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**Eliminating
Transphobic,
HOMophobic and
biphobic Stereotypes
through better media
representation**

Contact

Dr. Antonia Torrens
kmop@kmop.eu

Funded by the European Union's
Rights, Equality and Citizenship
Programme (2014-2020)



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ABOUT THE PROJECT

The E.T.Ho.S. project has emerged from partners' drive to challenge long-lasting stereotypes and prejudices against LGBT people in EU by targeting one of the most powerful sources of representation, the media.

Its overall objective is to educate and raise awareness among journalists and media students about the phenomenon of Homophobia, Transphobia and Biphobia (HTB) in the media. This will ultimately serve the overarching goal of the project, to combat discrimination against LGBT people in Greece, Lithuania and Croatia by enlisting media power for their benefit while challenging harmful media stereotypes.

The innovation of the E.T.Ho.S. project lies in the fact that it consists of a coordinated effort that brings together grass-root LGBT organisations and experienced NGOs that join forces to positively influence not only media representation and by that way public perception about LGBT people but also policy making toward the elimination of homophobic, transphobic and biphobic media discourse. Although the project focuses on three countries, the impact that it is expected to have has a broader perspective aiming to reach more EU countries in the long run through easily transferable and widely available capacity building interventions for media professionals on the one hand and on the other; through EU level advocacy and lobbying interventions by utilising partners' EU networks and contacts in the field of LGBT representation and support, human rights protection and LGBT equality promotion.

TARGET GROUPS

In view of the important role of the media in countering negative stereotypes against LGBT people and preventing and combatting discrimination based on sexual orientation, the project will target:

- Journalists and media professionals/ staff
- Media students, and
- Policy and decision makers

MAIN ACTIVITIES

- Development of LGBT Media Representation Guide for media professionals & students
- Training for journalists and media students in Greece, Lithuania and Croatia
- Advocacy and lobbying on LGBT rights and the elimination of discrimination against them
- Awareness raising on HTB Media discourse

EXPECTED RESULTS

- Improved knowledge about non-discriminatory media reporting and representation of LGBT people among journalists, media staff and students in the 3 countries through targeted training and capacity building activities.
- Increased awareness and understanding on how to prevent and combat the reproduction of Homophobic / Transphobic / Biphobic (HTB) stereotypes among media professionals and students in GR, LT and HR through national and EU-wide awareness raising interventions.
- Better representation of LGBT rights by media and political parties and improved public perception and acceptance of LGBT people in the 3 countries and progressively across the EU. Increased awareness about the phenomenon of HTB Media discourse among decision makers, professionals and the public in the 3 countries.
- Better equipped educational institutions to embed LGBT (on the grounds of sexual orientation) equality in media studies and by that way prevent the (re)production of harmful stereotypes against LGBT by future journalists/ media staff.