

Pink Saltire Media Survey 2016

Finally, please tell us below how you would improve equality and diversity in Scotland using creative people and new media tools.

Answer Options

Response Count

58

answered question
skipped question

58
53

Number	Response Date	Response Text	Cate gorie s
1	Feb 2, 2016 7:15 PM	Think that more high profile people such as the fantastic singer, Horse should be used to deliver LGBT messages	
2	Jan 30, 2016 4:22 PM	Lots more images where gay couples are normalised. Have them visibly holding hands or kissing. Include them with other couples. They don't need to be featured, just included. Make some of them older couples. Just have a woman refer to her wife or a man to his husband. Also have some with people who talk about what they might have accomplished if they had not committed suicide due to bullying and lack of acceptance. I like the No H8 campaign. Some professional Scottish athletes coming out would be brow. More groups for all ages; including the young and old- not just LGBT dating and drinking groups.	
3	Jan 30, 2016 2:29 AM	Greater emphasis on asexuality.	
4	Jan 28, 2016 12:19 AM	raise awareness of the existence of gender- and sexuality-minorities with high-profile in-your-face pr such as street demonstrations / flash mobs or organised hashtags on twitter or. idk make the news. let the cis people know that they are cis, give trans kids who don't know they can transition the option to not conform to their assigned gender, get more than five fucking doctors who can prescribe hormones (by funding the nhs). politics, man, not easy. [] [] "new media tools"? government petitions are new. maybe we can create an app or simply an online forum for closeted / at-risk GSM people to anonymously talk to one another. [] [] xo mona	
5	Jan 27, 2016 6:43 PM	Stories that are positive and include people with different backgrounds but don't even mention the diversity.	
6	Jan 26, 2016 10:34 PM	simply making the issue more prominent in peoples minds, endorsing the right of LGBTI people to live freely and unmolested in public, more LGBTIU people in positive roles in society and not stigmatised by the medial	
7	Jan 26, 2016 2:09 PM	I would create a series of tv / radio adverts to show the diversity, and the "just like you" sense to tackle homophobia	
8	Jan 26, 2016 8:37 AM	Its an improvement having someone ask our opinion! Good on Pink Saltire for trying to speak to an often critical audience.	
9	Jan 26, 2016 3:43 AM	use youtube to post campaigns such as the It Gets Better campaigns. Make sure that TV shows are not sensationalising the issue (especially Trans!).	
10	Jan 25, 2016 5:03 PM	Trying to reach the wider community and encouraging participation for all	
11	Jan 25, 2016 4:24 PM	More lgbt+ characters in fiction (tv/books) and more awareness campaigns over tv social media to reduce stigma	
12	Jan 25, 2016 2:21 PM	More effort is needed to make venues more accessible to disabled people and news documents in online and print need to be made into more accessible formats as a regular thing not as a special arrangement .more venue bosses need better disability awareness training and offer it to ALL staff	
13	Jan 25, 2016 1:28 PM	If it were more widespread as we are a minority within a minority. Gay bars in Glasgow need to be accessible for disabled as we do exist. We shouldn't need to shy away we should be out there with everyone else	
14	Jan 25, 2016 6:32 AM	Ensure that effeminate gays and butch lesbians are not the only portrayal of campaigns.	
15	Jan 23, 2016 3:52 AM	Advertise and expand the knowledge of the communities especially transgender as I don't feel that it is as commonly accepted like gay or lesbian etc.	
16	Jan 22, 2016 3:46 PM	educate kids in late primary school and by using online media to help illustrate that	
17	Jan 21, 2016 1:25 PM	normalising' queer people through mainstream media	
18	Jan 20, 2016 7:52 PM	Katie's Bar previously looked into hosting focus groups on this subject....might be something we can work with Pink Saltire on in future?	
19	Jan 19, 2016 11:27 AM	A professionally produced Scottish LGBT magazine. Scotsgay is an amateurish rag.	
20	Jan 18, 2016 6:00 PM	i think more creative networking events would be good that bring together a cross mix of sectors and from all backgrounds.	
21	Jan 18, 2016 10:49 AM	I would suggest that we have more funding for groups / training / HIV information / PrEP/ Chemsex / trans issues including a fast track service for trans and chemsex	
22	Jan 17, 2016 9:36 AM	You need to separate out the question about gender identity and sexual orientation. What if I was a bisexual trans man? Are you saying that trans people can't have a sexual orientation? Please change.	
23	Jan 16, 2016 11:17 PM	We need to engage on root level by getting into the heart of both LGBTIQ community and wider community and get more involved in social activities and reforms than just limited to being LGBTIQ Entertainment.	
24	Jan 16, 2016 4:42 PM	I'd consult on any particular depiction to ask did it feel congruent, representative & fair in the depiction of the LGBTi content. Say through something like Scotgay which is well trusted & circulated.	
25	Jan 16, 2016 12:10 PM	Get a diverse range of LGBT+ people represented as normal people.[] My pet hate is not being able to have gay characters that are also normal characters rather than a beacon of difference.[] It's hard to explain but it's critical to get right.	
26	Jan 15, 2016 11:53 PM	More LGBTQA writers and bloggers involved in prominent publications as well as niche LGBT ones.	
27	Jan 15, 2016 5:17 PM	Talk about interesting & engaging stories. Too much celeb gossip and sleaze in gay media. It needs to mature and get beyond click bait.	
28	Jan 15, 2016 4:25 PM	Schools.[] schools need to teach children about the different sexualities, i myself have been bullied throughout my life because i am pansexual and i've never been taken seriously. [] It is something that must be taught. Kids need to be taught to be open minded.	

29	Jan 15, 2016 1:57 PM	More diverse selections of books in bookshops - there are less gay-literature in such stores, e.g. Waterstone, than a few year ago.!!
30	Jan 15, 2016 1:42 PM	Raising of awareness is the key
31	Jan 14, 2016 6:05 PM	Create more discussion with online conferences allowing a variety of views and changing perceptions through creating new space that allows mainstream views to be challenged
32	Jan 14, 2016 6:04 PM	More visible role models in the public eye in papers , magazines , TV & Radio. Also at youth groups and Schools too.
33	Jan 14, 2016 3:01 PM	The main we are missing is a strong presence of out gay Scottish men that are seen in media i.e. celebrities, sportsmen etc, we still need to combat the macho Scottish man image, wher people perceive we cant be gay.
34	Jan 14, 2016 12:08 PM	More gay characters in mainstream drama.
35	Jan 14, 2016 8:36 AM	Use more real people for real situations .. Gay people for gay issues / bisexual people for bi issues and transgender people for T issues
36	Jan 13, 2016 10:44 PM	As Scotland is one of the most progressive countries in the world when it comes to legally equality and diversity that particular focus is almost done. Things now need to move towards improving social attitudes and cultural acceptance which requires a range of approaches across all media (old and new to reach different audiences). The media tools used should focus on the everyday experiences of LGBT people and be about challenging attitudes in order to 'normalise' LGBT life - rather than it be seen as a special group requiring special protections.
37	Jan 13, 2016 10:18 PM	By making our presence more visible. There needs to be more information for young people, as often LGBT issues aren't discussed in school. Having done Stonewall training for working withyoung people myself, I am very impressed with their poster campaigns& resources.
38	Jan 13, 2016 6:43 PM	By media and news sites offering more information on and supporting LGBTI businesses to offer services that are not focussed on entertainment or adult services.
39	Jan 13, 2016 2:01 PM	Media tends to be very focused on the negative, more lifestyle media showing everyday life of LGBTI community is good rather than focus being on hate crime and such. We do not make the most of having a lesbian leader of the Scottish Conservatives, pieces about LGBTI in rural areas generally ends up boiling down to "so who on earth do you have sex with?" Development of LGBTI stories in mainstream media is more helpful than segregating ourselves to gay focused media which is very "scene" and sex orientated. Creating a positive view of the LGBTI to me means showing the community in mainstream media of how we are everyday people, LGBTI are everywhere in Scotland and that is totally normal.
40	Jan 12, 2016 10:14 PM	By increasing the LGBT profile and by airing lgbt issues to a wider audience
41	Jan 12, 2016 10:08 PM	More coverage would help bring LGBTI issues to people's homes educating them. It would also help people become aware of campaigns or volunteer work needed and it would also break down that not all gay news worthy issues have to be massive deals or milestone moments,
42	Jan 12, 2016 10:05 PM	Don't let any politician near it for a start.
43	Jan 10, 2016 5:15 PM	Re survey, Question 8 was a bit oddly designed.
44	Jan 10, 2016 3:34 PM	Education at roots level, schools, etc. More coverage on media ie. Tv. The Boy Meets Girl was a resounding success. More positive news from all media sources. More more more to get the message out that lgbt people are just that...people and not aliens!!! Lo!!
45	Jan 10, 2016 1:36 PM	Loud & Proud choir...
46	Jan 10, 2016 11:34 AM	Work with organisations such as Highland LGBT Forum and social groups etc
47	Jan 10, 2016 4:08 AM	I wouldn't. Equality and diversity are NEW to the world and already exist in NEW media. They will continue to evolve with media as it evolves. It's old media that there's a problem with. TV and radio. Print publications too, to a lesser extent. Print is optional; TV and radio are forced down our throats at every turn. On the bus, at work, waiting rooms, the homes and cars of our family and friends. That's where the gap is and that's where it does the most damage. I'd focus on that.
48	Jan 9, 2016 10:30 PM	New media tools aren't needed, let's all contribute more usefully to those we have already otherwise we're actually being more divisive and threatening the media outlets we already have. The ideas you're expressing seem to disguise conflicting and powergrabbing motives and I feel they're very suspect.
49	Jan 9, 2016 6:44 PM	As a high profile journalist and award winning tv producer I'd always say that being a part of it will always improve equality.
50	Jan 9, 2016 5:40 PM	More integration of LGBT content on mainstream media as opposed to more stand along LGBT specific sites and publications.
51	Jan 9, 2016 5:24 PM	It would help me access a wider community of people to use legal spark
52	Jan 9, 2016 9:34 AM	I would want to just put it out there in newspapers and stuff about what LGBT+ is
53	Jan 8, 2016 10:21 PM	Help support lgbt groups like ours with funding. I live in shetland we have a group but can only meet in a pub dort of place on our own backs. If it wasn't for John Anderson we wouldn't have a group.
54	Jan 8, 2016 6:52 PM	Attitude has changed so much in 30 years there are so few haters now don't think all the rest will change easily
55	Jan 8, 2016 6:31 PM	I believe we need to find a please where people in need of information and someone to talk can find what they no. I do however believe the more we over do it to be lgbt the less likely it would be to have anyone in the lgbt category to just be excepted as the norm. Yes we need to bring attention to help the prejudice but we can't be accepted as the norm while we try and make ourselves stand out. When I am with a girlfriend we should be treated the exact same as when I'm with a boyfriend and we won't be as long as we advocate ourselves as different. I don't want to be different I just want to be accepted as I am to be normal.
56	Jan 8, 2016 6:06 PM	I would like to see LGBTI issues being regularly aired on mainstream channels in a positive manner and not necessarily being confrontational other than in the more extreme issues. Some media outlets are a bit too quick to become hardline/confrontational which I feel runs the risk of this image becoming the norm for LGBTI people.
57	Jan 8, 2016 5:59 PM	I think advertising can only go so far. What would be better is a higher degree of positive editorial/news covering the main issues and featuring strong role models/case studies.
58	Jan 8, 2016 5:22 PM	As a blogger who is also an out trans woman I promote LGBTI events on my site. I would hope to improve equality and diversity by promoting these issues on social media and hopefully raising awareness by doing so. I would also hope other bloggers would promote events such as LGBTI history month in February IDAHO in May local pride events during the summer and International Transgender Remembrance Day in November. !! Best Wishes !! Gayle XXX