

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

Date: Morning, 30th September 2010

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

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**
How does the UK media portray lesbian, gay, bisexual and transgender people?
Peter Tatchell, co-founder, OutRage!
- 9.15 - 9.25 **Research and Consultation on the BBC's Portrayal of Lesbian, Gay and Bisexual Audiences**
Findings from the BBC's audience research and consultation in the Portrayal of Lesbian, Gay and Bisexual Audiences. Does the BBC licence fee represent good value for money for these communities? Are LGB 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**
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?
Stuart Cosgrove, Director of Creative Diversity, Channel 4
Dr Christopher Pullen, Senior Lecturer in Media Studies, Media School, Bournemouth University
Andrew Pierce, Consultant Editor and 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**
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?
Professor Stephen Whittle, Professor of Equalities Law, School of Law, Manchester Metropolitan University; Vice President, Press for Change and Chair, Transgender Europe
Dr Peter Purton, Policy Officer, Disability, Lesbian, Gay, Bisexual Transgender Rights, Equality & Employment Rights Department, TUC
Audrey Williams, Partner, Human Resources Practice and National Head, Discrimination Law, Eversheds
William Gore, Public Affairs Director, Press Complaints Commission
Matthew Todd, Editor, Attitude
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, Deputy Chairman of LGBTory, the Conservative LGBT Group
- 11.55 - 12.05 **Technology, the media and the power of the pink pound**
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**
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?
Nick Gadsby, Associate Director, Lawes Consulting
Kim Watson, Managing Director, Media and Marketing, Millivres Prowler Group
Pip Hainsworth, Marketing Director, Clear Channel Outdoor
Stephen Coote, Director, 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, Deputy Chairman of LGBTory, the Conservative LGBT Group
Peter van Gelder, Director, Westminster Media Forum