

Westminster Media Forum Keynote Seminar: Reflecting diversity - the LGBT community and the media

Date: Morning, 30th September 2010

Venue: Hall of India, Royal Over-Seas League, Park Place, St James's Street, London SW1A 1LR

Draft agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Stephen Gilbert MP
- 9.05 - 9.15 **Opening thoughts - media portrayals and perceptions of the LGBT community**
Theme: How does the UK media portray Lesbian, Gay, Bisexual and Transgender people?
Peter Tatchell, co-founder, OutRage!
- 9.15 - 9.25 **Consultation on the BBC's Portrayal of Lesbian, Gay and Bisexual Audiences**
Themes: Findings from the Consultation on the BBC's Portrayal of Lesbian, Gay and Bisexual Audiences. Does the BBC licence fee represent good value for money for these communities? Are LGBT people sufficiently represented across all BBC content?
Tim Davie, Director of BBC Audio & Music, BBC and Chair, BBC Working Group on Portrayal and Inclusion of Lesbian, Gay and Bisexual Audiences
- 9.25 - 10.20 **Portraying the Lesbian, Gay, Bisexual and Transgender community in the UK**
Themes: On the whole how does the UK media portray lesbian, gay, bisexual and transgender people? Does this portrayal differ across TV, radio, printed press, film and music? Is the language used by media to refer to LGBT people appropriate? How 'real' is the portrayal of LGBT people on television and radio? Does content accurately reflect the class, ethnic diversity and geographical spread of the community? How can broadcasters balance the need to reflect modern Britain whilst respecting the religious beliefs of certain sections of the audience? Should children's content address LGBT issues and sexuality? Do the media have a responsibility to challenge perceptions about LGBT people? If so, how should they do this?
Oona King, Head of Diversity, Channel 4
Dr Christopher Pullen, Senior Lecturer in Media Studies, Bournemouth University
Andrew Pierce, Columnist, Daily Mail
Questions and comments from the floor with **Peter Tatchell**, co-founder, OutRage! and **Tim Davie**, Director of BBC Audio & Music, BBC and Chair, BBC Working Group on Portrayal and Inclusion of Lesbian, Gay and Bisexual Audiences
- 10.20 - 11.15 **Sexual diversity and the media - representation, equal employment and regulation**
Themes: Would drives to increase the number of LGBT people employed across the media help to improve the portrayal of the community? Does the LGBT community need protecting? What can be learnt from the strategies to improve ethnic diversity and the presentation of disability on television in relation to sexual orientation? Do there need to be stricter sanctions against homophobic content or comment?
William Gore, Public Affairs Director, Press Complaints Commission
Audrey Williams, Partner, Human Resources Group, Head of Discrimination Law, Eversheds
Matthew Todd, Editor, Attitude
Peter Purton, Policy Officer, Disability, Lesbian, Gay, Bisexual Transgender Rights, Equality & Employment Rights Department, TUC
Professor Stephen Whittle, Professor of Equalities Law, School of Law, Manchester Metropolitan School of Law; Vice President, Press for Change and Chair, Transgender Europe
Questions and comments from the floor
- 11.15 - 11.20 **Chairman's closing remarks**
Stephen Gilbert MP
- 11.20 - 11.50 Coffee
- 11.50 - 11.55 **Chairman's opening remarks**
Iain Stewart MP
- 11.55 - 12.05 **Technology, the media and the power of the pink pound**
Themes: How are new technologies and digital media being used by the LGBT community in the UK? What opportunities does this create for advertisers and brands trying to reach the gay market?
Mark Mangla, Commercial Director, QSoft Consulting
- 12.05 - 12.55 **Harnessing the power of the pink pound**
Themes: What is the power of LGBT spend? What is the size of the market for the LGBT community? What are the potential legal pitfalls associated with advertising directly to a LGBT audience? How can charities and campaign groups work with the media and business to raise the positive profile of the LGBT community in the UK? What can be learnt from other marketing campaigns that have targeted specific communities? How will a mutually beneficial relationship between the LGBT community and business work in practice?
Kim Watson, Managing Director - Media and Marketing, Millivres Prowler Group
Dr Rachel Lawes, Specialist in Human Communications and founder, Lawes Consulting
Colm Howard-Lloyd, Vice Chair, Communications, Pride London
Pip Hainsworth, Marketing Director, Clear Channel Outdoor
Stephen Coote, Co-ordinator, Gay Business Association
Questions and comments from the floor with **Mark Mangla**, Commercial Director, QSoft Consulting
- 12.55 - 13.00 **Chairman's closing remarks**
Iain Stewart MP
Thomas Raynsford, Senior Producer, Westminster Media Forum