

LINX DRIVES UNGIFT

The United Nations Global Initiative to Fight Human Trafficking is an ongoing campaign to raise awareness and find solutions to “a crime that shames us all”.

Linx Productions explains how it works with the media

UN.GIFT is a unique coalition of UN organisations, NGOs, and private sector companies, uniting to fight human trafficking on many fronts. Key members include UNODC, ILO, IOM, UNICEF, OCHCR, and OSCE, with private sector support from companies such as Microsoft and GAP.

VIENNA FORUM

For the UN.GIFT Forum held in Vienna in February, Linx fielded a ten-strong team of senior producers, PR experts, cameramen, video editors, and uplinks engineers, providing round the clock support to print and broadcast journalists covering the event. Linx supervised and distributed press releases throughout the forum; arranged media interviews with politicians, dignitaries and celebrities attending the event; provided daily video highlights to the TV news agencies and exchanges via its satellite truck, plus live spots for broadcasters; it provided background b-roll illustrating the many forms that Human Trafficking takes, and produced two Public Service Announcements.

THE BIGGEST CHALLENGE

Linx managing Director Faridoun Hemani says, “The biggest challenge was providing coverage that reflected the wide scope of human trafficking. It’s not just about girls being



tricked into the sex trade. There are millions of children and adults round the world being trapped and traded into servitude against their will, from sweatshops to construction sites to begging, petty theft, and militia. UN.GIFT is a unique example of several UN organisations, NGOs, and private sector companies joining forces to fight a global problem on many different fronts. Our media monitoring shows that well over five thousand articles, online and broadcast reports were generated worldwide during the Vienna Forum”.

OPEN YOUR EYES

The two PSAs produced by Linx in partnership with New Moon

are airing on major international networks including CNN, Al Jazeera, and Deutsche Welle. The first shows a tourist strolling through a marketplace which could be anywhere in the world. Under the banner “Open your eyes”, there are scenes of human trafficking happening all around him. Forced labourers scavenge the scraps of food left by their boss; a young beggar boy is seized from the street; a young girl is sold for sex. The second PSA features the Oscar-winning British actress, Emma Thompson – an ardent campaigner against human trafficking. Speaking direct at the camera in close-up, she mouths the words of victims, young and old, male and

“ Even as a seasoned news journalist I had not realised the scale of this crime ”

female, who have been trapped into slave labour, forced to fight in wars, or sold into prostitution.

SECOND ONLY TO DRUGS

Linx London Bureau Chief James Thomas says, "It was an honour to be asked by UN.GIFT to play such a central role in their campaign. The stories we heard and told are extremely harrowing. Even as a seasoned international news journalist, I had not realised the scale of this crime, or the sheer brutality and inhumanity it almost invariably involves. It is second only to the international drugs trade in terms of the money it generates and the misery it causes. On the other hand, it was uplifting to be surrounded by so many people from so many walks of life who are passionate about exposing and solving a crime that is very much an ignored by-product of the globalised economy."

THE GOOD NEWS

Faridoun Hemani adds, "The good news is that many journalists in both print and broadcast are already producing powerful and often dangerous reports – infiltrating human trafficking rings, and exposing the crime. Part of Linx's ongoing role with UN.GIFT is to help journalists access spokespeople, experts, and field officers from the various organisations involved in the fight against human trafficking, so I hope any journalists reading this article will not hesitate to contact us if they are looking for comment, content, or cooperation from the UN and its partners". ■

THE ANTI-HUMAN TRAFFICKING PSAs and associated B-roll can be previewed and downloaded in broadcast quality from www.linxproductions.com. More information at www.ungift.org. Media queries should be sent to ungift@linxproductions.com

► **TOP:** Actress Emma Thompson speaking at the UN.GIFT press conference

CENTRE: Linx MD Faridoun Hemani producing a live insert to Al Jazeera

BOTTOM: Antonio Maria Costa, Executive Director, UNODC (left) and singer Ricky Martin demonstrate the scale of the problem



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