

LGTU MEDIA WORK seeks to promote fair representation of Gypsies and Travellers and their issues. We support them in challenging and engaging those media which continue to produce inaccurate and negative reporting and respond to their ideas about publicity and how it could best work.

We constantly get requests from the print and broadcast media ranging from media students and production companies with the germ of an idea, to News programmes and the Press asking for an immediate spokesperson or quote. We always respond although we are selective about what we take part in.



The London Plan, how it impacts on Travellers and the on-going changes for the worse in the Traveller policy is a bit dry for most media, but the Travellers idea (reported in the community development section) for a large protest to gain publicity and send the Mayor a strong message that “Travellers are Londoners” had more potential. The demonstration resulted in a fair amount of media coverage, notably: *ITV London News*; *Hackney*

Gazette; (Full page Feature on Hackney Housed Traveller and protest) and *Time Out* and it sent a buzz through City Hall.

We have been quoted throughout the year in local press and two national press articles, in particular the *Daily Express* although oddly no one from the *Express* spoke to us! We contributed fully to the 2010 BBC Corporate Equality and Diversity Plan and LGTU was one of 15 organisations approached by the BBC Trust.. We rarely send across the board Press Releases. Instead, we contact News organisations when we have a strong issue with a good story attached and with Gypsy and Traveller representatives ready to be interviewed. It is our policy to encourage media to look at the broader and political picture as well as simply reporting events. To that end, we maintain regular personal contact with sections of the print and broadcast media. Below is an example of how that strategy works.

For a year we targeted, amongst others, BBC Radio 4 “Saturday Live” and Radio 4 “Beyond Westminster”. Co-incidentally both programmes broadcast items about Gypsies and Travellers on the same day in September 2010: “Saturday Live” looked at the Europe wide issue concerning treatment of Roma community and at our suggestion interviewed Jake Bowers. “Beyond Westminster” picked up on a parliamentary adjournment debate, with Andrew Slaughter MP as our suggestion. In addition we provided the background for the production team. Later that week we were contacted by Channel 4 News who had heard “Saturday Live” and were put in touch with us. The following week Tracie Giles Romany Gypsy and LGTU staff member appeared on the programme talking about perceptions of Gypsy and Traveller culture as portrayed in films and literature.