

PGT survey on student experience

<https://forms.office.com/r/CwmLFE0CAj>

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Help us shape strategy and initiatives
towards a global, inclusive community

If you would like to participate in a focus
group, please contact:

jonathan.ward@newcastle.ac.uk



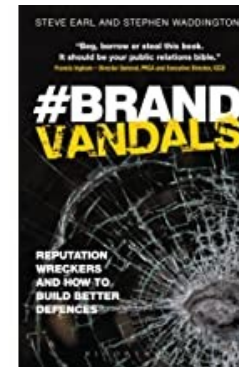
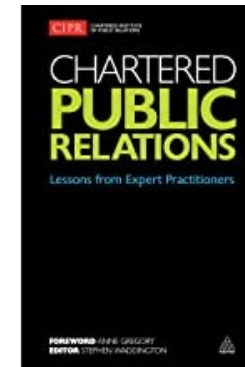
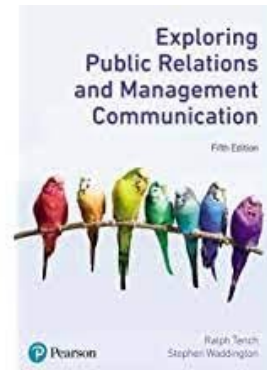
From Newcastle. **For the world.**

MAsterclass reminder



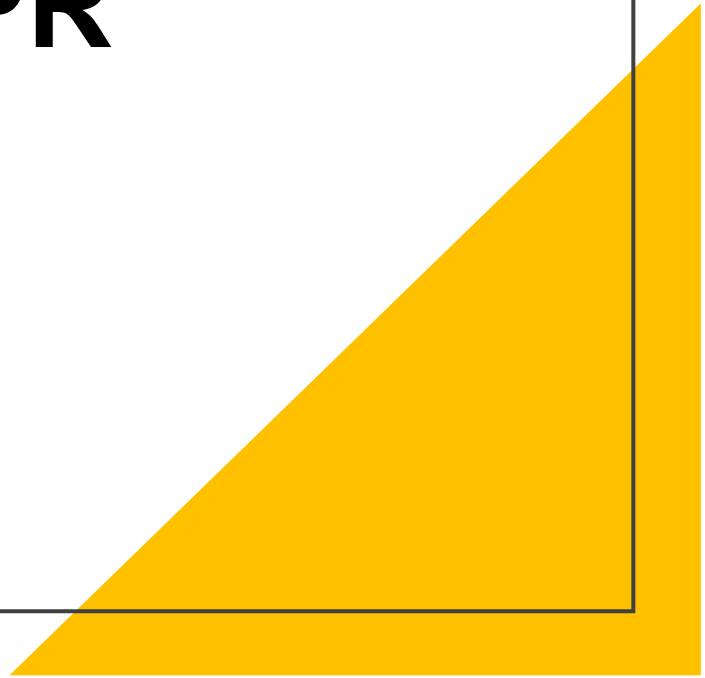
MAsterclass

- Prof. Stephen Waddington: *ESG, COP27, and Qatar 2022 World Cup*
- 12-2pm on Monday, 5 December
- AGRB.CSLT



MCH8065 Theoretical Approaches to PR

Lecture 9: Non-commercial PR



**Week 9
Learning
Outcomes**

- To use relevant interdisciplinary frameworks for underpinning PR practice
 - To integrate theory in professional practice
 - To develop as reflective practitioners
- **Practice in seminars:**
- Event planning and presentation

Lecture 9 Outline

- Recap: what is the non-commercial sector?
 - Sector's characteristics
 - Pressure groups and SIGs
 - Case studies (*warning: we'll discuss suicide prevention campaigns*)
 - Seminar task
- What is the most generous day of the year?

Non-commercial sector

- Charities
- Pressure groups
- Special interest groups
- Trade associations
- Professional bodies





MAKE HISTORY

21 April 2023 – The Big One. We're working to bring 100,000 people to Parliament to demand change. Will you be there?

First name

Last name

I WILL BE THERE ON 21 APRIL 2023

Pressure Groups Types

- **High profile** e.g. Extinction Rebellion, Amnesty International, HRW, PETA, ICAN, etc.
 - This can be due to the issue, public ‘stunts’ or use of celebrities
- **Outside pressure groups:** do not have influence in the government (e.g. Greenpeace, Surfers Against Sewage)
- **Insider groups:** have the support of the government (e.g. the British Medical Association)

Non-commercial sector

- Charities
- Pressure groups
- Special interest groups
- Trade associations
- Professional bodies



NORTHUMBERLAND
& TYNESIDE BIRD CLUB



Non-commercial sector

- Charities
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Non-commercial sector

Marcus Rashford forces Boris Johnson into second U-turn on child food poverty

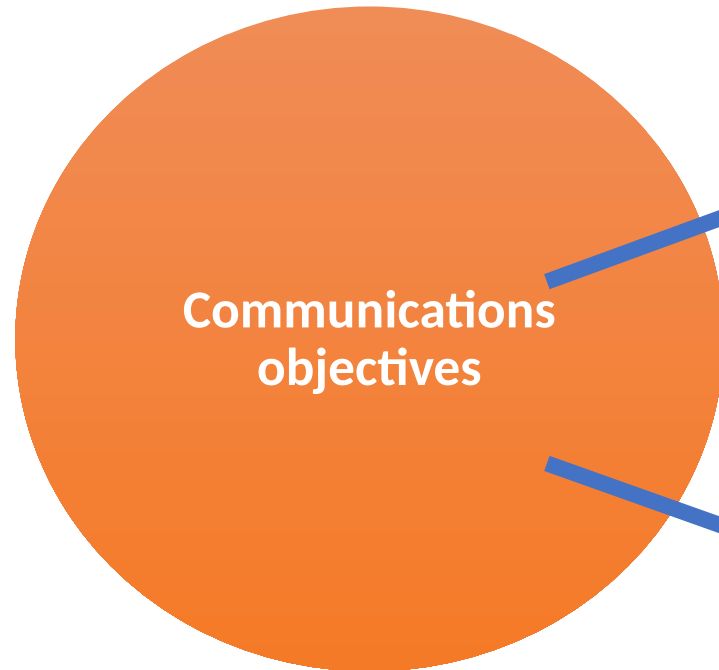
The PM called the footballer on Saturday night to confirm latest about-face for the government



- **LITTLE MONEY:** often have many willing volunteers, but no (or very limited) budgets
- **COMPETITIVE:** can be a very competitive marketplace – image and identity important
- **SUPPORT:** need a patron, celebrity, influencer etc. to help raise awareness and generate media coverage
- **CLEAN & TRANSPARENT:** must be seen to be ‘whiter than white’ in terms of how they spend the funds raised
- **HELP:** often need to find corporate partners/sponsors



Key objectives



About Amnesty

We are Amnesty International UK. We work to protect people wherever justice, freedom, truth and dignity are denied.

Case study: Amnesty International

<https://www.amnesty.org.uk/>



Foreign Secretary: Help Deliver Justice for Ukraine / Sign the Petition now



Alaa Abdel Fattah: what's happening? / Find out the latest updates as Alaa escalates his hunger strike



Act for Iranian women / Support Woman, Life, Freedom



Challenge Events / From marathons, cycling events to parachute jumps



Amnesty Shop / Browse our huge range of ethical gifts and everyday items



Death Penalty / we firmly believe that no one – including any government – has the right to take away someone else's life.

Pressure Groups



World Cup 2022: Amnesty International says Qatar is still failing migrant workers

Amnesty International has accused Qatar of 'promising little and delivering less' in terms of meaningful reform of its labour laws

Roisin O'Connor • Thursday 21 May 2015 15:37 • Comments



< PRESS RELEASE

March 31, 2016

Qatar: Abuse of World Cup workers exposed

Migrant workers building Khalifa International Stadium in Doha for the 2022 World Cup have suffered systematic abuses, in some cases forced labour, Amnesty International reveals in a new report published today.

The report, [The ugly side of the beautiful game: Exploitation on a Qatar 2022 World Cup site](#), blasts FIFA's shocking indifference to appalling treatment of migrant workers. The number of people working on World Cup sites is set to surge almost ten-fold to around 36,000 in the next two years.

“
For players and fans, a World Cup stadium is a place of dreams. For some of the workers who spoke to us, it can feel like a living nightmare.

Amnesty International Secretary General Salil Shetty.

[Qatar: Abuse of World Cup workers exposed \(amnesty.org\)](https://www.amnesty.org/en/latest/news/2016/03/qatar-abuse-of-world-cup-workers-exposed/)

Pressure Groups



World Cup 2022

Paul MacInnes

@PaulMac

Thu 3 Nov 2022 20:15 GMT



'Let football take the stage': Infantino tells nations to put Qatar concerns aside

- **Fifa president writes letter to 32 World Cup competitors**
- **Infantino says football cannot answer all challenges in Qatar**



📷 The Lusail Stadium in Doha will host the World Cup final. Photograph: Mustafa Abumunes/AFP/Getty Images

The president of Fifa, [Gianni Infantino](#), has written to all 32 competing nations at this month's World Cup, urging them to "let football take the stage" in Qatar.

Pressure Groups – case for

- They extend democracy beyond elections,
- They provide for more involvement in the political process,
- They offer a counter-balance to vested interest groups,
- They create new issues for public debate,
- They give causes stamina,
- They offer the choice of change vs. the acceptance of the status quo.

Pressure Groups – case against

- The loudest voice wins,
- They take up administrative time in the law-making process,
- They replace party politics with single issue groups,
- They give vested interests too much influence (e.g. role of multinational companies and their impact on national governments),
- *More on PGs in week 10.*



Case study:



STANDING TOGETHER, UNITED AGAINST SUICIDE

125 lives are lost every week to suicide. And 75% of all UK suicides are male. We exist to change this.

One suicide directly affects 135 people - leaving a lasting impact on family, friends, colleagues, neighbours and acquaintances.

Make suicide prevention and support a government minister's responsibility



Matthew Smith started this petition to [The Department for Health and Social Care](#) and [3 others](#)

My brother Dan was my best pal and my idol. He was taken by something silent, something none of his friends or family saw coming.


13 years ago, we lost Dan to suicide.

Victory

This petition made change with 391,450 supporters!



Theresa May: Make suicide prevention and support a government minister's...

 [Share on Facebook](#)

 [Send an email to friends](#)

 [Tweet to your followers](#)

 [Copy link](#)



The CALMzone

4 d · 🌐



From running challenges to cycling competitions, you lot have been busy making a life-saving difference for CALM. Here's some of ace stuff you've been doing against living miserably 🙌
#SaturdayShoutouts

Rachel's got her steps in this week. She walked and ran between 15-20km every single night to help raise awareness for CALM, in memory of Jamie. She'll be finishing off her challenge tomorrow, having smashed a total of 100km 🏃

Cerys is braving the proper rubbish winter wea... See more



THECALMZONE.NET

What will you do against living miserably?

Got a talent, hobby, habit, crazy idea, thing you've always wanted to do? You...

Learn more



CALM

@theCALMzone



Get all those Black Friday emails straight in your trash. It's #GivingTuesday and your chance to save BIG...

Give what you can and help us meet the unprecedented demand for our helpline. Help someone decide to stay. Help save lives.

Save lives today 🙌 bit.ly/3Ex5JXp



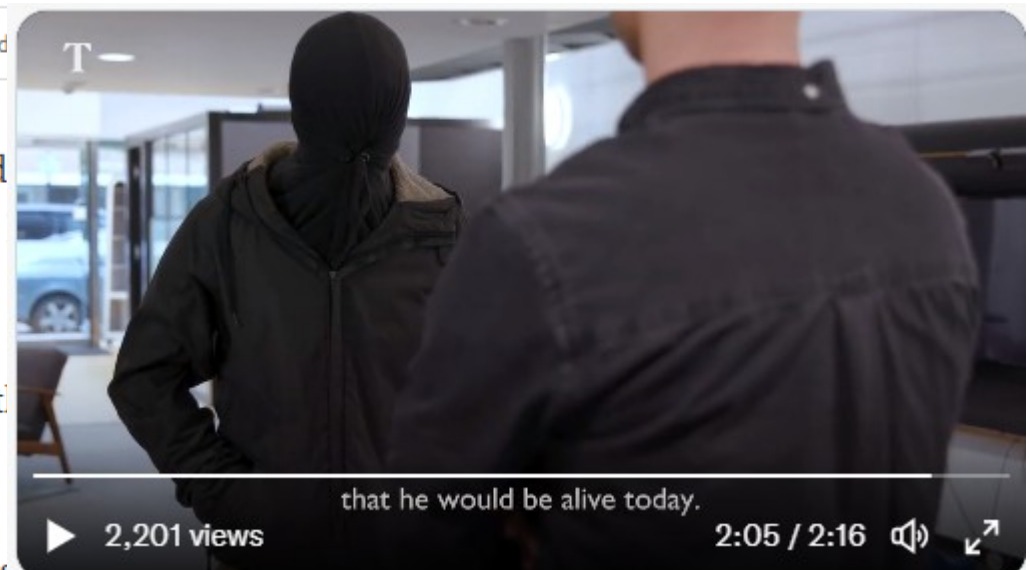
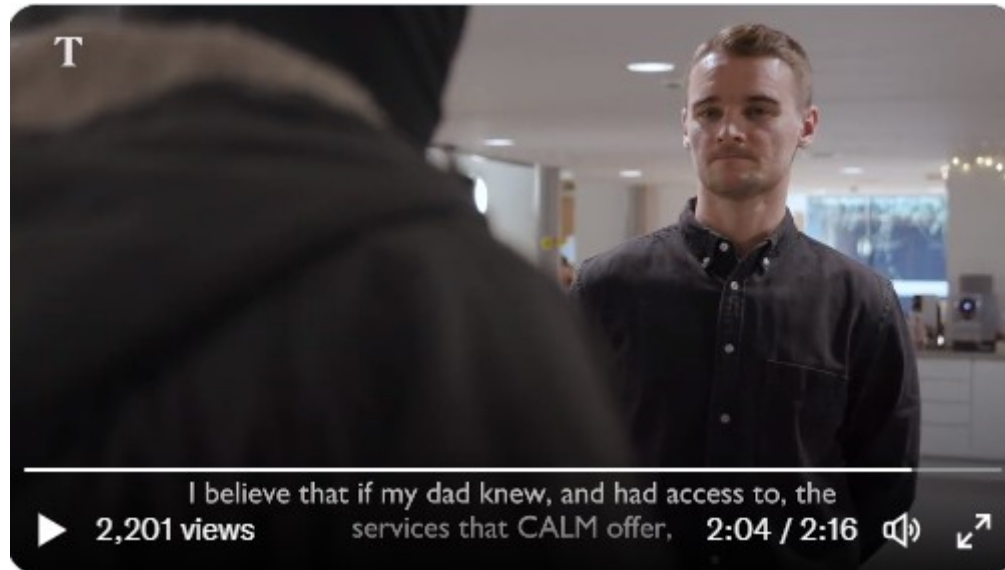
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How CALM helped me to stop lying about my father's suicide

Harry Corin credits a charity supported by The Times and The Sunday Times Christmas Appeal with turning his life around

At the age of 12, Harry Corin lost his father to suicide. For years he told friends that his father was still alive until a CALM campaign to raise awareness of suicide made him realise he was not alone
LUCY YOUNG/TIMES NEWSPAPERS LTD

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had this huge false thought process in my mind, where I thought I'd be judged."

Charities & strategic planning

- **Content is key** – emotional appeals & relatable case studies
- **Timing is of the essence** – occasions and recent events
- **Creative ideas** – partnerships, stunts, challenges, etc.
- **Messaging is clear** – purpose & call to action
- **Interactive, shareable content across PESO** – lots of videos, hashtags etc.
- **Use of patrons: influencers, celebrity endorsers, OLs**
- **Links to fundraising** – easy clicks to donate

Seminars



You are the PR team for a leading UK animal welfare charity based in Newcastle. The charity provides refuges for badly treated animals and in July it celebrates its 100th anniversary.

Who are the major stakeholders?

Which stakeholder groups are most important?

How can you get their support?

What kind of an event could you hold?

Where and how can you celebrate the anniversary?

- **Use ideas under each of Editorial, Events, Electronic and Publications.**
- **Use a timeline to show what will happen when (think strategically!)**