

FROM : Jill Posener COMMUNITY ARTS ADVISOR

Meeting of ARTS MEDIA CAMPAIGN GROUP 25.5.83

PRESENT

Alan Tomkins	
Jill Posener (Advisor)	
Susan Frost	Loki Theatre Co
David Fishel	Battersea Arts Trust
Gillian Richmond	Free Form Arts Trust
Sue Bernier	Greenwich Young People's Theatre
John Carbery	" " " " "
Jane Grant	African Arts in Education
Karin Gartzke	Womens Theatre Group
Marion Rose	GLACA
Nina Grahame	Finborough Theatre Club
Jane Field	Common Stock Theatre
Rod Dungate	Fulcrum
Rick Wilson	Common Lore Storytellers
Gina Glover	Women's Photo Co-Op
Ted De Camilla	Grove Theatre Co
Emmanuel Jonah	African Arts in Education
Margo Reid	Peoples Gallery
Eric Presland	Consenting Adults in Public
Remi Kapo	Peoples Gallery
SM Pathak	Sanskritik Centre for the Indian Arts

The discussion centred on the suggestion from Alan that we use some of the Community Arts Initiatives fund to create a job and a campaign to counter the current trend in the media to pick off community groups in the overall attack on the GLC Arts Policy. It was decided that one way of mounting a campaign was to apply to the sub committee as an outside group the ARTS MEDIA CAMPAIGN GROUP, but that the worker (s) would be based in the Community Arts Office at the GLC. The workers(s) would co-ordinate with the working party consisting of GLC funded groups who send representatives to the open meetings. The application should make provision for a worker or two workers to represent community and ethnic arts plus a budget realistic enough to fight a successful campaign.

The worker(s) should have the following qualifications and have the following brief.

1. One black workers should be appointed
- 2 one woman should be appointed

3. He/she should have relevant media experience with a background in journalism or PR in the Arts area.
4. Duties include making marketing and publicity information and advice to groups funded by the GLC.
Co-ordinate with working party in forming a campaign policy to promote GLC Arts Policy in a positive light. The workers would report back to the working party.
5. She/He would prepare press releases on groups funded and on policy.
6. She/He would initiate articles in the press and coverage on the media.
7. Monitor press coverage
8. Co-ordinate a voluntary team from the working party to assist in the campaign.

Job adverts to be placed in the following publications.

Another Standard
Gurdian
City Limits
Time Out
West Indian World
Spare Rib
Afro Carribean Times
Asian Times
Outwrite
London Women's Newsletter
The Journalist
London Freelance Branch Newsletter
New Statesman
Capital Gay
The Londoner

Other Suggestions :-

A small group consisting of Nina Grahame, Marian Rose, Karin Gartzke, Ted De Camilla will prepare a booklet on How To Deal With The Press. Using the Gays in Media Guide and the Glasgow Good News Bad News guide they will report back to the working party on this by next meeting.

That members of the working party with advisory members should meet with Peter Greene to ask him about positive action by the press office in responding to the press over grants. And also to advise him of the existence of this group and the initiatives we intend to take. This meeting has been provisionally made for June 1 at 9.45 am.

It was suggested that a drawer in the filing cabinet be set aside for the Arts Media Campaign Group and that information regarding groups and the media starts to be collated. Groups should send giglists and photos to the office for this drawer.

There was little representation from groups outside the theatre medium. We should encourage other groups to send reps. Also other advisors should be encouraged to attend.

The idea of a conference/exhibition using the many skills of funded groups was enthusiastically received. Could advisors talk about this?

Alan to invite Legal & Finance Depts.

NEXT MEETING 23/6/83 2-5 p.m. in ROOM 180

NB One of the reasons we have moved the date from 17/6/83 to 23rd is that we hope the community arts sub-committee will approve the arts media campaign group grant application on 22/6/83

Majority Party Office

The County Hall London SE1 7PB

Telephone 01-633 4641

Please reply to

My reference

Your reference

Date 2 JUNE

Telex 919443

*Dear Friends*COMMUNITY ARTS & ETHNIC ARTS MEDIA CAMPAIGN

This is just to thank you for attending our recent counter-campaign meeting: some 120 arts groups turned up out of the 170 mailed.

For those groups who wrote to us explaining their absence but offering support for the campaign, a brief summary of decisions/suggestions made at the meeting follows.

- 1 The meeting opened with a screening of the recent 'Reporting London' (Thames TV) programme which smeared the GLC arts grants policy. Most of the groups present, including those who had participated in the programme, were shocked by the degree of mis-representation and the aggressive journalism.
Decision: a number of groups indicated that they would be making formal complaints to the Independent Broadcasting Authority.
- 2 The GLC be asked to send arts groups copies of the press coverage prepared by the GLC Press Office.
- 3 The theatre group 'Bedside Manners', which performs for OAPs/hospitals etc, offered itself as an almost 'un-attackable' example for another TV programme.
- 4 The importance of putting **GLC funded** on both posters and letterheads was stressed.
- 5 Major articles in 'The Londoner' on the arts/GLC arts groups were proposed. Groups should write to the editor of The Londoner (at County Hall) to ask for arts coverage/discussion of the cultural politics.
- 6 Some groups stressed the importance of getting local publicity/articles in the local press. Contact local/GLC councillors for comment etc.,
- 7 It was mentioned that the GLC is to launch a major campaign to highlight the importance and success of its grants policy in arts and other areas.
- 8 It was proposed and agreed to set up an 'Arts Media Campaign Group'. This has subsequently met, and the minutes are attached. A grant application presented by the London Assoc of Arts Centres, for the A.M.C.G., will be discussed at the Community Arts Sub-Committee meeting on the 22 June.

We will keep in contact and keep you up to date with developments.

IN SOLIDARITY

Alan Tomkins
Arts Policy Adviser

alan