

HMD 2010: Publicity Advice

When organising your commemorative event for Holocaust Memorial Day 2010 you should consider how best to ensure that the event is widely recognised by the local community. This can be through local advertising to ensure that there is a strong attendance or by pre or post-event media coverage. This pack contains suggestions on how to encourage a larger attendance at your event and how to ensure that local and regional media outlets recognise and report your event.

Increasing Attendance

HMD is a day for everyone and where suitable should be open to all members of the community to attend – although we realise that this may not always be possible.

If your event is open to the public it is important that as many people as possible know about the commemoration, why it is important to the local community and how they can attend.

- List your event on the HMD website <http://www.hmd.org.uk/addevent.php> – this is the first port of call for members of the public who wish to know about events in their local area. Try to include as much information as possible in your entry including full venue details and any cost for attending. If you do need to change your event after it has been published just contact any of the HMDT team on 0845 838 1883 who can do this for you.
- Contact your Community or Residents' Association magazines and newsletters to let them know the details of your event. Offer to write an article about what HMD is and why it is important to commemorate it. If you need help with this please contact us on 0845 838 1883 or enquiries@hmd.org.uk.
- Ask each member of your steering or consultation group to ensure the communities or groups which they represent are invited and know about the commemoration.
- Contact community and faith groups in the area and ask them to inform their members. Include all groups who may have an interest in HMD, equality and diversity issues. Provide groups with posters and flyers to advertise the event.

- Publicise your event in your own internal newsletters, bulletins, intranet, notice boards and your website. Ask local libraries, shops, supermarkets, community and youth centres to display your posters.
- Consider using social media platforms to advertise your event. HMDT have found Twitter to be a valuable tool in publicity. Don't forget to follow @HMD_UK. You can also use Facebook to organise an event and invite people to attend.
- Target people who organise and attend human rights related events throughout the year such as Black History and LGBT History Months, Refugee Week or Human Rights Day.

Increasing Press Coverage

- Invite your local newspapers, radio and television stations to write about and attend the event. Call the news desks in advance and identify a suitable contact who will follow up your story. This could be a news, social, community or education reporter. When identifying your key contact ask whether they think they could cover the story before or after the event (or both). This will help to focus your planning and media strategy.
- Try and have an individual connected to the event who would be prepared to give an interview to the media. It could be the key guest, a survivor or someone with an interesting story associated with HMD. They should feel comfortable speaking to the journalist and have three key points they should focus on communicating.
- Know what deadlines journalists are working to and make sure you give them material in good time – it will greatly increase the chances of a story being published. Take into account how often your local newspaper is published – a weekly paper will have earlier deadlines than a daily one and should be contacted at as early as possible.
- Find out how each journalist prefers to receive press releases – is it by email or fax? It is likely to be by email - try pasting the text into the body of the email rather than sending attachments – this makes it easier for the media to feature your event.

- Be clear and concise, so the journalist can grasp the core details after reading it for the first time. Ensure it is written in plain English, without lapsing into jargon. Try to include a website address either your own or www.hmd.org.uk
- Send out a press release both before and after your event. This pack includes downloadable template press releases which you can amend to suit your own event. Always remember to include the Who, What, Why, Where and When and a complete programme of your event.
- Link your press release to the theme [The Legacy of Hope](#) and national activities for HMD 2010 to emphasise the national importance of HMD.
- The HMD logo will be included on all information we release to the press throughout the year. Download the logo from the HMD website and copy it into your press release. <http://www.hmd.org.uk/resources/item/283/>. If you are using HMD logos check our website to ensure that you are using the most up to date version available. If you are unsure which artwork to use any member of the HMDT team can help.
- If you have a guest speaker who has survived the Holocaust, Nazi persecution or a subsequent genocide or is a refugee suggest that your local newspaper run a feature story on their life as an introduction to your commemoration. Check first with your speaker that they are happy for this to happen. If your speaker is happy to speak to the media make sure you include this in your press release.
- Ensure a photographer is in attendance. Even if your local paper is sending a photographer remember to take your own camera. Use a digital camera and take high resolution images – preferably over 1MB as this will be the most suitable for print. Take photos while your event is taking place to capture the action and atmosphere. Don't rely on posed photos which often look very staid and do carry out some quality control – papers will not publish out of focus or blurred images.

Top Ten Tips For A Successful HMD 2010 Event

1. **Be part of The Legacy of Hope** – Use the HMD theme (<http://www.hmd.org.uk/resources/item/277/>) and think carefully about what the theme means to your community and how you can take the hopes of Holocaust and genocide survivors and translate these into contemporary action.
2. **Have a plan** – Decide what you want to achieve with your event and build in enough planning time to ensure it runs smoothly.

3. **Recognise all victims** – Consider survivors of more recent genocides, refugees or victims of hate crime, as well as Holocaust survivors, as spokespeople. Think about how different experiences of hatred can lead to a **Legacy of Hope** for your community.
4. **Don't shy away** – Don't be afraid to focus on contemporary issues such as hate crime or issues faced by refugees in the UK.
5. **Publicise your event** – Make sure you take lots of photos and alert the local media before and after the event. We have a template press releases to help you do this.
6. **Keep it fresh** – Make sure your event doesn't last too long and that the message you want to promote is not diluted by too many speakers.
7. **Consider your audience** – Don't use visuals that are too graphic or may be upsetting to members of the audience or speakers who will be recalling traumatic events in their lives.
8. **Take time out** – Remember to include a moment of remembrance for the victims of the Holocaust, Nazi persecution and subsequent genocides.
9. **Make a link** – Consider how HMD 2010 and **The Legacy of Hope** can fit into your equalities calendar and link to events such as Refugee Week, LGBT History Month and Black History Month.
10. **Don't worry** – Ask HMDT for help – that's why we're here! You can call any member of the team on 0845 838 1883 or email on enquiries@hmd.org.uk



Template Press Releases 2010: Pre-event

{insert date}

{Insert Where} Organisation {insert name} pledges to become part of The Legacy of Hope

{Name of Organisation} will host a Holocaust Memorial Day (HMD) {event/concert of remembrance/lecture etc} at {venue} on {date} at {time}. The event will mark the 65th anniversary of the liberation of Auschwitz-Birkenau and will be attended by {local dignitary/school pupils/VIPS etc}. {if applicable} All members of the local community are invited to join the commemoration.

The theme for HMD 2010 is **The Legacy of Hope**, which offers an opportunity to listen to the voices from the Holocaust and Nazi persecution, and to make the lessons of hope for a safer, inclusive society where the differences between us are respected a reality today and in the future.

{insert appropriate VIP name} said, "We are looking forward to our local community coming together to remember victims of the Holocaust and Nazi persecution and those whose lives have been affected by exclusion and hatred in subsequent genocides. We pledge to become part of **The Legacy of Hope** by listening to the hopes of Holocaust survivors, especially {insert name of survivor speaking at your event or from HMD website} and using their legacy to inspire us to work in our community for a safer, better future."

Carly Whyborn, Chief Executive Officer of the Holocaust Memorial Day Trust said: "We have been overwhelmed by the interest and commitment from the local community as well as the hundreds of other local events that are being organised across the UK to mark the day. HMD gives us the opportunity to reflect on the Holocaust and on more recent atrocities that raise similar issues. The tragedies of Cambodia, Rwanda and other terrible events in the world show that there are still many lessons to be learnt, both collectively and individually."

-ENDS-

Notes to Editors

For more information please contact:

{add your name and contact details here}

If appropriate add here: As time allows {Insert name of speaker/VIP} will be available for interview. All requests for interview should be directed to {insert name and contact details of appropriate person}

Holocaust Memorial Day

- **The first Holocaust Memorial Day took place in the UK in 2001**
- **27th January 2010 marks the 65th anniversary of the liberation of Auschwitz-Birkenau**
- **Further information can be found by visiting www.hmd.org.uk**
- **The theme for Holocaust Memorial Day 2010 is 'The Legacy of Hope'**

Holocaust Memorial Day Trust

- **HMDT is responsible for the annual, national commemoration of Holocaust Memorial Day. It promotes and supports HMD events and projects in local communities and schools. It raises awareness, informs and educates about the Holocaust and its contemporary relevance - especially to issues of racism; prejudice and discrimination. It prompts action in the UK in favour of diversity; equality and harmony between communities**
- **The Holocaust Memorial Day Trust is funded by the Department of Communities and Local Government**
- **HMD commemorates all victims - the 6 million Jews exterminated in the Holocaust; groups persecuted by the Nazi regime (Roma and Sinti (Gypsies); Black people; mentally and physically disabled people; lesbian and gay people; Slavic peoples; trade unionists and political opponents) and those lost in subsequent genocides in Cambodia, Bosnia, Rwanda and Darfur.**

Add two or three bullet points about your own organisation:



**Template Press Releases 2010: Post-event
{insert date}**

**Local organisation {insert name} hosts Holocaust Memorial Day
{name of event}**

Over {insert number} of people from {area} gathered on {date} to mark Holocaust Memorial Day (HMD) 2010. The {event/concert of remembrance/lecture etc} was organised by {name of organisation} and was the {number} annual Holocaust Memorial Day event for the area. The event marked the 65th anniversary of the liberation of Auschwitz and was attended by {local dignitary/school pupils/VIPS etc}.

Councillor/Head Teacher {insert appropriate name} said, "It was fantastic to see so many local people, young and old, coming together to remember the atrocities of the Holocaust. It is tremendously important that we continue to remember those whose lives were lost or irrevocably altered during this time. The theme for 2010, **The Legacy of Hope** challenges everyone to listen to the voices of victims and survivors of the Holocaust and take on board their messages and make our own commitment to challenge hatred when we see it taking place. We will become part of **The Legacy of Hope** by {insert local commitment}"

Carly Whyborn, Chief Executive Officer of the Holocaust Memorial Day Trust said: "We have been overwhelmed by the interest and commitment from {insert community name} as well as the hundreds of other local events that were organised across the UK to mark the day. HMD gives us the opportunity to reflect on the Holocaust and on more recent atrocities that raise similar issues. The tragedies of Cambodia, Rwanda and other terrible events in the world show that there are still many lessons to be learnt, both collectively and individually."

For further information visit www.hmd.org.uk

-ENDS-

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{add your name and contact details here}

If appropriate mention here that photographs of the event are available on request

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