

Communication and image

The mission of the Area of Communication is to enhance the social image of the Roma community and to promote the dissemination of the institutional image of the FSG. As for the first aspect, we are still a long way from our goal and must therefore continue to make a concerted effort through awareness-raising and communication actions and a fluid and direct relationship with the media.

Regarding social awareness-raising actions, 2009 has been a bridge year between two important initiatives: the awareness-raising

campaign on employment (with the slogan *employment makes us equals*) and preparation of the upcoming campaign whose public presentation is scheduled for September 2010 and which will focus on the subject of *Education and the Roma community*.

Having regard to the employment campaign - whose most representative symbol was the box - some actions were still being carried out in 2009 such as street billboard messages in some cities (posters on street furniture) and different Internet spots on the campaign's

CAMPAIGN "EMPLOYMENT MAKES US EQUALS"





FSG 2009 AGENDA

own micro-site. 2009 has also been a year of results. For example, the campaign advertisement won the award for the Best Film and Television Spot at the International Social Advertising Festival (*Publifestival*) included as part of the prestigious Malaga Film Festival, and one of the posters was nominated for the Best Graphic prize.

The main theme of the upcoming campaign will be Education and 2009 was the year for its analysis and strategic planning. The first step was to define a set of strategies with the general objectives of the campaign, the target group and material and channels. The idea is for this to be a motivational campaign over a longer period of time (two or three years) in order to involve the target audience. The FSG wants to communicate a message of responsibility to all groups. The first stage will target Roma families and in successive years

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awareness-raising actions will focus on other groups (teachers and public administrations; the educational community in general and public opinion).

In order to reinforce its strategic lines, in 2009 the Foundation commissioned a qualitative research project to delve deeper into the discourse of the Roma community and educators. The aim was to have the vision and experience of those most directly involved: parents, children and education providers because it is vital to have a thorough knowledge of their experiences, motivations and reluctance with regard to education in order to develop effective awareness-raising.

The research was conducted by the firm mercadotecnia GfK-Emer in May-September 2009. They used different research techniques (ethnographic interviews, detailed interviews, group techniques) and were conducted in the cities of Madrid and Cordoba.



2009 ISSUES OF THE MAGAZINE "GITANOS"

I FSG NATIONWIDE MEETING

This year's highlights include the celebration of the I Nationwide Meeting of the Fundación Secretariado Gitano which brought together a major part of the staff in Alicante at the end of March.

This was an opportunity to meet, to present the *FSG's 2009-2013 Strategic Plan* and to "renew enthusiasm and engagement" as stated in its slogan. The first afternoon featured an audiovisual or live presentation (some humorous and others more serious) of the work carried out by the Foundation's different territories and departments.

The second day of the meeting included the projection of the video entitled *Secretariado Gitano, over 25 years of history* especially filmed for this occasion and summarising in 20 minutes the main milestones of the Secretariado Gitano during these 25 years.

INTERNATIONAL ROMA DAY

The 08 April 2009 celebration was again enthusiastically celebrated in Spain and many other countries by Roma organisations and a wide array of institutions (even Hillary Clinton issued a communiqué).

As in past years, the FSG circulated an institutional Manifesto, a commemorative poster (done by the Roma designer Montse Motos and which was very well received), balloons with the Roma Day icon and the colours of the Roma flag and other merchandising articles.



NEWSLETTER GITANOS.ORG

This 2009 celebration was the right time to send a positive message about the Roma community to the society through the media in the form of news stories, interviews and reports in the press and on radio and television.

THE MAGAZINE *GITANOS, PENSAMIENTO Y CULTURA*

In 2009 the Foundation’s magazine celebrated its 10th anniversary and published its 50th issue, putting out a special 49th and 50th joint issue “10 years, 50 issues”. This issue, mostly institutional in nature, features interviews with members of the FSG’s Board of Trustees and a complete summary of the new Strategic Plan as its main dossier.

Other issues in 2009 focused on *housing* (issue 47-48 where we interviewed the Minister in the Profiles section and presented

a succinct version of the *Roma community housing map for Spain*) and *Health* (issues 51-52 also featuring the respective Minister and an overview of national and European surveys on health and the Roma community). In the last issue of 2009 our cover story was a special report on a case which was widely covered by all of the media: the judgement of the European Court of Human Rights ruling in favour of M^a Luisa Muñoz (La Nena) who claimed her right to a widow’s pension.

The *Gitanos* magazine has a circulation of 4,000 and co-financing is received from the European Social Fund, the Ministry of Health and Social Policy (Income Tax Programme “other social interest purposes”) and the Ministry of Culture (Directorate-General for Books, Archives and Libraries). It is also financed through private subscriptions and advertising inserts. In 2009 new advertising fees were established.

NEWSLETTER, WEB PAGE AND OTHER CORPORATE ITEMS

In the middle of the year the Newsletter or electronic bulletin *Gitanos.org* started to come out bi-monthly thus enhancing communication with subscribers (approximately 3,000) with the latest European and Spanish news concerning the Roma community and actions undertaken by the FSG at international, national, regional and local levels.

Fifteen *Gitanos.org* bulletins went out in 2009 (issues 30-44) as did the same number of the in-house version which is called *El Secre* (Issues 116-130).

As for the corporate Web page (www.gitanos.org), this year we initiated a far-reaching

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remodelling and improvement plan following a thorough analysis based on internal and external surveys (of more than 5,000 recipients) and qualitative and quantitative analyses. The FSG Web page receives approximately 2 million hits and has over 3,000 pages. After more than a decade on the Web, now is the time for restructuring and adaptation to new times.

As is becoming common practice, the Foundation also disseminated other corporate items such as the *2009 Agenda* (this year featuring pictures of staff members) and the *Annual Report* available in Spanish and English and in paper and electronic format. Each Autonomous Community also publishes its own edition.

PRESS OFFICE

Relations with the media continued to flourish this year thanks to increasingly more

direct and personalised work, especially in cases with great media repercussions such as the aforementioned judgement of the Strasbourg Court regarding the widow’s pension of *La Nena*, the International Health and Roma Community Seminar, and others.

In 2009, over 200 requests from the media were met and 18 manifestos and press communiqués were issued at national and international level.

INSTITUTIONAL REPRESENTATION

In 2009 the Area of Communication took part in important fora and initiatives such as the Annual Meeting of the European Social Fund in Spain where the awareness-raising and communication lines were presented; the conference on the social image of the Roma Community at the III Conference “Alfonso X el Sabio” at the Universidad de Castilla-La Mancha; the presentation of the film series on



VIDEO: THE FSG, OVER 25 YEARS OF HISTORY

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Roma in film at the ImagineIndia film festival; the EAPN-es conference entitled “Is hunger a news item: poverty and social exclusion in the media”; and the series of panel discussions organised by the Universidad Rey Juan Carlos (URJC) within the framework of the IX Madrid Science Week on the FSG’s awareness-raising campaigns.

The Area also actively participated on the Communication Committee of the Social Action NGO Platform which, in 2009, disseminated the advertising campaign on ticking the “Social Purposes” box on one’s income tax statement and with the EAPN-es Communication Group. And, this year once again the FSG formed part of the award committee for the European Commission Journalism Award called “For Diversity, Against Discrimination”.



RESPONDING TO THE MEDIA.



2009 “SOCIAL PURPOSES” CAMPAIGN.