

# Report

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Report to:	<b>Corporate Resources Committee</b>
Date of Meeting:	<b>16 November 2005</b>
Report by:	<b>Executive Director (Corporate Resources)</b>

Subject:	<b>Chartered Institute of Public Relations Awards 2005/2006 - Holocaust Memorial Day</b>
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## 1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ highlight the success of the Council in winning 2 Gold Awards at the Chartered Institute of Public Relations (CIPR) 2005/2006 Awards for Best Integrated Public Relations Campaign and Best Public Sector Programme in terms of its coverage of Holocaust Memorial Day

## 2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the success of the Council in winning 2 Gold Awards at the Chartered Institute of Public Relations (CIPR) 2005/2006 Awards be noted.

## 3. Background

3.1. In 2004, the Scottish Executive asked the Council to be responsible for Scotland's National Holocaust Memorial Day. The event, held on 27 January 2005, was to:-

- ◆ raise awareness of the 60th anniversary of the liberation of Auschwitz, the former Nazi concentration and extermination camp
- ◆ bring together survivors and liberators to allow them to tell their stories
- ◆ create and publicise an event – **Survivors, Liberation and Rebuilding Lives** – intended to ensure that the crimes against humanity committed during the Holocaust are never forgotten

3.2 Planning and research for the event started in the summer of 2004, following an invitation by the Scottish Executive to South Lanarkshire Council to host the event on behalf of Scotland's councils.

3.3 During the research period, it was discovered that there were a number of individuals living in South Lanarkshire who had a personal link to the Holocaust and whose experiences mirrored the 60<sup>th</sup> anniversary theme. It was agreed that they be involved in the planning of the event and their stories formed a key part in the communications strategy drawn up for the event by the Council's Corporate Communications and Public Affairs Service.

3.4 It was recognised that a prime factor in creating a memorable day would be media coverage in the build-up to the event on 27 January 2005.

3.5 The key elements in the Communications Strategy were as follows:-

- ◆ the production of a DVD to be distributed at the Holocaust Memorial Ceremony. An agreement was also struck with Lanarkshire-based Thistle Television to transmit the material as a stand-alone programme on Holocaust Memorial Day
- ◆ a 16-page newspaper supplement to be published in Trinity Mirror newspapers
- ◆ the production of a 36-page commemorative booklet
- ◆ the production of a Holocaust Memorial Day commemorative candle to be distributed on the day
- ◆ a launch brochure
- ◆ a commemorative programme
- ◆ an on-going media awareness campaign – culminating in a media information pack

#### **4. Comments by Chartered Institute of Public Relations' Judges**

4.1. The comments made by the Chartered Institute of Public Relations' panel of judges on the communications strategy for the Holocaust event were extremely positive and complimentary and this is demonstrated by the following:-

“This was a very professional and thorough campaign, dealing with a very difficult and emotive subject in a very sensitive and thoughtful way – without coming across as overly sentimental.

Good research was able to draw out excellent case studies, which were used to maximum effect – and brought the story to life in a very real and thought-provoking way. The panel was particularly impressed by the fact that the results were long-term; leaving a lasting legacy to what otherwise could have been a worthy, but one-day, event.

The judges were unanimous in saying that this entry stands out in this category.

This was an excellent, fully integrated campaign that deserves recognition. The objectives were clear and robust and there was good evidence of research and planning. The implementation of the campaign was sensitive to the subject, appropriate and captured a wide target audience. More importantly, it left a legacy after the PR campaign ended. The campaign was more than a publicity event – it was real, with real people and had long lasting effects.

The use of quality photography was impressive, the design and quality of the material was excellent (particularly for the budget allocated) and there was continuity throughout the campaign.

There was a strong local focus to a national campaign, something that can sometimes be overlooked. The use of human-interest stories secured excellent media coverage, covering many different angles. The creativity was obvious but was nicely balanced to reflect the sensitivity of the occasion. The overall evaluation was robust and supplied great results.

This entry could serve as guide to best practice for raising awareness of this type of event elsewhere.”

**5. Employee Implications**

5.1. None

**6. Financial Implications**

6.1. None

**7. Other Implications**

7.1. None

**8. Consultation**

8.1. None

**Alan Cuthbertson**

**Executive Director (Corporate Resources)**

31 October 2005

**Link(s) to Council Objectives**

♦ Living in the Community

**Previous References**

None

**List of Background Papers**

None

**Contact for Further Information**

If you would like to inspect the background papers or want further information, please contact:-

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