

# CASE STUDY

## PR Consultancy and Support



### Background

**Safe Partnership** is a national charity based in Dorset, which protects those at risk of violence or crime in their homes. Funded by contracts with local authorities, Safe Partnership reinforces 4,500 homes every year with state-of-the-art security, preventing attacks and saving lives.

### Challenge

It was the view of the charity that cuts in local government spending may threaten the services it currently provides to some of society's most vulnerable people.

Safe Partnership's CEO Dr Malcolm Macleod wanted to initiate a media campaign to achieve the following objectives:

- Create wider recognition of the work carried out by Safe Partnership
- Raise public awareness of difficult issues often hidden from public view
- Be the contact of choice for journalists writing about domestic violence issues

This would be achieved by:

- Devising a joined-up PR strategy
- Empowering staff to carry out successful media interviews
- Making staff think like journalists – recognising potential stories
- Improve the charity's website and social media
- Issuing regular, relevant and well-crafted press releases



Images (above)  
featured in local media



Safe Partnership, however, is a small and specialist charity, without an in-house PR function. Staff had the will but not the expertise to make the media campaign happen.

## The Aziz Programme

Dr Malcolm Macleod approached The Aziz Corporation to:

- Provide media training and a press release writing workshop for staff
- Devise a coherent PR strategy for both media and social media
- Provide on-going support for two days a month for six months to oversee publicity and to help staff become confident handling the media

## Benefits

Within days of issuing a press release with media consultant, Helen Glanville, the interest “**exceeded all expectations.**”

As well as local newspaper coverage, Dr Malcolm Macleod was on air for 25 minutes for the Richard Cartridge Show on BBC Radio Solent followed by a second interview the next day.

In the following months, the team has been interviewed on five different radio stations as well as for local TV.

*They were delighted to be approached by a journalist for a comment on a national news initiative on domestic violence.*

After 6 months working with the charity, Safe Partnership is now working with Helen to build their national media profile.

*“In terms of where we are, we wouldn’t be anywhere – never mind where we have got to – without The Aziz Corporation and Helen’s help. Nationally we still want to become the contact of choice by print and TV journalists when a domestic violence story breaks. But we’re really pleased with the direction of travel.”*

Dr Malcolm Macleod, CEO Safe Partnership

Press/broadcast  
achieved within  
6 months

6 radio interviews –  
totalling more than 50  
mins airtime

Local TV interview

Approx 10 articles in  
local newspapers and  
magazines