

► Communication and image



GALICIAN SHOWMAN CÁNDIDO PAZÓ AT THE CAMPAIGN PRESENTATION IN VIGO

The presentation at the end of 2007 of the FSG's new awareness-raising campaign entitled *Employment makes us equal* marked the launching of a broad array of presentations throughout the country in 2008. This third publicity campaign carried out by the Foundation consolidates the awareness-raising actions which communicate messages through different media and channels (television, radio, written press, posters, Internet, merchandising, etc.) to the entire society.

On this occasion the awareness-raising strategy, which in the other campaigns tried to impact on the root cause of the social image problem that Roma have (stereotypes and prejudice), focused on one of the essential elements for social inclusion, i.e. employment, with an approach combining publicity with information (in this case the results of the *Acceder* employment programme).

We should note that precisely in 2008 the Sociological Research Centre (Spanish acronym CIS) conducted a series of surveys whose results confirmed the strong persistence of majority society stereotypes and prejudices against Roma (59% claimed to have little or no warm feelings towards Roma, higher than any other social group). At the same time, a *Sociological survey of Roma households* showed the important headway made by this community over the last several years. These studies reinforce the communication strategy used by the FSG focused on awareness-raising regarding perceptions and the dissemination of a more real and accurate image of Roma.

DISSEMINATION OF THE CAMPAIGN

Following the nationwide presentation in November of last year, the campaign was also publicly presented in each of the different Autonomous Communities. As in the previous campaigns, the common denominators can be summarised as follows:

- 1 Emblematic venues provided by governments and institutions (Casa del Mar in Barcelona; Casa de las Conchas in Salamanca; Conde Duque Cultural Centre



CAMPAIGN DISPLAYS IN ZARAGOZA

in Madrid; the Financial Club of Vigo; Palacio de Villa Suso in Vitoria...).

- 1 Well known masters of ceremonies (local journalists) and the presence and support of high-ranking officials of local and regional administrations.
- 1 Involvement and participation of all Foundation workers and those somehow linked to it (with a special role played by the *Ecotur* congress hostesses).
- 1 Dissemination of the campaign as a news item with important coverage following the presentations.

Entities such as the Banco Santander, Spanish Television and the Promecal Group helped to disseminate the campaign.

The invaluable collaboration of some organisations also helped with the dissemination of the campaign. For example, in the month of August when *Banco Santander* clients received their bank statement in the mail, they found a full-page colour awareness-raising advertisement about the Roma population's access to employment, i.e. a summary page of the FSG's campaign "Employment makes us equal". Also collaborating with the campaign were the

Spanish Television Group and the Promecal Media Group with whom a dissemination agreement was concluded.

INTERNATIONAL ROMA DAY

Once again in 2008 the 8 April *International Roma Day* actions were given strong visibility and promotional support by the FSG with the dissemination of an institutional manifesto, a special section or dossier on its Website and the publication and distribution of a



POSTER PUBLICISING INTERNATIONAL ROMA DAY 2008



commemorative poster in several languages and illustrated with a photograph taken by Jesús Salinas inspired by the creativity of the campaign put together by several FSG workers in Catalonia.

THE MAGAZINE ENTITLED *GITANOS, PENSAMIENTO Y CULTURA (ROMA, THOUGHT AND CULTURE)*

The magazine *Gitanos* with a circulation of 4,000, was co-funded by the European Social Fund and the Ministry of Education, Social Policy and Sports and also had the support of the Ministry of Culture and the Youth Institute (the latter inserting advertising).

Each issue reports the latest news regarding the Spanish and international Roma community and also focuses on a main theme with more technical information in its Dossier. Of the 2008 issues, No 42/43 focused on *Employment and the new awareness-raising campaign*. This issue included an interview with the European Commissioner Vladimir Spidla. Issue No 44 focused on the Autonomous Community of Valencia. In light of the relevance of the topic, the magazine dedicated another special issue to Roma in Romania focusing both on the situation in the country of origin and on the actions and transfer of models from Spain.

NEWSLETTER AND CORPORATIVE WEB PAGE

The electronic bulletin *Gitanos.org* has continued to publish the main news having to do with the Roma community in Spain and throughout the world. Issues 19 to 29 came out in 2008 (and in its in-house version known as *El Secre*, issues 106 to 115.) The news published in this bulletin which is sent in from the FSG's different territorial offices and work areas also feeds the Internet portal and the Foundation's corporate Web page.

ISSUES 42/43, 44, 45/46 OF THE *GITANOS* MAGAZINE.



THE GITANOS.ORG NEWSLETTER

Two million Web page visits were registered in 2008.

The FSG has also disseminated other corporate pieces such as the annual agenda, the Christmas card and the different versions of the Annual Report.

THE MEDIA

Current events require constant attention throughout the entire year although special attention was paid to several especially worrisome news items such as the information from Italy which was particularly serious at several points throughout 2008. Also in Spain there were racist incidents in Castellar (Jaen) and other towns demanded our attention in light of the events and the journalistic coverage they were given. In this connection, the national Spanish TV programme entitled “Comando Actualidad” which ran a programme it called *Roma Law* had special repercussions and the FSG immediately demanded an explanation from those responsible.



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The FSG is highly respected by the media as a source of information on subjects relating to the Roma community. In 2008 the Foundation responded to over 200 requests from journalists concerning events in which Roma were involved and issued over ten media communiqués and clarifications and sent press notes informing on FSG initiatives. This respect is earned through training and information initiatives with media professionals addressing the needs and objective of the Area of Communication such as: offsetting the stereotypes associated with the social image of Roma, showing the community’s diversity and underscoring headway made in terms of social advancement over the last several decades.

This year we collected over 300 news clippings in which the Fundación Secretariado Gitano was the centre of attention

and a similar number relating to programmes and activities in which it took part.

INSTITUTIONAL REPRESENTATION

The Area of Communication has taken part in important fora and initiatives such as the series of conferences on ethics and communication hosted by the *Universidad pontificia de Salamanca* focusing on the image of the Roma Community, the visit to Brussels organised by the representation of the European Commission in Spain targeting social communication media journalists, the course “Get to know the Roma people” (training for national police on equal treatment and the Roma Community with 2,700 students) and the FSG-Andalusia involvement in the Audiovisual Council of Andalusia’s initiative to declare 2009 the “Year of the Roma people in the audiovisual media of Andalusia”.

The FSG has also been actively participating in the Communications Committee of the platform of Social Action NGOs whose duties include the coordination and dissemination



SIGNING OF THE AGREEMENT BETWEEN THE FSG AND THE PROMECAL COMMUNICATION GROUP.



VISIT TO THE EUROPEAN COMMISSION BY JOURNALISTS SPECIALISED IN IMMIGRATION AND SOCIAL EXCLUSION IN WHICH THE FSG TOOK PART ORGANISED BY THE REPRESENTATION OF THE EUROPEAN COMMISSION IN SPAIN.

of the income tax return awareness-raising campaign entitled “Other social interest aims”. We would stress the FSG’s Area of Communication’s participation as a member of the selection board of the European Commission’s 2008 “For diversity – against discrimination” Journalism Award which this year had a special section for articles or reports on the Roma community.



www.gitanos.org