

C. OUTLINE

In this step, we will discuss in detail each component and its requirements within the assignment.

To begin with, your selection of a social issue and a PR campaign to work on determines the quality of your assignment. Since this choice is two-fold, you should **start by identifying a campaign** that has **reasonable to ample** coverage on multiple platforms (social media, news channels, even academic websites like WARC), then move on to exploring the issue.

Remember, your chosen campaign dictates your analysis of it, not the social issue.

Example: Racism is a long-standing and recognized problem within football in the UK. The Premier League has launched “No Room for Racism” to combat this situation and every club in the league supports it. With useful information provided by Nomad (n.d.) and Campaigns of the World (2021), the campaign has potential for insightful theory application.

TIPS: The key to a successful paper lies in choosing a campaign that has plenty of data, statistics and information. First, seek out at least 5 usable sources to determine whether the campaign is worth researching. By doing this, you increase the accuracy and legitimacy of your analysis.

1. INTRODUCTION:

- For your opening sentences, going from general to specific always works (e.g. football => Premier League => racism).
- When you introduce the social issue, make sure it has a **standalone** sentence. This grants your chosen problem gravitas.
- Afterwards, bring in your campaign and some basic information in about two sentences.
 - The campaign’s founder
 - Launch date and duration
 - Stand-out information, maybe impressive engagement rates or a policy change from the government

- Try to pick achievements related to the PR or marketing field.

Example: Campaign “No room for Racism”

- Organized by English Premier League
- Launching year: 2019
- Achievements: Considering the digital impact, the campaign experienced notable interaction levels, specifically achieving 'over 16.2 million impressions and 333k engagements (Nomad n.d, para. 5)
- End the paragraph with this structure: “This essay will focus on [...] and [...]”. Fill in your key arguments.

Example: This paper will concentrate on the strategies and tactics employed by the campaign to convey its message of unity and solidarity while preserving the 'beautiful' aspects of the sport.

2. PRESENTING THE ISSUE:

- This part should have **two to three** paragraphs.
 - *1st paragraph:* Introduce your social matter in greater detail. Be sure to define what that issue is, what harmful effects it has, and why it is still existing

Example:

- + The issue: the field it belongs to (health, environment, education, etc.), where/when/how did it originate, plus academic sources proving its prominence as an accepted social issue.
- + The harmful effects: focus on both online and face-to-face impact (racism: abusive chants in stadiums and racist comments on social media)
- + Why it is still existing: actions from the government (policy, ban, legislation), current complications - maybe the technology is outdated or opinion clashes between different groups, and explain why would a PR campaign make a difference (raise awareness, empower citizens, etc.)

Example: Grosfoguel (2016, p. 9-15) asserts that racism is essentially a hierarchical structure of superiority and inferiority along human lines, susceptible to various interpretations and implementations. It manifests in a multitude of methods, including acts of subjugation and harm based on one's origins, representing a tendency to mistreat and prosecute individuals (Schmid 1996, p. 3140). Given the passionate, sometimes intense, nature of English football

supporters, issues related to racism have persistently posed a complex challenge to address and eliminate.

- *2nd paragraph: Go in-depth* explaining the issue by linking it with the campaign. It is suggested that you include different forms the issue manifests itself in (e.g. racism => social media abuse, racist chants, inappropriate behavior in the stands, etc.). Then, put forward the campaign by highlighting its role, which can range from disseminating helpful information about the issue to trying to resolve it entirely.

Example:

- + A significant/specific case/data about the number of racism cases in the Premier League that drive the organization to launch the campaign: [Case of Manchester City's Raheem Sterling](#), during a Premier League match against Chelsea in December 2018/ the Kick It Out (2019), football had the highest number of racism cases, with nearly two-thirds of the reported incidents categorized as racist occurrences.
- + **The promise/the mission of the campaign to resolve the issue:**
 - The campaign pledges to take a strong stance against racism and discrimination, both on and off the pitch. It seeks to challenge and confront racist behavior, including abusive language, gestures, and actions.
 - The campaign aims to educate players, fans, and stakeholders about the negative impact of racism and discrimination.

Tip: You should **refrain from** disclosing too much about your campaign and save key information for elaboration later.

3. IDENTIFYING THE CAMPAIGN AND ITS TACTICS:

Regardless of the number of tactics, the two following paragraphs should begin this segment because it provides context for the lecturer. Contexts are incredibly important since we want the marker to know as much as we do about the issue.

- *1st paragraph:* **Definition + Importance + Usage** of PR. Bonus points if you can display how PR works within your chosen field. Remember to support your statement with academic sources.

Example:

- Definition: Public Relations (PR) is a strategic communication discipline that involves managing and maintaining relationships between organizations or individuals and their various publics or stakeholders.
- Importance: To build trust, to manage reputation, to influence public opinion, to help in crisis management and to foster relationships.
- Usage: Chosen field (Football/Sports): PR serves as a vital component in managing the image and reputation of clubs, players, and governing bodies. PR can be seen as: Player and team promotion, crisis communication, sponsorship and partnerships, fan engagement:
- *2nd paragraph:* Explore the performance of PR strategies, tactics and tools in relation to the field's region or target audience. For example, public relations might not be practiced heavily in mountainous regions in Vietnam by healthcare firms. The campaign should challenge any hardships, yet it is not required to “win” or “eradicate” the issue; **it just needs to make an impact.**

TIPS: Strategy is different from tactics!

Strategy	Tactics
<ul style="list-style-type: none"> ❖ Conceptual, invisible ❖ The overarching idea, ‘big picture’ 	<ul style="list-style-type: none"> ❖ Tangible, visible ❖ The ways a strategy is carried out/realized

Succeeding this pair of paragraphs, you should **list out** every communication artifact that the campaign features. This is where your preliminary research of 5 or more sources comes into play as you **demonstrate how the campaign manifests itself**. Consider these points when you write up those tactics:

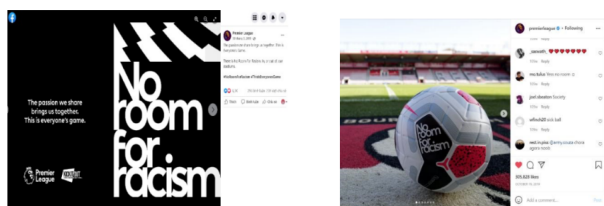
What they have done in terms of owned media:

- + Events, movements hosted by themselves?

“The campaign will include No Room for Racism and Kick It Out inventory in stadiums across the Premier League for both match rounds, and across digital and social media outlets.”

- Premier League launches No Room for Racism - 30 Mar 2019 -

- + **Movements on Facebook, Twitter, with hashtag to spread the message of the campaign through word of mouth:**



- + **TVC, videos, etc on their fanpage?**

Concerning owned media formats, the Premier League has been consistently publishing short videos since 2019 featuring managers and players. These videos often incorporate hashtags such as #noroomforracism in social media posts to effectively convey its anti-racism message.

→ The utilization of succinct and direct call-to-action quotes like 'This is everyone's game' and 'If you see it, report it' played a crucial role in effectively communicating the organization's positive intentions. Additionally, branding is prominently displayed at football grounds on matchdays, further reinforcing the campaign's message.

Video:

No room for racism anywhere.



Premier League ✓
5,69 Tr người đăng ký

Đăng ký

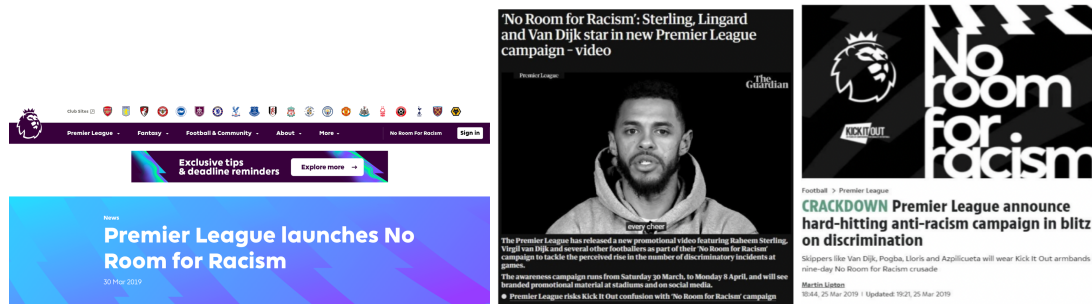
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What they have done regarding earned media:

- + Publication on well-known news sites: [Official fanpage](#)



→ Press releases featured in reputable and high-traffic newspapers like The Guardian and The Sun, spanning both broadsheets and tabloids (Nomad n.d.), serve as noteworthy instances of earned media appearances. These instances have significantly contributed to establishing a strong and trustworthy image for 'No Room for Racism' among the public.

What they have done regarding paid media:

- + Satellite networks?

→ **EVALUATION:** When you're done with the tactics, finish this section by discussing how the public views the campaign while also lending your perspective on its success, but only briefly. A short model paragraph is as follows:

In general, the campaign demonstrated an in-depth understanding as well as command over public relations tactics from [insert organization]. The various marketing tools alongside the leverage of different media platforms ensure its overarching message is spread across the target audience, shown by a staggering x% public penetration (A 2023). However, there still exists room for improvement due to a lack of real-life events providing a sense of pragmatism.

4. CAMPAIGN EVALUATION:

REMINDER: An evaluation ought to assess whether the campaign and its tactics **successfully or unsuccessfully apply** principles of PR. The principles (proposed by the assignment itself) includes (but are not limited to):

- The difference from PR and Advertising
- Persuasion theories (Social Exchange, Social Learning, etc.)
- Theories in Communication (Grunig and Hunt's 4 models in Public Relations, Agenda setting, Media framing, etc.)
- Trends in Public Relations development

- History of Public Relations
- Media plans & media relations (i.e. what media tools, what media channels, news Value, hook, & angle, why those choices, are these media tools efficient in this campaign? etc.)

TIPS: While the number of suggested principles may be large, you should definitely attempt to use the following as **lens** to analyze the campaign:

- At least ONE **persuasion theory**
- At least ONE **mass media theory**
- **Grunig and Hunt's 4 models of PR.** Do discuss every method of PR utilized in the campaign. You must showcase academic research skills through credible sources to back up your claim (e.g. why is this two-way asymmetrical?). This is where you get most of your marks.

However, please feel free to apply other models as you see fit. As you choose, remember to select theories in which you can see its connection to the campaign clearly - that way you can go into details.

This structure can be used throughout this section to illustrate and prove your ideas:

A. Application of theory X:

- 1st paragraph: Academic explanation of the chosen theory (3-4 sentences)
- 2nd paragraph: Analysis of the campaign's tactics based on the chosen theory (5 or more sentences).

B. Application of theory Y:

C. Application of theory Z:

Example:

A. Social Learning theory:



- Quick definition of the 4 models
- The target audience of the campaign
- Define which ones out of the 4 models have been used along the campaign to align with the target audience
- Show evidence to demonstrate

Example: Hoppitt and Laland (2013) argue that social learning can occur through observing or imitating the behavioral reactions of different entities and their products as part of the learning process. An examination of this campaign reveals that the Premier League has comprehensively understood the origins of these reprehensible racist actions and is committed to eradicating them.

The Premier League has consistently demonstrated its commitment to effecting behavioral change since the inception of 'No Room for Racism,' implementing a noteworthy educational initiative. Through the distribution of educational resources to over 18,000 schools nationwide as part of the campaign (BBC 2020), the younger generation has been informed and instilled with the right mindset to address issues related to racism.

In a reciprocal manner, Social Learning operates in the campaign by empowering the football community with the tools to bring about real-life changes. The Premier League aims to persuade viewers to make the condemnation of racism a regular practice and a meaningful experience. Undoubtedly, the proposed method of 'No Room for Racism' encourages movements, thanks to its understanding of Social Learning theory.

B. Application of Grunig and Hunt's 4 models of PR

- Quick definition of the 4 models
- The target audience of the campaign
- Define which ones out of the 4 models have been used along the campaign to align with the target audience
- Show evidence to demonstrate

Example:

- Developed by Grunig and Hunt, the four PR models, including press agency, public information, two-way asymmetrical, and two-way symmetrical, are widely used to classify PR strategies. The "No Room for Racism" campaign aligns with the two-way symmetrical model's emphasis on interactive and cordial communication, making it a success.
- In English football, where the audience is diverse in age and gender, the campaign employs a two-way symmetric approach through various channels. It provides educational materials for children, engages tech-savvy youth on social media platforms, and reaches older individuals through newspaper editorials, ensuring inclusivity.
- By using the two-way symmetric model, the campaign promotes unity, enhances the Premier League's image, and creates a welcoming experience for fans.

TIPS: Capture images/statistics/screencaps and situate them **right under** each corresponding paragraph where they appear instead of putting them all down the Appendices section. This allows for easier reading for your lecturer.

5. PERSONAL REFLECTION:

This section should be divided into two paragraphs, the purpose of which are as below:

- 1st paragraph: Assess the campaign's performance by restating both positive and negative aspects. It is also important to acknowledge that the campaign is not perfect as there will be mishaps (you also need to lay these out on the table). Highlighting key tactics or messages is recommended.

Example: Even in the absence of concrete results, 'No Room for Racism' remains an ambitious and determined PR campaign, showcasing a range of flexible PR tools to engage

with its audience. Addressing a challenging social issue such as racist discrimination demands significant effort, and the Premier League appears to be moving in the right direction, applying PR concepts with high relevance and suitability.

- 2nd paragraph:
 - “As a future PR practitioner, [insert general evaluation of the campaign]”.
 - Praise what the campaign impressed you with, using phrases such as “broaden one’s horizon/perspective” or “enlighten one with something”.
 - “If recommendations are to be made, [insert rectification or alternative approaches]”.

Example: As a future practitioner in the field of PR, 'No Room for Racism' stands out as a captivating and purposeful campaign that has consistently drawn the media's attention since its inception. The campaign's objective of combating racism in sports is tactfully communicated through proficient PR practices. The astute management of this initiative has not only broadened my perspective on both PR and racism in football but has also provided exemplary strategies for addressing such social issues. If recommendations were to be made, it would be beneficial for the Premier League to adopt a more transparent approach in sharing recorded results with fans, avoiding generalizations and offering specific details on social platforms.

TIPS: Even though it counts as a personal reflection, pronouns like “I” should still be avoided at all times to keep the essay formal.

D. REFERENCES:

Nomad (n.d.) *No Room for Racism*, Nomad website, accessed 28 November 2023.

<https://www.nomadstudio.com/work/no-room-for-racism>

Campaigns of the World (2021) *Premier League: No Room For Racism*, Campaigns of the World website, accessed 28 November 2023.

<https://campaignsoftheworld.com/digital/premier-league-no-room-for-racism/>

