

being seen

Directives for creating authentic
and inclusive content

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“When you see a Queer character and clear love story, you feel yourself represented for the first time ever and then you see that character die unceremoniously. It has an impact on your sense of self, your sense of value in the larger culture. Bad representation leads to negative consequences and impacts communities because you are seeing yourself devalued. It can lead to homophobic incidents, hate crimes, violence and pain.”

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DIRECTIVES FOR THE 2SLGBTQIA+ COMMUNITIES

Based on the thoughts shared by participants, the following Directives were developed to provide guidance in creating and commissioning more authentic and representative screen-based content that engages with 2SLGBTQIA+ communities.

- + The 2SLGBTQIA+ communities are diverse and made up of many identities and orientations, as demonstrated by the variety of titles in the word cloud above. The communities are also intersectional and many individuals in the communities are also Black, People of Colour and People with Disabilities. Review character descriptions to ensure that the diversity of these communities is being reflected.
- + Understand the range of possible physical appearances of members of the 2SLGBTQIA+ communities and ensure that casting does not default to heteronormative and stereotypical choices.

- + While most members of the 2SLGBTQIA+ communities live in major urban centres, not all do. They can be included in non-urban settings.
- + Commit to telling 2SLGBTQIA+ stories that are not only centred around trauma.
- + Centre more stories on 2SLGBTQIA+ Canadians and do not limit them to 'best friend' or other secondary roles or to villains.
- + Review to ensure that the characters are not based in stereotypes. Can those stereotypes be subverted or do they need to be thrown out?
- + If you come from outside the community, consider whether your story could be 'off limits' by that community and if so - don't do it. Ask yourself why you are the right person to tell this story. If it is a story about a transgender person transitioning and you are not transgender - don't do it. If it is a story about coming out and you are not a member of the 2SLGBTQIA+ communities - don't do it. If you do believe you are the right person to tell this story, hire cast and crew from the appropriate 2SLGBTQIA+ communities to help inform the story.

Quick Fact

According to Statistics Canada, in 2018, one million Canadians were LGBTQ2+ or 4% of the population. Youth 15 - 24 are 30% of the LGBTQ2+ population compared to 14% of the non-LGBTQ2+ population.

Further Reading

[GLAAD Media Reference Guide: 11th Edition](#), A reference guide on how to authentically portray LGBTQ+ people and issues in screen based and news media

<http://www.bso-ben.ca/beingseen>

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