function.

As the Jamaica Teachers' Association continues to navigate an evolving educational landscape, the Public Relations Committee remains committed to strengthening communication, embracing emerging technologies, fostering meaningful member engagement, and promoting the Association's advocacy with professionalism, integrity, and excellence.

Together, we will continue to safeguard the future of education and uphold the proud legacy of JTA.

Completed by:



Miss Itena Williams

Chairman, Public Relations Committee 2025-2026