

Communication and image



PRESENTATION OF THE CAMPAIGN ON PREJUDICES AT THE EUROPEAN COMMISSION

2007 was a year of consolidation as regards the FSG’s communication and image initiatives with an important boost to social awareness-raising in the form of the end of November launch of a new publicity campaign focusing on employment.

EMPLOYMENT MAKES US EQUAL

This new awareness-raising campaign was launched at the end of the year with the slogan “Employment makes us equal”. Detailed information on the nationwide presentation and its different parts is provided below.

This involved intense efforts in terms of planning actions, work with the advertising agency, internal testing of the messages and



FILMING OF THE CAMPAIGN SPOT “EMPLOYMENT MAKES US EQUAL”

creativity involving the Board of Trustees and FSG workers, the casting, filming and production of videos and a number of other activities related to an initiative of this size. It also entailed a major planning effort in terms of in-house communication with a view to preparing the campaign's territorial presentations planned for 2008 and their dissemination in nationwide media.

Expectations are very high for this new initiative after the great success of the previous campaigns ("Get to know them before judging them" and "Prejudice means letting others put words in our mouths"). This is also an ideal occasion to disseminate the results of the *Acceder* employment programme 2000-2007.

The effects of previous campaigns still lingered in 2007 – for the 50th anniversary of the European Social Fund the European Commission chose the image from one of the campaign posters "Prejudice means letting others put words in our mouths".

INTERNATIONAL ROMA DAY 2007

The 8 April celebration of *International Roma Day* helped to boost the FSG's visibility and advancement actions with the dissemination of an institutional communiqué, the creation of a special web page section or dossier and the publication and distribution of a poster in several languages (Spanish, English, Romany, Catalan, Basque and Galician). Furthermore, this date is becoming increasingly well known in Spain and in many other countries and many European and Spanish institutions are taking advantage of this to disseminate their messages of support for the Roma people.

Other dates are also gaining social importance and are especially celebrated at the different



POSTER PUBLICISING INTERNATIONAL ROMA DAY 2007

territorial offices of the FSG: *Women's Day* (8 March), *International Day for the Elimination of Racial Discrimination* (21 March) and the regional and local Roma Day festivities celebrated in the Community of Navarre (27 April) in 2007.

In another similar line of action we have been working at local level on visibility initiatives such as *Solidarity Week* organised by the *Fundación Lealtad* and *El Corte Inglés* to show the Spanish society what NGOs are doing.

GITANOS, PENSAMIENTO Y CULTURA

The magazine entitled *Gitanos, Pensamiento y Cultura* (Roma, Thought and Culture) has a circulation of 4,000, is co-financed by the European Social Fund and the Ministry of Labour and Social Affairs and is also



IMAGES OF THE FRONT COVERS OF THE MAGAZINE ISSUES 37-38, ISSUE 39, ISSUE 40

supported by the Ministry of Culture (in the form of subsidies from the Directorate-General for Books, Archives and Libraries) and the Youth Institute through publicity spots.

Each issue focuses on the latest news regarding the Spanish and international Roma community and also focuses on a main theme with more technical information in its Dossier. A double issue published in 2007 (37-38 December-January) was devoted to the *Institutional Recognition of the Roma community in Spain*. Issue No 39 (April) focused almost exclusively on the Roma community of Navarre and issue 40-41 (June-October) featured the publication's second Dossier addressing *Housing*, a key issue for social inclusion.

INTERNET AND THE MONTHLY NEWSLETTER

The FSG has an Internet portal which is growing year by year in terms of the number of sections and volume of content focusing on actions and programmes implemented in the different work areas at national level and it also features sections focusing on each of the Autonomous Communities where the Foundation undertakes operations.

This communication portal addressing topics related to the Roma community received a total of 2 million visits in 2007. We would stress that the corporate web offers practically all of the publications (full-length version) produced by the FSG in electronic format (pdf), including all of the issues of the magazine *Gitanos*, *Pensamiento y Cultura*.

The awareness-raising campaign entitled “Employment makes us equal” is also very visible on the Internet with its own micro site

(www.gitanos.org/iguales) where the different spots can be downloaded and much of the content accessed.

We would also draw attention to the development of the Foundation’s Intranet featuring many tools and internal communication documents and the efforts made to continue (to the delight of FSG workers) publishing the internal bulletin called *El Secre* (issues 95 to 105 published in 2007). Two years ago this bulletin or newsletter gave rise to a new external monthly bulletin called *Gitanos.org* and in 2007 issues 9 to 18 were published, its dissemination practically doubling with regard to the previous year reaching 2,000 addressees.

RELATIONS WITH THE MEDIA

Relations with the media has required constant attention throughout the year. In the written press alone the FSG counted approximately 3,000 news stories related with the Roma community. The Press Office paid special attention to the controversy surrounding the transparency of NGOs in the aftermath of several cases of serious irregularities and, after a waiting period spanning several years, in 2007 the Constitutional Court delivered its ruling denying the protection of the court requested by the Roma widow Ma^a Luisa Muñoz leading to the mobilisation of the FSG and the latter’s announcement that a new appeal would be lodged before the European Court of Human Rights in Strasbourg.

The Area of Communication also participated in important fora such as FESABID 2007 (10th Spanish Conference on Documentation) forming part of a panel on “Interculturality and inclusion: the role of information” and, together with the Area of Equal Treatment and the Valladolid FSG office, organised the seminar entitled *The social image of the Roma community* at the University of Valladolid on 14 December.



NEWSLETTER GITANOS.ORG