

# Public Sector – case study



## Holocaust Educational Trust (HET)

The PR Office has been working with HET for the last three and a half years to position them as the leading organisation in the field of Holocaust education. As well as promoting educational programmes and resources to schools and universities, we also aim to ensure they are recognised by the media on all issues relating to the Holocaust and the importance of educating students about the events that took place and the lessons that can be learnt.

Our work with HET is diverse and challenging and we have been able to develop excellent relationships with all key target media and promote HET through a series of different media channels.

We monitor all press to highlight issues raised which may be relevant for the Trust, such as Holocaust denial or the rise of the Far Right. Then, where appropriate, we prepare responses and secure coverage, whether in local, national, Jewish, education, political or international media.

As part of our work, we also organise for press to join HET's Lessons from Auschwitz Project. It is an excellent opportunity to demonstrate how the Project increases knowledge and understanding of the Holocaust and to signal what can happen if prejudice and racism become acceptable.. The PR Office has identified key publications from all regions and since our work began on the Project, we have taken over 200 reporters with us on one-day visits to Auschwitz.