



SPECTRA OF SOGI
MEDIA VOICES OUTSIDE OF HETERO/HOMO-NORMATIVITIES
(+SPORT CASE STUDY)
<http://spectra.queersport.info/>

1. Exchange Partners

| | Partner 1 | Partner 2 |
|------------------|------------------------------------|-----------------------------|
| Name and Surname | Juliet Jacques | Željko Blaće |
| Job title | <i>Freelance</i> United Kingdom | <i>Freelance</i> Croatia |

2. Summary

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This publication is produced as an online resource for those questioning sexual and gender norms in their media work. It aims to address issues with mainstream simplification and misrepresentation, as well as to suggest better ways to navigate the complex field of diversity and inclusion on sexual orientation and gender identity. The main goal is to inform and provide resources for those interested in producing, editing and publishing on topics that relate to sexual and gender diversities, or those who want to include hetero/homo non-conforming subjects in their media work. Our focus is on writing, with some visual guides for photography and video. In our sport case study, we examined how people across the spectrum of sexual and gender diversities (beyond the dominant straight white male) relate to - for example - the idea of being "out" in sports (mostly football and volleyball as big team sports), but also moving beyond the most established Gay & Lesbian politics and stereotypes. Our project aspires to help individuals understand how, when and why social systems, particularly within sport, demand conformity and normativity, while alienating minorities, and how they can become proactive in reporting. Through this, we hope to suggest tactics for getting more critical and informed people involved in sport as participants and reporters, as well as inspiring media activists, academics, journalists, broadcasters and athletes.

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by the European Union
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3. Dissemination of the Output

Digitally produced hypertext document in the form of educational kit will be published online and distributed through different partners and supporters.

The media report will be sent to partner organizations to use in their diversity training in Belgium (CAVARIA publisher of ZIZO), Slovenia (LEGEBITRA publisher of NAROBÉ) and Croatia (CenzuraPlus publisher of Stav & Cenzura TV), as well as to UK organisations such as "Pride Sports" and "Football vs. Homophobia", as well as the Gay Football Supporters' Network. FARE network (Football Against Racism in Europe) who works with the Football Association UK and UEFA will also distribute this, as well as European Gay and Lesbian Sport Federation through its partners in CoE/EPAS and EU program activities.

Zeljko will present it to Ministry of Culture, Governments office for Human Rights and Equal Opportunities, Agency for Electronic Media of Croatia and Flemish Ministry of Education and Equal Opportunities (with who he already works on project inside Gender Klick program in Brussels) to further disseminate outputs via their networks, as well as Faculty of Polithology (Journalism studies are there) and Faculty of Cinesiology (Sport) in Zagreb. Juliet will also share with 5.000 and Zeljko with 3.800 on followers Twitter and Facebook.

Approximate reach of experts (media and diversity) would amount to around 450-600, while broader audience - could get up to 20.000 in at least 4 different EU countries.

4. Biographies of the authors

Juliet Jacques (born Redhill, Surrey 1981) is a journalist and LGBT activist, known for her work on the transgender experience, including her transition to being a trans woman. She grew up in Horley, and went to school in Horsham, West Sussex. She has written regular columns for The Guardian, The New Statesman, and published extensively on film in Filmwaves, Vertigo and Cineaste. She began writing a chronicle of her gender reassignment in 2010, for which she was longlisted for The Orwell Prize. She is an enthusiastic footballer, and won the Shield with the Brighton Bandits at the 2008 IGLFA World Cup. She was listed as a "National Treasure" in the Pink List 2011 and included in the separate list of Journalists in the Pink List 2012. The Pink List 2012 citation said: "Ex-footballer whose unflinching account of undergoing gender reassignment surgery this summer won her a loyal audience. Her blog was longlisted for last year's Orwell Prize; also writes for New Statesman and The Guardian."

Željko Blaće - inconsistently working in(-between) fields of contemporary arts/culture, digital technologies and sport... cross-pollinating queer, media, social activism/research/production. Works as a professional in media culture and digital arts since late 90s... at Multimedia Institute (co-founder, 1999), as coordinator of international projects and public programs in net.culture club MaMa (2001-2004, executive board member for 3 years). Contributed to cultural programs of the Croatian Radio and TV, wrote for ICT magazines as well as cultural newspaper Zarez (editor of 5 issues of LABinary newsletter on technology and media). Published internationally in cultural magazines: UMELEC (Czech Republic), SPRINGERIN (Austria), BASSO (Germany), RAM4 reader (Finland), NICE newspaper (Latvia) and Croatian web portals - including: www.ZaMirZINE.net / www.KulturPunkt.hr / www.Linux.hr

