

The Northern Pride Festival is the biggest, free, LGBT+ event of its kind in the North East and one of the largest in the UK, attracting up to 70,000 people over the entire festival. It is a concert, a political movement and a celebration of community cohesion as people from all backgrounds come together to remember the past, celebrate the present and change the future. At its core, it promotes inclusion and diversity and is one of the highlights of our broadcast calendar.

Pride Radio has been the proud media partner for Northern Pride since 2010, supporting the event in the months leading up to the festival and broadcasting LIVE continuously for over 30 hours as part of the big pride weekend.

The global pride movement started with an uprising in Greenwich Village, New York, in 1969 and this year marked 50 years since the Stonewall Riots. Promoting the history, struggle, and decades of change was central to our broadcast as we commemorated this special year.

We officially launched our pride coverage with the Pride Parade which marched through the middle of Newcastle City Centre to the festival arena. Twenty thousand people joined the parade with tens of thousands lining the parade route. Presented by Peter Darrant and Jonathan Morrell; our LIVE OB team guided listeners through the outrageous costumes, whistle blowing protesters and the heart warming and emotional stories from those taking part. The team walked the entirety of the parade route using 3G/4G technology, interviewing a vast range of people from community leaders, businesses, third sector organisations and the occasional surprised and excited shopper who was caught up in the event. On arrival at the festival arena the team handed over to the presenters on the Pride Radio OB Bus.



**Live Event or Outside Broadcast of the Year**

**Northern Pride Festival 2019**

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Throughout the schedule-packed weekend our team talked to the acts which appeared on the main stage, presented from the various zones including the dance tent and cabaret stage, took to the fun fair and visited all the stalls and exhibits. We spoke to dozens of people about their pride story and why being at the event was important to them.

And, the team responded to the hundreds of messages of love and support from listeners throughout the region and beyond which joined the event through our various social media platforms.

To formerly end the weekend, and to remind those who have partied hard why we still need a pride event; a candlelight vigil was held to remember those who have died during the struggle. Faith leaders from Northern Lights Metropolitan Community Church lead the event which offers a quiet moment of reflection as we remember the many human rights violations LGBT+ people have faced over the decades and the victims of modern-day hate crimes. It is a sombre and emotional ceremony and is warmly received by our listeners.

The Northern Pride outdoor broadcast is a massive undertaking for Pride Radio and an important one for our station and the community we speak to. Many of our listeners are still not be able to live their lives as their true selves. The power of the broadcast, particularly in such an important year, brings those who still feel isolated together; helping them celebrate who they are in safety and with Pride.



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