



MEDIANE

**EEMPs
Training
Output**

MEDIANE

Media in Europe for Diversity Inclusiveness - A 2013-2014 EU / CoE JOINT INITIATIVE

INCLUSIVE JOURNALISM TRAINING INITIATIVES

INITIATIVE / ACTION TITLE

AUTHOR(S)

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KEYWORDS:

Sexual, Gender, Diversity, Inclusion, Spectra, Normative, Hetero, Homo, Media, Representation, Gay, Lesbian, Bisexual, Trans, Queer, Intersex, CIS, Sport

TARGET GROUPS

- Journalists, editors, broadcasters, policy makers and educators
- LGBTQI population, youth, immigrants, women, people of different body types and abilities
- Activists, academics, journalists, broadcasters and athletes
- Photo/video reporters and educators

ABSTRACT

This publication is produced as an online resource for those questioning sexual and gender norms in their media work. It aims to address issues with mainstream simplification and misrepresentation, as well as to suggest better ways to navigate the complex field of diversity and inclusion on sexual orientation and gender identity.

The main goal is to inform and provide resources for those interested in producing, editing and publishing on topics that relate to sexual and gender diversities, or those who want to include hetero/homo non-conforming subjects in their media work. Our focus is on writing, with some visual guides for photography and video.

Material should be useful in media training and for inspiration/reference in developing inclusive media practices. This would include both general recommendations on terminology and language in addressing subjects of 'identity' and 'representation', but also specific issues like where to look for challenges to more conventional, "assimilationist" identity politics and issues of how to include different class, ethnic and cultural perspectives. This material excludes fixed formal and context-specific 'solutions' and should not be used in fixed-regime evaluations.

AIMS OF THE ACTION / INITIATIVE

- ✓ To help people dealing with LGBTQI representation in media (especially in sport and issues of sexuality and gender, class, ethnicity and ability) to include more diverse perspectives
- ✓ To help individuals understand how, when and why social systems, particularly within sport, demand conformity and normativity, while alienating minorities, and how they can become proactive in reporting
- ✓ To suggest tactics for getting more critical and informed people involved in (sport) media
- ✓ To work with different minorities on ideas of better representation in visual media

TIMING OF IMPLEMENTATION

Throughout 2014

MATERIAL / RESOURCES

Samples from printed magazines ZiZo and Narobe

COMMENTS

This project aimed to fill gaps in reporting on LGBTQI subjects, so that more diverse and inclusive overviews of positions became more accessible and visible. Due to the scale of this, the success of project has been hard to judge, and certainly, there is still much to do in this field. This publication is a first step in that direction, and will require more work in the future, especially as the terminology, language and social concerns of various LGBTQI communities are constantly changing. <http://spectra.queersport.info/>

ACTION / INITIATIVE DEVELOPMENT

GROUPING ¹	TIMING	INSTRUCTIONS/STEPS
I	February	Preparation of project
P	All year	Collecting input and resources
GR	All year	Consultation with SoGi activists, ZIZo and Narobe
I	December	Production of online content

POSSIBLE VARIATION

¹ To choose : Code I = Individual work / Code P = small working group (2-3 people) / Code GR = plenary session