


**GLASGOW  
COMMUNITY & SAFETY  
SERVICES**

making Glasgow safer together



## Working with the media

May 2008

making Glasgow safer together

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### Aim

- To raise awareness and change public opinion on trafficking and prostitution
- To put political pressure on our decision makers to influence a change towards the Swedish model
- To change the way women involved in prostitution are referred to
  - trafficking and prostitution reported differently, more empathy for trafficking victims
  - Women involved in prostitution often referred to as 'hookers' and 'vice girls'
  - Want the media to focus more on tackling men (eg focus on the demand)




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### Working with the media

Media shapes public perceptions

- Vital we get our message out there to gain support and understanding

Conflicting messages exist:


- Secret Diary of a Call Girl, Belle De Jour
- Skinny Magazine, Slutty McWhore

Can have differing objectives

- We want to communicate a message, media want a story
- Can help to build relationships with key journalists

Challenges

- Often want access to victims or are unwilling to carry the story
- Pictures and wording used are often unhelpful (eg sensationalist)
- Tight deadlines, 'quick win', lack of following up




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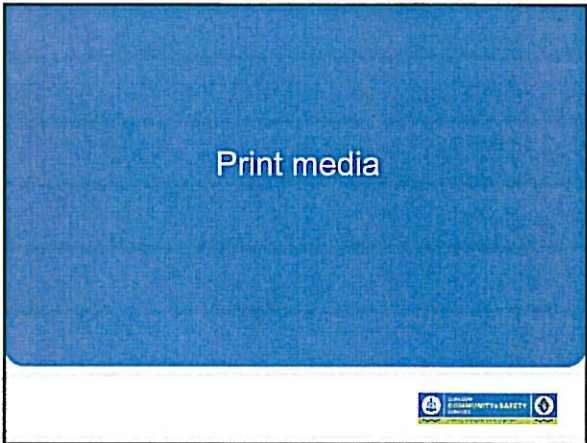
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Print media

**Problems**

- A lot of interest from journalists, but very few with real understanding
- Pictures used are often stereotypical (eg woman in stockings, short skirt etc)
- Most reluctant to carry story without speaking to a woman involved

**Publications**

- The Glasgow Magazine
- The Herald, The Herald Saturday Magazine
- Daily Record – Together with Sunday Mail has a readership close to 1.7 million Scots, and reaching over 40% of the population

SCOTTISH GOVERNMENT  
COMMUNITY SAFETY  
SUPPORT

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In the media

BAN THE MEN WHO BUY SEX

THE DANGER MEN

Currys

£199.99

£259.99

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Broadcast media



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Broadcast media


Longer term projects rather than tight deadlines (as with print)

Allows broadcasters to explore the issue more fully

More keen to use a case studies instead of direct access to victims

Recent piece on BBC Radio Scotland's 'Give Us a Voice' programme

- Were unsure of the topic but let us steer them
- Initially wanted to make it about the victims but realised the bigger issue
- Producer visited Sweden to conduct interviews on our recommendation
- Moved away from the plight of victims and became centred around the fact that demand is driving the whole trafficking agenda (can not tackle trafficking without tackling prostitution)



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Changing public opinion



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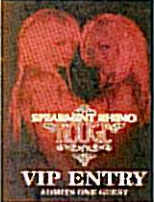

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### Changing public opinion

- Continually challenging public perceptions
- Recognising the links between lap dancing and prostitution
- Taxi cab advertising

"Strip joint banned from calling itself 'gentleman's club' in adverts" Daily Record (March 2009)


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### The future




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### Looking forward

- Changes for the future
  - Campaign pack to educate journalists, MSPs etc
  - Compile bank of images to accompany articles on trafficking and prostitution (eg focus on men rather than women)
  - Would like to see sex ads removed from newspapers
  - Guidelines on how women involved in prostitution should be referred to in the media (eg eradicate 'hookers' etc)
  - Media analysis of previous coverage to support changes


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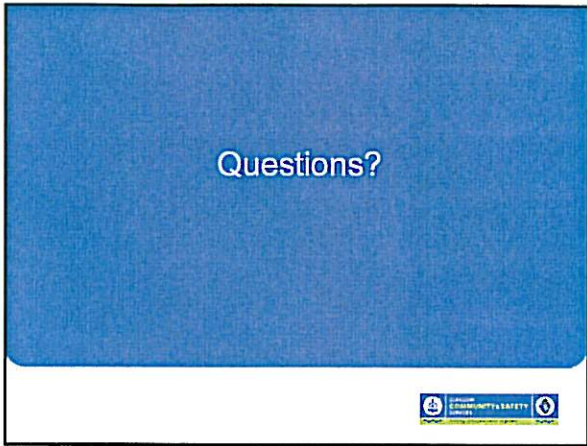
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