

# Communication and image



The communication initiatives undertaken by the Area responsible at national level as well as through the different territorial headquarters have all contributed to intense work to improve the social image of the Roma community through very diverse initiatives, media and acts throughout Spain.

## “GET TO KNOW THEM BEFORE JUDGING THEM”

Yet another year, thanks to the support from several public and private entities (especially the European Social Fund and the Ministry of Labour and Social Affairs), the awareness-raising campaign “Get to know them before judging them” was instrumental in effectively fighting the stereotypes and prejudices affecting the Roma population.

In 2006 the second phase of the campaign carried out under the slogan “Prejudice means letting others put words in our mouths”, continued with its presentations in dozens of locations, culminating in the presentation at the Solidarity Fair (IFEMA convention centre).

In Europe, in coordination with the Area of International Cooperation, the campaign was presented at different fora and was used as an example of best practices for the Council of Europe’s awareness-raising campaign (“Dosta!”) and that of the NGO *Partners Czech*. The seminars targeting the police, trade unions and legal experts, organised by the Area of Equal Treatment, also set aside a block of time to present this awareness-raising strategy to fight discrimination and racism.

“The campaign “Get to know them before judging them” served as a benchmark for similar European initiatives.”

Production and translation support for the campaign was received by entities such as the Public University of Navarre, the Castile-Leon Regional Government, the Catalanian Regional Government and the Ministry of Culture. The Town Halls of Madrid, Albacete, Oviedo, Avilés, Gijón and Vitoria also contributed by putting up posters on the city's street billboards.

We would also note that the song-video clip entitled *El alma no tiene color* (The soul knows not colour), a key element of this campaign, was given even greater notoriety when it was chosen by the Community of Madrid for its new awareness-raising campaign to improve the image of immigration.

## 8 APRIL, INTERNATIONAL ROMA DAY

In addition to the campaign, other anniversaries such as International Roma Day are a good excuse for attracting the attention of the media and disseminating positive messages. In 2006, the poster and other commemorative pieces were illustrated with the image of a young Roma girl. For the first time on Friday 31 March, the ONCE Foundation's Cuponazo lottery used this same poster picture on its lottery ticket in a significant demonstration of support for this initiative which is gaining increasing media attention with each passing year.

## HARD-COPY AND ELECTRONIC PUBLICATIONS

The new design for the FSG's Annual Reports (national and regional) with their respective complete electronic versions published on the Web, was the final addition to the visual identity transformation process launched in 2005.

In 2006 the number of hits on the Website [www.gitanos.org](http://www.gitanos.org) increased four-fold totalling 1,800,000 with a total of 99,032 visitors. The main sections of the Web are constantly being updated, especially the Home page, providing access to information on the most important events affecting the Roma community. Also, a section of the Web page has been set aside for resources in English where an increasing amount of information



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can be found on projects, publications and other documents of interest in this language.

Distribution of the monthly newsletter *Gitanos.org* commenced in February and is an “external” version of the already existing in-house

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electronic communication bulletin. This new bulletin is distributed free of charge to over 1,000 e-mail addresses and, by collecting information from all of the FSG’s territorial centres, is able to regularly update the territorial sections and work areas of the Web in the *Breaking News* section.

The magazine *Roma, Thought and Culture* which was launched in 1999, continues forward with the publication of the following issues:

- › No 32-33. January 2006. Includes part six of the Dossier *Roma and Employment* focusing on the Study *Roma Population and Employment*.
- › No 34-35. April/June 2006. Fourth dossier on education with a summary of the research work entitled *Access of Roma students to compulsory secondary education*.
- › No 36. October 2006. Special on the Madrid’s Roma community.
- › No 37-38. December 2006/January 2007. Devoted to the *Institutional recognition of the Roma community in Spain*.

**PRESS OFFICE**

The press office continued to monitor the press and make itself available for interviews in the written press and on the radio, television and cinema. Spanish newspapers



ISSUES OF THE PUBLICATION ROMA, THOUGHT AND CULTURE PUBLISHED IN 2006







CLOSING ACT OF THE SOCIAL AWARENESS-RAISING CAMPAIGN AT THE SOLIDARITY FAIR AT MADRID'S IFEMA FAIRGROUNDS

published a total of 2,779 news items on the Spanish Roma community. In many of these articles, especially those focusing on events, mention is still made of ethnic background despite the effort made against practices of this sort.

### **PARTICIPATION IN EVENTS AND CONFERENCES**

The *Debate on the state of non-discrimination* organised by the NGOs in charge of the Operational Programme to Combat Discrimination was one of the most important acts publicising the Programme's achievements: on 26 September, labour market integration programme participants from the Red Cross, the ONCE Foundation, the Fundación Secretariado Gitano and the Luis Vives Foundation submitted a Decalogue of proposals for the new stage of Structural Funds to the Congress of Deputies.

Other important events such as the *Roma People's Conference* in the Basque Country, the meeting on *The media and minorities* organised by the Secretariat of the framework agreement for the protection of minorities of the Council of Europe, *La noche en blanco* in Madrid and others were good examples of the work undertaken by the Area of Communication.