

FEA Media Campaign

Secretary,

cc Mr Gowdy  
Miss Brown  
MR Hardy  
Mr. Bullen  
Mr. C. Stewart

UPDATE

FEA MEDIA CAMPAIGN - ~~AN INITIAL ASSESSMENT~~

~~Summary~~

1 Mr James Hawthorne, retiring Controller of BBC Northern Ireland was appointed to the FEA on 1 September 1987. In a unique arrangement, intended to capitalise on Mr Hawthorne's expertise in communications, he was given responsibility for the publicity, promotion and education aspects of the Agency's work and employed on a part-time basis - 15 hours per week.

2 Shortly after his appointment Mr Hawthorne proposed that the Agency should mount a major TV advertising campaign to promote the principle of equality of opportunity and hence create a more receptive climate for the implementation by employers of the various recommendations in the Guide to Effective Practice and to prepare the way for new legislation. The estimated cost was £0.25m. The campaign was intended to:

- (a) <sup>influence</sup> address public opinion <sup>on the issue of fair employment as a means of</sup> generally rather than simply employers; and <sup>the new forthcoming FE legislation.</sup>
- (b) promote the concept of fair employment rather than the Fair Employment Agency itself.

3 While it was considered difficult to predict the effectiveness of a TV campaign in the area of fair employment, the Department acknowledged its own use of the medium both in relation to YTP and the energy campaign, and use by other Departments in a similar way. It was therefore accepted that TV was a recognised vehicle for influencing opinion.

4 It was also considered that Mr Hawthorne's appointment would generate expectations in regard to publicity and any reluctance by Government to provide the necessary support could be used to cause political embarrassment. While it was known that a minority in the Agency would have preferred to see any additional resources being devoted to vigorous enforcement of the current legislation through section 12 investigations, it was felt that a sensitively designed media campaign, coupled with a programme of direct employer liaison would be likely to achieve a positive response in terms of compliance with the new guide and ultimately with new legislation. It was also felt that an advertising campaign might favourably impress opinion both in the US and in the Irish Republic as representing Government's determination to address the fair employment issue. An advertising campaign using TV, press, roadside billboards and mailshots to employers was therefore approved.

5 The campaign will involve the use of 2 TV advertising films. The focus of the first film was that recruiting according to religious belief ignores the demands of the job and is like putting a square peg in a round hole. The film hammers this home and underscores the need for recruitment on merit. The second film centres on the new FEA logo and informs job hunters that, "When you see this sign you're in with an equal chance".

6 the first film was used in an initial advertising run in May and June 1988. To assess the effectiveness of that part of the campaign, post advertising research was carried out by market Research Northern Ireland Ltd. A summary of the research and the methods used are contained in Annexes 1 and 2. A further spell of advertising is running during October and November 1988 featuring both films and, from December to March, press adverts will continue on a gradually reducing frequency. In addition the Agency has commissioned production of a video by University of Ulster, designed to sell to employers the concept of monitoring and explain what it involves. This could be shown either to individuals or small groups of employers, possibly at breakfast meetings which the Agency is known to be considering, although it has no definite plans at present.

7 The original estimated cost of the campaign was £250K to <sup>be</sup> spent in 1987/88 (£50K + £25K from the Agency's normal promotions budget) and 1988/89 (£145K + £30K from normal budget). In the event the total spent in 1987/88 was £54K and the total currently projected for ALL promotion/publicity/education in 1988/89 is £186K - a total of £240K for the two years. [There has been some internal debate about what the £250K was to cover and I understand from Peter Sefton that up to £23k extra could be diverted to "the Hawthorne budget" to make him more or less content.]

8 The post advertising market research shows that, while the campaign so far has briefly focussed the minds of approximately half of the general population on fair employment issues, the main response and the verbatim comments from the public survey on the campaign's achievements suggest that very little changing of opinion has taken place.

9 The most optimistic responses from employers expressed hope that there would be some achievement but there was a fairly strong underlying scepticism. A few felt that the legislation would bring the most positive results.

- 10 While there has been no specific attempt to measure the effect of the campaign in the US and ROI, there has been no discernible reaction from either source. *either favorably or otherwise*
- 11 Earlier TV advertising aimed at members of the general public asked them to do something specific; ie take a YTP course; seek fewer prescriptions; adopt a healthier diet etc. The fair employment advert did not require such a response, rendering market research as the only means of assessing its effectiveness.
- 12 Of the two groups targetted by the campaign, the employers rather than the general public are in a stronger position to make a tangible improvement in the situation. It could therefore be argued, particularly in view of the negative response from the public as to the campaign's likely achievement, that future advertising/education should be aimed more directly at employers.
- 13 A TV advert gets across a very limited amount of information in the short time available. If it is accepted that employers should be the prime target group in future, then TV ~~is unlikely to~~ *may not* yield the best value for money. Issuing information packs using material similar to the Department's "Action Checklist for Busy Employers" is just one alternative which would probably be more cost effective.
14. Virtually all of the cash available in the current financial year for promotions is already earmarked. Any major expenditure in that area proposed for 1989/90 would require careful consideration in the light of the market research above.

**SUMMARY OF THE RESEARCH**1. **AWARENESS**

51% of the general public and 71% of the employers readily recalled having seen or heard advertising on fair employment issues. Most recalled the TV adverts - 85% and 72% of the respondent groups respectively.

2. **RECALL**

Both groups found the "square peg in a round hole" the most vividly recalled aspect of the advert.

3. **THE MESSAGE**

The main message was perceived by the general public to be "religious discrimination" (17%) followed by "pick the right person for the job" (15%); equal opportunities (13%) and fair employment (12%). Employers saw the main message as "fair employment" (22%) followed by "pick the right person for the job" (17%) and "employ on ability" (13%).

4. **THE LIKELY ACHIEVEMENT**

52% of the public thought that the advertising would achieve nothing (54% of those were Protestant - 41% Catholic). The employers' main response (31%) took the same view. 20% however stated that it would "make people more aware about who they employ".

Verbatim responses to the question "What will the advertising achieve?" are contained in Annex 1.1 (the public survey) and Annex 1.2 (the employers' survey).

**METHOD OF RESEARCH**

The research was carried out in 2 stages:

- (i) A survey (by questionnaire/interview) of 500 persons chosen as representative of the Northern Ireland population in terms of age, sex and socio-economic group. The religious affiliation of the respondents (Protestants 63% - Catholics 27% - no reply 10%). was not controlled, but simply sought during the interview.
  
- (ii) A telephone survey of persons responsible for recruitment in 189 NI companies of differing size and in a variety of industries. Another 241 companies refused to participate in the survey when they became aware that it was on behalf of the Fair Employment Agency. It therefore appears that only those favourably disposed to the Agency were willing to participate, which may have resulted in a more favourable response than would otherwise have emerged.



Fair Employment Agency

Chairman:  
Robert G. Cooper, C.B.E. LL.B.

ANDRAS HOUSE, 60 GT. VICTORIA STREET, BELFAST BT2 7BB. TELEPHONE 240020

Mr Hewitt  
Department of Economic Development  
The Arches Centre  
13 Bloomfield Avenue  
Belfast BT5

Your ref:

Our ref:

Date: 4 November 1988

Dear Mr Hewitt

Further to your telephone call re the Agency Advertising Campaign, please find below details of expenditure incurred and proposed for the current financial year.

	T.V.	Press	M/Shot	B/Boards	Other <i>Post adves</i>	Total
To Date (31.10.88)	44,100	24,500	9,100	29,000	9,900	116,600
October *	14,800	1,800	-	-	2,200	18,800
November	19,900	9,500	-	-	-	29,400
December	-	6,200	-	-	8,000	14,200
January	-	3,400	-	-	-	3,400
February	-	1,000	-	-	-	1,000
March	-	1,000	-	-	2,000	3,000
	£78,800	£47,400	£9,100	£29,000	£22,100	£186,400

\* Expenditure already incurred but not yet invoiced.

We are aware that this exceeds the original forecast by some £4,400 but are confident that the extra expenditure can be absorbed within the resources already allocated to the Agency.

I trust that this will prove adequate for your current requirements.

Yours sincerely

Terry Craig  
Office Administrator

GENERAL PUBLIC SURVEY - VERBATIM QUOTESQuestion 13 : What Do You Think This Ad Will Achieve

Employers will realise people are watching and would realise that they are discriminating.

Nothing, at the end of the day employers will employ who they want.

Damn all as far as I'm concerned.

Nothing really, I don't think it applied to ordinary people.

Not very much, but it will make people aware of whats happening.

Nothing, Protestants will not work in Catholic areas and vice versa.

Unless it is followed up by more ads it wil have achieved nothing.

Very little unless the top people are held responsible for their actions.

It annoys me - It is trying to take away an employers choice.

More than an advert is needed.

Nothing with Margaret Thatcher.

Not sure if it will achieve anything or not.

The message is not strong enough.

EMPLOYERS - VERBATIM RESPONSESQuestion 14 : What Do You Think This Ad Will Achieve ?

Will make everyone aware of what is required.

Should make employers more aware - I would hate to think that employers don't use the guidelines anyway.

It will make people aware of the legislation.

Very little.

Make some people think twice about employing people on the basis of religion or sex.

Create awareness of legislation and need to monitor.

People won't have a choice because of the legislation.

Some people need it. It will jog their minds.

Don't think so. I think a lot of companies will stick to their old ways.

Nothing, most employers follow this anyway.

Awareness of implications.

I would like to think it would help but unfortunately it probably won't.

I hope it gets the message across. Most people I've been talking to think it's quite good.

I have mixed feelings. There are pro's and con's. In certain instances it is a good thing.

I don't know, I hope it's successful.

A lot of controversy.

I don't think it will achieve very much, a personal approach is better.

I hope it's successful. I think it's getting the message across.

I think as long as the Government is behind it, it will achieve a lot.

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+ copy to S140/86 CONFIDENTIAL

Mr. Stewart  
For finance file please.  
2 15/3  
FEA Estimates & Memos  
1988/89

Mr Wilson

FAIR EMPLOYMENT AGENCY: PROPOSED STAFFING INCREASE AND MEDIA CAMPAIGN

Following his discussion with you, the Minister has agreed the proposals described in your submission of 15 February on this subject, together with the allocation of £175,000 in 1988/89 in respect of the scheme.

*Georgina Campbell*

GEORGINA CAMPBELL  
PS Mr Viggers

18 February 1988

Marky.

A check if a  
copy of this is on  
S170/86 file.  
JB 19/9.

- cc PS Mr Viggers B&L
- Secretary
- Mr Gowdy
- Mr Wolstencroft
- Mr O'Hara
- Miss Cooper
- Mr Taggart
- Miss Brown
- MC

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