



**SPORTS MEDIA**

LGBT+

# **RAINBOW READY**

Resources for Communicating  
LGBT+ Inclusion in Sport

*Strategy and media guidelines*



# Introduction

*Jon Holmes, Founder and Network Lead,  
Sports Media LGBT+*



Every day, conversations about sport are playing out - face-to-face, at a local level, and on national and international platforms with power and influence.

In the media, it's not just press officers, journalists and PR professionals who are leading this discourse. Fans, agents and administrators, as well as athletes and coaches themselves, are among those frequently communicating in the public space.

Conversations about LGBT+ inclusion in sport often present challenges, but the importance of addressing the topic continues to grow. Highlighting inclusion initiatives is a way to attract new audiences, while providing space for LGBT+ people and allies to tell their stories can have significant impact, inviting empathy and understanding.



**Sports Media LGBT+** is a network, advocacy and consultancy group. By amplifying LGBT+ voices in the media, championing authenticity, and sharing examples of good practice, we're working to assist our industry and other sectors on communicating inclusion with the goal of making sport more welcoming for all.

These 'Rainbow Ready' resources will advise you on a strategy that will not only engage people who are lesbian, gay, bi and trans (LGBT+), but also help in making your content resonate with people who aren't LGBT+ too.

Whether you work for a national governing body or a local club; alongside well-known athletes or those at grassroots; as an editor or reporter; or in an entirely different role that involves communications and sport, these guidelines are for everyone.

We also deliver these resources in workshops, using case studies and scenarios for illustration. If you're a relative beginner to discussions on sexual orientation and gender identity in sport, the information on page 14 will serve as an introductory primer.

If you'd like to learn more, please get in touch by emailing [info@sportsmedialgbt.com](mailto:info@sportsmedialgbt.com).

'Rainbow Ready' is designed to be a living document, and we welcome your feedback too.



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# Questions and Answers

## What is Sports Media LGBT+?

**Sports Media LGBT+** was founded in 2017 as a network group for those in the sports media industry who are LGBT+ and also for the allies of LGBT+ people.

In addition to networking, the group advocates for and consults on LGBT+ inclusion at all levels of sport, by amplifying voices, sharing content, and championing storytelling and other forms of media that reflects people's lived experiences and / or supports representation.

Through sport's worldwide power to unite people and promote equality, and by harnessing the media's ability to inform and educate, we are helping to create an environment where authenticity is valued and celebrated - a community of LGBT+ people and allies in sport.



## Who is 'Rainbow Ready' for?

Primarily, these resources have been collated to aid press, media and PR officers working in sport, such as for NGBs, clubs and organisations. They will also be useful to editors, journalists and broadcasters who create and present content that relates to LGBT+ inclusion.

Others in sport who may be active in various forms of comms or on social media - such as athletes, coaches, agents, and administrators - should find the information helpful too.

## Why are these resources needed?

LGBT+ visibility in sport is increasing, such as through people being more open about their experiences, the formation of football fan groups, and governing bodies supporting Pride initiatives and campaigns. However, many in sports media and comms receive no formal education or training on inclusion, and the topic often seems complex.

That can result in a lack of confidence to discuss these themes, particularly if a person is not LGBT+ themselves. They may worry about 'saying the wrong thing', or that their reasons for doing so will be misinterpreted. Others may question the relevance of such communications to a broader sports audience.

Through our work, we know the impact that successfully communicating LGBT+ inclusion in sport can have - an empowering sense of belonging and recognition, and a message of respect that reaches everyone.

## What's the content in 'Rainbow Ready'?

Our resources offer accessible, practical information to aid busy media and comms professionals. We've drawn upon our own experiences as LGBT+ people working in sports media; and taken insight gleaned from others working in the wider inclusion space.

This document is primarily a strategy guide, with additional comms advice and media guidelines. We've also included an introductory glossary of terminology, and provided links to other resources which can further your understanding.

## When will 'Rainbow Ready' be most useful?

These resources are not time specific but may be most useful around certain touchpoints in the calendar, such as LGBT+ awareness and visibility days.

These include, but are not limited to, [LGBT History Month / Football v Homophobia Month of Action](#) in the UK in February; the [International Day Against Homophobia, Transphobia and Biphobia](#) on May 17; [Pride season](#) and related events in the summer months; [LEAP Sports' Festival Fortnight](#) in Scotland in June; and the annual activation of [Stonewall's Rainbow Laces campaign](#) in late November / early December.

This document aims to complement any and all resources associated with these initiatives, and will help anyone engaging in LGBT+ inclusion in sport - to whatever degree - to communicate confidently about their activities.



## What reactions am I likely to get to my comms?

'Rainbow Ready' has been compiled with a variety of sports roles in mind. On social media, for example, athletes and the comms professionals they work with are often communicating with audiences of thousands, even millions. Within that number, there are people who rarely if ever hear talk of LGBT+ equality. They may even be opposed to it.

Whatever the platform, it's important to be prepared. For those in sport who are LGBT+ and for allies, an opportunity to either share a truth or speak up in support could present itself unexpectedly - and the ongoing ramifications of such a decision may be unexpected too. Following the guidelines in this document will ensure everyone stays on message.

## Will these resources be developed further?

Everyone's at a different stage of their inclusion journey; we recognise that when it comes to LGBT+, what may seem obvious to one person could be illuminating for another.

If your knowledge and experience means you're able to offer additional suggestions on best practice for comms, editorial and messaging, we'd welcome your input so we can continue to build these resources.



# Listening and Learning

## What helps to connect your sport with LGBT+ people?

That might be a question you've never really thought about before.

Perhaps you work alongside some athletes, coaches, fans etc, who are lesbian, gay, bi or trans, and are also out; or maybe you don't know if anyone in your sports organisation or wider network is LGBT+ or not.

It's important to recognise the role communications can play in creating an inclusive environment. Are there strong, visible statements that say all are welcome? Or is there a prevailing mood that this messaging "goes without saying"?

Maybe there's been a feeling of disconnect with LGBT+ people in the past, due to one or more incidents. Your comms could play a key role in helping everyone move forward.

*In all cases, before communicating anything, it's vital to 'take the temperature' of your organisation, and listen to what people are saying - or not saying - on LGBT+ inclusion.*

### Actions you can take...

- Do you work for an organisation with a dedicated diversity and inclusion (D&I) officer? This could be the responsibility of the HR department. Ask what information is available to you on LGBT+ inclusion, and identify where more detail is needed.
- If you don't have internal data that indicates the number of LGBT+ people involved in your sport, there are ways you can obtain this that comply with GDPR and privacy regulations. For example, your D&I officer or equivalent can help to instigate an anonymous survey in which everyone is invited to volunteer information. This will produce a useful snapshot of your organisation, despite not being compulsory.
- Attend an event related to LGBT+ inclusion, and invite colleagues to join you, e.g. the FA's annual reception for LGBT+ History Month. Ask to hold your own event.
- Everyday signs of inclusion - such as rainbow lanyards and pin badges, which staff can choose to wear - can have a big impact. Offer to assist with introducing these. There is also a range of flags which represent different orientations and identities.



*Pursuing these simple actions is likely to present you with opportunities to work with LGBT+ individuals and groups, both internally and externally. It's a great way to get started.*

## There will be LGBT+ people within your sport...

Every LGBT+ person makes a series of decisions each day that determines how visible they are. Some aren't out to anyone; some will be out only to their closest friends and family; others are more open about who they are. It should always be left to the individual to decide who they are out to, and in what situations.

Being out in sport can be particularly complicated, and setting aside time for constructive conversations to explore this is recommended. Initially, your comms work may be a more internal exercise which informs people of the opportunities available to them to talk to the right person for advice and guidance, in confidence where necessary, or just to connect.

You won't necessarily 'see' the impact of this inclusion work, particularly in the early stages. Don't let that discourage you. By listening and learning, you're building trust with people, many of whom will let you know in time that they appreciate your efforts.

## Grow your understanding of your sports environment...

- Check your personal communications - emails, social media posts, and other messaging. Ensure you use gender neutral language, and don't enforce stereotypes.
- Respond positively to other people's comms that reflect this approach. Demonstrate that you are an LGBT+ ally.
- When you see examples of comms that LGBT+ people might find offensive, seek to challenge these in a positive manner. This could be through a constructive, one-on-one conversation with the individual responsible, or via anonymous feedback. Take advice where necessary on the best approach; the individual may have had good intentions, but has made a mis-step. Remember - discrimination against one or more protected characteristics is against the law, and should always be reported.

## Meeting an LGBT+ person in your sport who's out...

In such a scenario, it's vital to respect that person's level of visibility and their privacy - they may only feel comfortable being out in certain situations.

For example, they could be out on one or more of their social media profiles. Don't make any assumptions, and if you'd like to learn more about how they navigate this, ask questions sensitively and be approachable in return.

Having out LGBT+ people within a sport doesn't necessarily indicate that environment is fully inclusive (for example, trans and non-binary people will face challenges that LGB people don't). An internal network for LGBT+ people and allies can help to explore this, even if it's just a small group of people talking.

Be clear about your intentions, and be patient. Those who are more reluctant to contribute may prefer to take a watching brief, and wait to see what messages are being conveyed.



# Getting the Message Right

Having learned more about your sport and LGBT+ inclusion, you'll now feel more confident in creating comms around the topic, and finding the best way to deliver that to your audience.



What are your limitations? Even if you've identified that there's a lack of LGBT+ voices available to reflect their experiences in your sport, there are ways to address that.

Discuss the situation internally; invite external speakers in to talk about how inclusive environments benefit everyone, whether they are LGBT+ or not; and ask senior leaders to show visible support.

These actions will encourage others in your sport to step up and be allies alongside you.

When you do get the opportunity to work with LGBT+ people on inclusion - and it may take time for those people to make themselves known to you - the groundwork you have laid will demonstrate that you have taken a proactive approach.

If you're working on comms for a smaller NGB, club or organisation, it may be easier to reach out directly to people and ask them to contribute. In all instances, just be open and accessible.

## What's the message?

There are various topics and themes which LGBT+ people in sport might talk about, in order to raise wider awareness, help others, or just to discuss their own experiences. These include...

- how being closeted affects an LGBT+ person's mental health
- how being your 'authentic self' in sport can boost performance
- how anti-LGBT+ language or behaviour makes people feel excluded, whether those people are LGBT+ or not
- news of a relationship, engagement, marriage, birth, or other life event
- their support for a campaign, an awareness day, Pride month, etc
- the prospect of sharing personal news in order to inform people more widely, e.g. a person who is transitioning, or has transitioned
- the establishment of an LGBT+ network, supporters' group, or similar venture

Someone's motivation for discussing these topics - or others - will be personal, and may be linked directly or indirectly to the role sport plays in their life.

Allow the person time to explain how being LGBT+ has shaped their individual journey.



# Media and comms guidelines

*For those in sport who are LGBT+, their sexual orientation or gender identity is only one part of who they are.* Primarily, an individual's focus will be on attaining excellence in their chosen field, and unnecessary and excessive focus on anything else risks overshadowing their objectives and achievements. Even if the person is vocal on LGBT+ inclusion, they will want to be recognised for their role in sport, and respected for who they are.

*Try to allow LGBT+ people to tell their personal stories in their own words, as much as possible.* Avoid generalisations and sweeping statements - focus on the individual's lived experience. For the stories of trans, intersex / DSD and non-binary people in sport, be prepared for more complex narratives, and seek advice on how to best explain these.

*When speaking to or interviewing LGBT+ people who are out, don't ask questions about other LGBT+ people who aren't.* It should always be an individual's personal decision to come out, whether they are sharing their truth with one person, a small group, or with the general public. Don't encourage someone to potentially risk breaking such a confidence.



*Headlines and positioning can significantly alter the impact of a story.* Stories must be summarised, but editing can affect interpretation. Referring to an athlete in a headline as 'gay...' or 'lesbian...' may not be well received, while use of a pun here would be crass and insensitive. Meanwhile, a front or back-page splash (or digital equivalent) about an LGBT+ person in sport could lead to accusations of sensationalism. Does the story merit such placement? How might presentation of this story impact on fans who are LGBT+?

*Media coverage that results in speculation about which people in sport may or may not be LGBT+ is unhelpful.* Could your article or broadcast package, or the way in which that content is presented, lead to a 'guessing game'? Speculation puts added pressure on LGBT+ people, and could even be a factor in them being outed against their will.

*A shortage of 'bravery' will not be the sole reason for there being no or few out gay or bi people in a particular sport.* The consequences of coming out publicly can be far-reaching - family and friends, at home and abroad, may be approached for comment; and those relationships will inevitably be scrutinised. For a person in the public eye deliberating whether or not to share their truth, a sense of responsibility for the impact that could have on others will be a concern. When discussing the lack of LGBT+ visibility in a sport such as professional men's football, it's crucial to consider factors beyond an individual's courage.



# Potential Pitfalls

*Beware! These pitfalls could weaken the impact of your message...*

## Terminology trouble

- Use 'sexual orientation' instead of 'sexual preference'. Appreciate that when conducting interviews, the person you're speaking to may still be searching for the best words to use.
- For coming out stories, don't say that someone has 'admitted' that they are gay. Also, try to avoid the phrase 'openly gay' - it's now rather dated. Look to use the word 'out' instead.
- Avoid using the word 'homosexual' when you could say 'gay man' or 'lesbian' instead. The word 'homosexual' has a long clinical and medical history that makes it problematic in modern parlance. 'Gay' is commonly used - it's fine to say gay.
- Some LGBT+ people identify as 'queer'; others in the community - particularly in the UK - may find the word 'queer' offensive, due to its historical usage. This identity is included in the '+' in the acronym LGBT+. In North America, LGBTQ is the commonly used acronym.
- The word 'trans' is an umbrella term. It's more inclusive than 'transsexual' which shouldn't be used unless a person says that is specifically how they describe themselves.
- To 'deadname' someone who is trans means to refer to them by a previous name. It's hurtful and unnecessary. Misgendering, such as using the wrong pronouns, also causes distress. If this happens in error, it's best to apologise quickly and move on.
- If you're unfamiliar with LGBT+ terminology, it's important to read up and ask for advice.

## Impact of imagery

- Silhouettes to indicate mystery individuals or similar image choices (such as the one on the right, taken from a newspaper website) suggest there is something sinister or even wrong about LGBT+ people. Find an alternative way to illustrate the story - use pictures that convey inclusion, such as rainbow laces or flags.



## Words and 'labels'

- Whatever a person's sexual orientation or gender identity, it's precious to them in a way that may not be apparent to others at first. Some people consider certain words within the LGBT+ acronym to be 'labels' that they don't ascribe to or prefer to avoid. Be sensitive to this; listen carefully to how each person navigates language and reflect this with their help.

## Unintentional erasure

- Don't refer only to 'gay' and/or 'lesbian' when speaking in general terms about sexual orientation - remember that a lot of people are bi. For example, when writing about UK professional men's football, it's more accurate to refer to there being currently no out gay or bi players. It may seem like a small detail, but it's much more inclusive.

# Handling Reactions

Negative responses to media coverage of LGBT+ people in sport, particularly on social media, are usually expressed by way of written comments. Positivity - whether that's 'likes' or other indicators of approval - can be less obvious. Those arguing that such content is "not news" or "irrelevant" may even be reacting without having read or viewed the content itself. If you're getting constructive feedback, look to acknowledge it.

*Consider the following when you receive one of these reactions...*

## 'Who cares?'

An expression of not caring whether someone is LGBT+ or not might be intended as a positive sentiment, if it's expressed with sensitivity. However, this reaction is often expressed in a negative context. Be sure that many more people do care than not - not only those from the LGBT+ community, but also their friends, family and other allies.

## 'Keep politics out of sport!'

It's estimated that over 4m people in the UK are LGBT+, and many of those people will have experienced instances of homophobia, biphobia and transphobia in sport. Discrimination hurts us all, not just those who are LGBT+, so it's important to call it out. Sport doesn't exist independently from society. In fact, it's a powerful force for change.

## 'Why come out? Straight people don't'

Many LGBT+ people in the public eye who decide to be more visible do so in order to provide representation, particularly for younger people who may be struggling with their sexual orientation or gender identity. As society - and sport - is predominantly heteronormative, people are already 'presumed' to be straight.

## Whataboutery

There should be time and space in sport to represent everybody. A focus on raising awareness of LGBT+ inclusion should not imply a lack of commitment to tackling discrimination in other areas, such as gender, disability or race.



## Discussions on intersectionality

In anticipation of reactions of whataboutery, it's important to be mindful of intersectionality, and how this impacts on individuals. For example, the experiences of a cisgender, non-disabled, gay man who is white will be different to that of a cis, non-disabled, gay man who is black. This interconnection of social identities may form a discussion point in or around your comms. There should be no hierarchy on inclusion.

## Handling Reactions *continued...*

### ‘Virtue signalling’ / ‘pinkwashing’

Provided your content accurately reflects the lived experiences of LGBT+ people in sport, any accusations of ‘virtue signalling’ - the claim that you’re only covering a topic in order to gain approval, or to enhance your moral standing - are wide of the mark. Be confident in your intentions, and the positive outcomes which your comms will help to achieve.

Meanwhile, ‘pinkwashing’ in this context would be the suggestion that you are only communicating a positive LGBT+ message in sport in order to divert attention away from something negative. As discussed previously, both the timing and context of your comms are crucial to how effectively you will land your message. There may be a good reason to pause your inclusion comms; if so, look to revisit this area of your work at a later date.

### Policy discussion

Reactions to the policies that determine eligibility in sport for both trans athletes and intersex / DSD athletes should be an expected consequence of any content which features those athletes and their stories.

These reactions will range from scientific discussion and consideration of the various merits and limitations of ongoing research, through to strongly expressed views about the fairness of such policies or even the motivations of individual athletes.

Those who are vocal either in support or opposition to the participation of both trans athletes and intersex / DSD athletes, whether at specific levels of competition or more generally, are likely to find their positions challenged robustly in the public forum.

If you anticipate such discourse being sparked as a result of your comms work on LGBT+ inclusion, consider carefully in advance what those reactions might be, and the impact they could have on athletes and others who are connected to the policies being discussed.

Accuracy and clear explanations are of paramount importance. This will lessen the chance of misinformation being spread, or quotes being taken out of context. Comparisons with individuals or groups of athletes in different sports should be discouraged unless clearly relevant, as each sport requires different skills and attributes.

The US website and consultancy service [Transathlete](#) has links to the policies of various sports bodies and organisations, including several from the UK and Europe.

The logo for Transathlete, featuring the word 'TRANSATHLETE' in a bold, sans-serif font. 'TRANS' is in blue and 'ATHLETE' is in black.

### Trolling

If you or people you know are being trolled online following your comms, e.g. other users on social media are trying to provoke you into an argument, the first course of action should be to try to ignore the trolls. If they persist, use the tools provided by the platform itself - you can mute the accounts or block them. Abuse should always be reported.

If the difficulties continue, it's best to disengage and seek advice from social media experts.

*You can also expect to see these positive reactions...*

## Increased interest

When someone who is LGBT+ comes out publicly for the first time - particularly if that person is already well known - there is likely to be considerable support from well-wishers. Even if the person in question is not famous, there may still be an enthusiastic and widespread reception. By coming out publicly, the person may be providing visible LGBT+ representation in a part of society where there has previously been none.

Sport is one such area where these instances often occur. The prospect of generating attention can be intimidating for LGBT+ people; other media outlets will report on the news, while social media users will comment and follow developments. Strong support may also be expressed by users who are reacting to negative comments made by others.



If you are working on comms relating to an LGBT+ person in sport and such an eventuality arises, or you think it may arise, be prepared. Specific media training with the individual is recommended so that they can anticipate likely questions and navigate social media.

## Jumping to conclusions?

Occasionally, there can be positive reactions which are well meant but somewhat confused. Wording or presentation might suggest that a person is LGBT+ - even that they are coming out publicly for the first time - and readers, listeners or viewers react to show their support. This can escalate quickly and will be picked up on and reported by media outlets.

If it transpires that a person is the subject of such reactions and is not in fact LGBT+, it's advisable to clarify the matter with sensitivity and as quickly as possible. For example, an athlete explaining that they are an ally to the LGBT+ community, and not LGBT+ themselves, will be able to communicate a positive message of inclusion of their own.

If your comms work encourages more people in sport who are not LGBT+ to say publicly that they are allies, that's a hugely positive outcome.

## Other LGBT+ people taking inspiration

One effect of new representation in a sphere such as sport is the confidence it gives to others who relate to an LGBT+ person who is sharing their truth. These reactions may occur much later, but whenever they happen, they will add to the sense of positivity.

## Effects of enthusiasm and engagement

The 'feelgood factor' generated by your comms may have several other effects, such as a stronger team spirit; high-profile commendations, both internal and external; new partnerships; or even a commercial impact, such as increased replica shirt sales.



# Glossary and Links

**LGBT+** - an acronym that encompasses all people who are lesbian, gay, bi and/or trans, and is inclusive of all sexual orientations and/or gender identities. The LGBTQ acronym performs the same function (it's more commonly used in the US and Canada; the Q stands for 'queer'). When referring to sexual orientation only, the acronym 'LGB' may be used.

**Transgender** - pertaining to gender identity or gender expression that differs from the sex assigned at birth. Can be abbreviated to 'trans'. The opposite word is 'cisgender' or 'cis'.

**Intersex / DSD** - pertaining to variations in sex characteristics that do not fit typical definitions for male or female bodies. 'DSD' stands for Differences in Sex Development.

**Non binary** - pertaining to people whose gender identity cannot be simply defined by the binary terms 'man' or 'woman'.

**Ally / allies** - broadly speaking, an ally is a person who is not LGBT+ themselves but who actively supports and speaks up for LGBT+ equality. The term can be employed more specifically too, such as when referring to 'trans allies'.

For a detailed alphabetised list, we recommend [Stonewall's 'Glossary of terms'](#).

## Sexual Orientation and Gender Identity

**Sexual orientation** is one of the inherent qualities that makes us human and, in all walks of life, individuals may reference that, e.g. by mentioning their partner in conversation, or by explaining why they support LGBT+ inclusion. Some stigmas and myths surrounding sexual orientation persist, particularly in sport, and often make lesbian, gay or bisexual (LGB) people cautious when faced with the prospect of being more open about who they are.

Those working in comms should always be sensitive to such situations; we all possess a natural curiosity or 'news sense' but it's important to be respectful. While many LGB people in sport will feel comfortable discussing sexual orientation, perhaps because authenticity has helped to boost their performance or for altruistic reasons, it may be essential for some to build trust over time before they feel comfortable discussing the topic.

**Gender identity**, our individual self-awareness of being male, female, both, or neither, is intrinsic to who we are. Gender identity may be suggested by a person's gender expression, e.g. aspects of their behaviour and appearance, but this is not always the case. For example, in sport, the wearing of kits and uniforms can make gender identity hard to determine.

As almost all organised sports, especially at the elite level, continue to maintain eligibility rules based on the biological sex participants were assigned at birth, people who identify as transgender may be, or may feel, excluded from sport. Competitive participation for athletes who are trans is a complex issue. Presenting the personal stories of trans and non-binary people accurately and respectfully requires great empathy and, in a sporting context, knowledge of specific inclusion policies is essential.

## Recommended further reading

### All About Trans – Resources for the media

All About Trans began life in 2011 and is a project from the charity On Road, which seeks to improve media coverage of misrepresented groups and social issues. Resources include tips for writing and editing news stories about trans people; a style guide; and links to other guidelines on trans matters, such as those issued by IPSO in 2016, and Trans Media Watch's guide to understanding non-binary people.

### Trans Media Watch

The charity TMW's website also provides its own range of useful media resources, including a style guide and a list of 'Approaches to Avoid'.

### GLAAD Media Reference Guide

GLAAD is an American non-governmental media monitoring organisation which traces its origins back to 1985 and the height of the AIDS crisis (the acronym originally stood for 'Gay And Lesbian Alliance Against Defamation'). GLAAD fights for better representation in media for all LGBT+ people and its Media Reference Guide is updated annually. It also contains a detailed section titled 'LGBTQ people in sports'.

### ETHOS Project: Media reporting and reference guide on LGBT issues

ETHOS stands for Eliminating Transphobic, Homophobic and biphobic Stereotypes, and the project is funded by the European Union's Rights, Equality and Citizen Programme. This 2019 guide is split into two parts. Part A offers explainers on basic LGBT terminology; anti-LGBT hate crime, hate speech and discrimination; use of appropriate terms and language for media professionals; common stereotypes, prejudices and myths; and further guidelines. Part B features case studies from Croatia, Greece, and Lithuania.

### NUJ guidelines on LGBT reporting

These National Union of Journalists guidelines for creating and handling editorial material related to LGBT+ reporting were published in 2014. As a result, there are some elements that are now out of date, particularly with regards to trans inclusion - on such matters, we advise consulting the other resources linked above. However, there's still plenty of useful advice on how to best cover stories about lesbian, gay and bi people.

*Seen an LGBT+ media resource you'd recommend? Got any feedback?*

*Tell us at [info@sportsmedialgbt.com](mailto:info@sportsmedialgbt.com)*

## Thank you

We appreciate your support for 'Rainbow Ready'. If you've found this document useful, please share it among your colleagues and networks. **Sports Media LGBT+** exists to assist our industry on inclusion and to help create a community of LGBT+ people and allies in sport. Special thanks to Pride Sports UK, LEAP Sports Scotland, LGBT Sport Cymru, BCOMS, InterMediaUK and Racing Pride for endorsing these resources.

