



HOLOCAUST
MEMORIAL
DAY TRUST

Brief for Holocaust Memorial Day Trust media support contract

June 2022

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Media support contract overview

Objectives

Ensure widespread media coverage of Holocaust Memorial Day 2023 (HMD) and Holocaust Memorial Day Trust (HMDT), aimed at a broad UK audience.

Ensure HMDT retains significant ownership of HMD media coverage.

Work with HMDT staff to strengthen year-round media work, developing HMDT's voice and enabling greater coverage outside of the core HMD period.

Our approach

Following our successful work to promote and increase engagement with previous Holocaust Memorial Days, HMDT has taken the opportunity to review our approach to media support. This brief comprises of two distinct areas of work:

- Part one: ensuring widespread media coverage of HMD itself (January 2023)
- Part two: working throughout the year (from appointment to March 2023) to strengthen HMDT's in-house media engagement work

In a time of uncertainty due to the ongoing pandemic, HMDT is committed to enabling people of all backgrounds to mark HMD 2023 in meaningful ways.

In the past, our media strategies have encouraged journalists to cover HMD by bridging across from other subjects, such as contemporary hate crime, or releasing large scale research commissioned by HMDT. However, we now believe HMD has enough of a presence to generate some coverage itself, and the task is to maximise the coverage and ensure HMDT's ownership of HMD.

This year the successful agency will work to maximise media opportunities, focusing on the central messages of HMD rather than commissioning research or bridging from other subjects.

Part One: ensuring coverage of Holocaust Memorial Day – January 2023

The successful agency will:

a) Provide strategic media support

- Develop a strategy and approach for HMDT's media work for HMD 2023, capitalising on planned projects including the UK Ceremony, an in-person event, a media opportunity on HMD, Light the Darkness and a youth art competition
- Strengthen the position of HMDT as the visible, authoritative organisation responsible for organising HMD in the UK through media coverage
- Provide advice for the HMDT staff team on all aspects of media work, including crisis communications and out of hours media support as required

b) Develop ideas and work with HMDT to implement them

- Work with the HMDT team to develop a media moment on the morning of HMD itself, Friday 27 January
- Explore, manage and deliver media opportunities to cover the in-person Ceremony (25 January), Ceremony broadcast (26 January), media moment (morning of 27 January), the national Light the Darkness moment (4 pm on 27 January)
- Ensure that HMDT's youth competition and exhibition for HMD 2023 are covered by media, adding value to the project
- Work with HMDT staff to develop media support for other key elements of the broader HMD 2023 campaign

c) Deliver media support

- Ensure that key UK media contacts (journalists, editors, planners) are aware of HMD 2023 and are supported to cover the day in meaningful ways
- Sell in stories to the national media in the lead up to HMD, securing coverage in a wide range of national print, online and broadcast media, aiming to raise awareness of HMD and HMDT amongst the general public
- Liaise with the HMDT Senior Communications Officer to develop an appropriate and safe way to include the experiences of survivors of the Holocaust and genocide in media coverage of HMD 2023
- Provide support for HMDT staff and trustee media spokespeople (including development of key lines, a coaching session ahead of HMD and liaising with the Senior Communications Officer to manage interview logistics)

- Liaise with VIP, celebrity, social media influencers, and partner organisation media teams as required

d) Review and evaluate media activity

- Provide a detailed evaluation of media work for HMD, including full media monitoring services for print, online and broadcast pieces mentioning both HMD and HMDT
- Provide HMDT with recommendations for future media activity

Please note that the conditions of our grant funding prohibit us from spending money on advertising/social media paid promotion.

Key challenges for HMD 2023 media work

Previous HMDs have been marked extensively by regional, national and international media. Whilst this means we are in a strong position looking ahead, there are some specific challenges which the successful media agency will need to address. Some of these challenges relate to the uncertain situation regarding Covid-19. We are looking for agencies to think creatively about the following:

- How do we deliver an effective media strategy whilst the Covid-19 pandemic is still present, albeit to a lesser extent than in previous years?
- How do we ensure HMD and HMDT get some media coverage whilst the war in Ukraine is (currently) at the top of the news agenda, and there are pressing media stories that are likely to continue (eg cost of living crisis, Partygate, potential challenges to the PM)?
- Whilst we continue to develop plans for the UK Ceremony for HMD 2023, this will likely be very different to previous years as we emerge from the pandemic. We are planning both an in-person event and a ceremony that will be streamed - how do we manage media interest in both and ensure that there is a national focal point for HMD?
- With Holocaust survivors possibly still shielding, how do we meet expected requests from media outlets to share their stories?
- How can we support regional coverage of HMD in a year when, as in the past two years, there may be fewer local HMD commemorations taking place in person?
- How can we own broader coverage of HMD which does not directly feature our organisation or spokespeople?

Part Two: developing HMDT's media work throughout the year (from appointment to end of March 2023)

We are looking for an agency to work with us to develop a package of support which will strengthen HMDT's media engagement work throughout the year. HMDT's Head of Communications oversees this work, with delivery coordinated by the Senior Communications Officer.

This work focuses on marking other key anniversaries throughout the year, responding to relevant breaking news and sharing our expertise on Holocaust and genocide commemoration and education through our Chief Executive and other spokespeople.

Over the past year we have made a strategic decision to increase this area of work and are looking for an agency to work with us to add value to the work of our in-house staff.

The successful agency will:

- Contribute strategically to HMDT's media planning throughout the year, supporting the in-house team and helping to identify opportunities
- For major media opportunities, support on the sell in of press releases developed by HMDT staff
- With the Head of Communications, identify and provide media training as required for relevant HMDT Communications Teams members
- Set up a round-the-year media monitoring service, enabling HMDT to track print, online and broadcast mentions of HMDT and HMD

We're looking for an agency to add value to our ongoing media work throughout the year and welcome applicants who can think creatively about how best to do this. During the pitch stage, we'll be looking to agencies to demonstrate how they would use the budget to achieve these overarching aims.

Budget and timeline

HMDT will be contracting a media relations agency to work with us over the period of 1 August 2022 – 31 March 2023.

The media work of HMDT is heavily weighted over one quarter of the year, peaking at Holocaust Memorial Day itself on 27 January. The UK Ceremony for Holocaust Memorial Day 2023 will be shared online (as in previous years) on **Thursday 26 January 2023**. However, there will also be a small in-person event taking place earlier (date tbc) as well as the national moment, which will take place on 27 January.

Proposed schedule:

- Monday 20 June: media brief and expression of interest process go live
- Monday 18 July, 9am: deadline for completed expressions of interest
- Tuesday 26 and Wednesday 27 July: pitch meetings with shortlisted agencies
- w/b 1 August: Immediate start for selected agency

The total budget is £28,000 inclusive of VAT.

This brief consists of two distinct parts: part one - media support for HMD 2023, and part two - developing HMDT's media work throughout the year. The total fee will be split to support these difference elements.

There is a budget of **£20,000 (including VAT)** to support part one, and **£8,000 (including VAT)** to support part two.

Audiences for HMDT's media work:

- The general public – everybody in the UK – with whom we want to raise awareness of HMD, and encourage to commemorate HMD online or attend their local activity
- Opinion-formers – The people we wish to market HMDT (the organisation) to. We want to communicate the fact that HMDT is the reputable and expert organisation that promotes and supports HMD, and share the huge reach and impact of more than 10,000 local HMD activities taking place across the country

Our media work around HMD focuses on reaching the general public so that: more people are aware of HMD and what HMD commemorates, more people visit our website and learn about HMD, more people engage online with HMD, and more people consider attending or organising a local HMD activity.

Our aim is to secure as much coverage of HMD as possible, whilst also ensuring that HMDT retains and grows its profile as the visible, authoritative organisation responsible for HMD.

HMDT's recent media strategy

As national awareness of HMD has grown, our media strategy has shifted to focus on the 'core' elements and messages of the day – away from polling or bridging to HMD from other contemporary issues. In 2020, the landmark 75th anniversary meant

a media focus on the UK Ceremony, our creative public engagement projects, local HMD commemorations and survivors sharing their experiences.

In previous years our approach to media coverage has included some or all of the following:

- news generation – commissioning polling related to the annual HMD theme to ‘create news’, gaining namechecks for HMD and HMDT
- survivor stories – repackaging the stories of survivors of the Holocaust and subsequent genocides for the national media, and coordinating media interviews with many of these individuals
- on the day coverage from a public event/photo call
- developing coverage of the UK Commemorative Ceremony for HMD
- arranging coverage of aspects of our arts programme, and/or online campaign
- arranging for ‘points of view’ opinion pieces from prominent figures
- sending a ‘letter to the editor’ to local and regional press
- securing coverage in the Jewish press to ensure the Jewish community views HMDT as the driving force behind HMD
- developing an online strategy to engage a younger audience through social media (HMD 2018 only)
- a national moment – such as piccadilly lights for HMD 2022:
<https://www.hmd.org.uk/resource/piccadilly-lights-light-up-for-hmd-2022/>

Media coverage of HMD in statistics

The past six years have been particularly successful for HMD media coverage, with the period bookended by landmark anniversaries in 2015 and 2020. Media interest in HMD has increased year on year and the percentage of coverage mentioning HMDT hit a new high in 2020 – 55% of HMD coverage from November to January mentioned HMDT.

Whilst each year has been different in our approach, and is therefore not directly comparable, the follow statistics demonstrate the continued growth in coverage over this period.

	2015	2016	2017	2018	2019	2020 *	2021	2022
Broadcast media that mention HMDT	50	135	260	28	110	209	132	247

Print and online media that mention HMDT	956	555	451	541	1,104	1,422	953	521
Total pieces of coverage mentioning HMDT (broadcast, print and online)	1,006	690	711	569	1,214	1,631	1085	768
Total pieces of coverage mentioning HMD (broadcast, print and online)		1,277	2,180	3,362	3,320	5,314*	2170	1536

* Please note that figures for HMD 2020 are not directly comparable to previous years due to a different reporting period and methodology, however they do accurately demonstrate the growth in coverage in a major anniversary year.

HMDT's role in media work

HMDT has the capacity to carry out the following responsibilities:

- running a reactive press office – responding to media requests
- managing contact with survivors for media interviews – chaperoning the survivors to ensure the experience is comfortable for them (if compliant with government medical advice)
- supporting the media agency to facilitate media at the UK event
- maintaining relationships with media outlets in the UK
- running a proactive media operation throughout the year
- developing and implementing a social media strategy for HMD

About HMD

Holocaust Memorial Day takes place each year on 27 January.

Holocaust Memorial Day Trust (HMDT) encourages remembrance in a world scarred by genocide. We promote and support Holocaust Memorial Day (HMD) – the international day on 27 January to remember the six million Jews murdered during

the Holocaust, the millions of people killed under Nazi Persecution and in subsequent genocides in Cambodia, Rwanda, Bosnia and Darfur.

27 January marks the anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi death camp.

The Holocaust threatened the fabric of civilisation, and genocide must still be resisted every day. Our world often feels fragile and vulnerable and we cannot be complacent. Even in the UK, prejudice and the language of hatred must be challenged by us all.

HMD is for everyone. Each year across the UK, thousands of people come together to learn more about the past and take action to create a safer future. We know they learn more, empathise more and do more.

Together we bear witness for those who endured genocide, and honour the survivors and all those whose lives were changed beyond recognition.

About HMDT

Holocaust Memorial Day Trust (HMDT) is the charity that promotes and supports Holocaust Memorial Day. HMD has taken place in the UK since 2001, with a UK event and local activities taking place on or around 27 January each year. For HMD 2022, over 3,200 organisations held more than 4,200 local HMD activities and tens of thousands of people watched the UK HMD Ceremony.

The UK played a leading role in establishing HMD as an international day of commemoration in 2000, when 46 governments signed the Stockholm Declaration. The UK Government had responsibility for running HMD from 2001-2005, organised through the Home Office. In May 2005 HMDT was registered as a charity and the then Home Secretary appointed HMDT trustees for the first time. The professional team started work in October 2005.

The Department for Levelling Up, Housing and Communities (formerly the Ministry for Housing, Communities and Local Government) has funded our work since 2007. Since 2020, we have also sought additional funding.

Our goals

1. To commemorate and increase knowledge of the Holocaust, Nazi Persecution and recent genocides, illustrated by the experiences of people who were persecuted
2. To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution
3. To ensure Holocaust Memorial Day is widely recognised as a day of national significance
4. To support individuals, organisations and communities across the UK in marking Holocaust Memorial Day profoundly and meaningfully
5. To be a financially sound, effective organisation

Our work

- We produce the annual theme for HMD, which provides a focus for events and education in local and national commemorations
- We provide support for activity organisers across the country, including resources and advice to enable them to hold appropriate and meaningful local events which commemorate HMD
- We organise the UK national event which acts as a spotlight for all of the HMD activities in the UK
- We support more people to organise local HMD activities, by developing partnerships and conducting outreach work
- We promote HMD across the UK, by ensuring media coverage raises awareness of HMD across the country
- Our HMD Youth programmes help young people to be a driving force in commemoration of HMD
- We ensure that the UK is a world leader in Holocaust commemoration

Our brand personality statement

HMDT is the respected charity which leads Holocaust commemoration in the UK and internationally. Our resources are authoritative, expert and trusted. We address the subjects of the Holocaust and genocide with the seriousness and dignity that they demand. Yet HMDT is approachable and encouraging to activity organisers, providing assistance in a professional, efficient and friendly way, to help create imaginative and inspiring activities for HMD. HMDT is an open and user-friendly organisation which values diversity.

HMD 2023 Theme: Ordinary People

Why does HMD have a theme?

Each year HMDT identifies a specific topic, relevant to survivors and those who were murdered, which will enable HMD activity organisers to approach their annual activities with a fresh focus, keep the interest of their existing participants and engage new audiences.

What is abnormal is that I am normal. That I survived the Holocaust and went on to love beautiful girls, to talk, to write, to have toast and tea and live my life – that is what is abnormal.

Elie Wiesel, survivor of the Holocaust

The theme for Holocaust Memorial Day (HMD) 2023 is **Ordinary People**.

Genocide is facilitated by ordinary people. **Ordinary people** turn a blind eye, believe propaganda, join murderous regimes. And those who are persecuted, oppressed and murdered in genocide aren't persecuted because of crimes they've committed – they are persecuted simply because they are ordinary people who belong to a particular group (eg, Roma, Jewish community, Tutsi).

Ordinary people were involved in all aspects of the Holocaust, Nazi persecution of other groups, and in the genocides that took place in Cambodia, Rwanda, Bosnia and Darfur. Ordinary people were perpetrators, bystanders, rescuers, witnesses – and ordinary people were victims.

In every genocide, those targeted faced limited choices – 'choiceless choices' (Lawrence Langer) but in every genocide the perpetrators have choices, ordinary people have choices.

Sometimes, these choices were limited too, sometimes they had to make life-threatening decisions. And **ordinary people** were the ones who made brave decisions to rescue, to hide or stand up. But **ordinary people** also made decisions to ignore what was going on around them, to be bystanders, to allow the genocide to continue.

There are also extraordinary people in every genocide, remarkable and unusual people, who went to extreme lengths to help, to rescue, to save, and in every genocide there were extraordinary people, who went to extreme depths to cause harm, to persecute, to murder.

Our theme this year, though, highlights the **ordinary people** who let genocide happen, the **ordinary people** who actively perpetrated genocide, and the **ordinary people** who were persecuted.

Our theme will also prompt us to consider how **ordinary people**, such as ourselves, can perhaps play a bigger part than we might imagine in challenging prejudice today.

Ordinary people are also the ones who drive Holocaust Memorial Day, who lead on community commemorations, who support and encourage everyone around them to take part in remembrance and education projects.

[Read the full theme vision for HMD 2023 here.](#)

Application process

Agencies interested in fulfilling this media support brief should complete the separate expression of interest questionnaire and return it to Rachel Century –

Rachel.century@hmd.org.uk - by **9am on Monday 18 July 2022**.

HMDT will shortlist agencies based on their completed expression of interest questionnaire, with interviews scheduled to take place on **Tuesday 26 or Wednesday 27 July 2022**. Agencies will be expected to present an overview of how they would fulfil both parts of HMDT's media brief, for around 20 minutes, and then respond to questions about their proposal. No material or ideas need to be submitted or presented before the presentation date.

Please contact Rachel Century if you have any questions about this brief or the application process.