



Focus Group Minutes

05/05/2017 – 4:30pm – 6:30pm

In Attendance:

Fiona, Hannah, Morgan, Niamh McC, Rebecca, Beth, Katie, Erin, Hannah.

Apologies:

George, Niamh McG, Gabby, Mirren, Abbie, Maisie, Eilish

Agenda:

- Upcoming Work
- Articles and Blog
- Social Media
- Recruitment

Upcoming Work:

BBC The Social

We chatted about the fact that BBC The Social are looking for us to become frequent contributors. Members suggested that we make a series of short films, with the theme of ‘myth busting’ about feminism. So we take popular stereotypes such as “Humanism is more inclusive than feminism” or that “feminism is just about individual problems” or “other people have it worse” and then make a short video showing why this is not what feminism is. We discussed that we would follow up these films with a more in depth podcasts exploring the issues, in the format of a series too – 1 podcast that corresponds with every short film.

- *We are looking to hold a subgroup for this in June. If you are interested in being involved in the filming work please let me know ASAP. You have to be over 18 to be in the film, but can be under 18 and still involved in the production.*

Event – Smashing Stereotypes

When we spoke about an event, we agreed that the event should include representation from a number of different people who are challenging stereotypes. For example, some of the people we thought we could invite are:

- Local artists
- Local business people
- Comedians (LGBT, Women, BME?)
- Stalls (with work from feminist businesses e.g. Double Crossed Clothing)
- Speakers (activists, spoken word poets, etc.)

- A roller derby game?

So we are looking to hire a venue which we would use for the whole day. There would be various events and people could pop in and out. It would be a celebration of diversity, and we would be clear to market it to all genders. We could showcase STAMP's videos, photos as well as art work or work from other feminist groups, artists, writers, whatever.

We decided it would be best holding it in Glasgow as it would be easier for people to get to. We thought it best to hold it on a Saturday, but we need to consider how we can get students from schools along.

Again, we will be looking at holding a sub group to organise this. But ideally I would like as many of you as possible to be there. The jobs we will need filled are:

- *Graphic design (posters, leaflets, etc)*
- *PR – promoting the event and inviting people to speak and attend*
- *Identifying who we will invite*
- *Event organisers (probably 2 or 3 people) – finding the venue, numbers, organising Eventbrite, running order, refreshments, etc.*

Survey

Katie and Erin will help me run the focus group on the 15th June to meet with a group of young people at Holy Cross school and get recommendations on how schools can better respond to harassment and gender stereotyping. Time TBC.

After this I will write up the publication (aiming to publish in Sept 2017).

Jobs:

- *I am looking for someone to edit*
- *Someone to make it look fancy with infographics (George? Alex?)*

We decided there is no point in printing the document so we will release it as a PDF.

Articles:

Suggestions:

- Piers Morgan – language around masculinity??
- Rape Clause – **Erin is going to write something on this**
- Election 'A Feminist Guide' – **Hannah is going to do something on this (will need to be before June if possible).**
- **Fiona** suggested something about how not all political candidates that are women are feminist. I think the General Election is very important and we want to encourage young people to vote so more than one article on this issue would be totally fine.
- K Pop?
- Stealthing – *Looking for someone to write something on this.*

We decided that Tumblr isn't working amazingly for us, so we are going to shift our blog over to wordpress – I will take the lead on this.

We also decided that we probably are not going to continue with the newsletter. But this means that we need to keep the Wordpress page active! If you write *anything at all* please share!

Recruitment:

We want to advertise as an inclusive group. I will meet with various community groups about how to make STAMP more accessible. *I will be looking for anyone who is available to accompany me to recruitment events. This is straightforward, you just chat at the end of the session about why STAMP has been good for you.*

I will also write to community group leaders and various counsellors introducing ourselves and asking for support.

AOCB:

We will get patches, stickers and business cards made up with various slogans on them – *What slogans do we want? Smash Stereotypes? Not Your Gender Stereotype? Suggestions for catchy slogans to be sent to me please!*

We are going to buy an iPhone 6S plus for filming. I will be buying whatever kit BBC have recommended to go alongside this.

Everyone at Uni needs to find out about the possibility of having a stall at Freshers! Please do this ASAP!