

THE YOUTH RESPONSE

PRIDE 2023

To celebrate Pride month, we asked our 4Youth community how they think broadcasters can better and more authentically engage with Pride and the LGBTQIA+ community

75% OF OUR 4YOUTH COMMUNITY THINK THAT **CHANNEL 4 BEST REPRESENTS AND SUPPORTS THE LGBTQIA+ COMMUNITY AND PRIDE MONTH...**

84% of our 4Youth community think that Channel 4 is a great fit for brands to partner for Pride

AUTHENTIC ON-SCREEN REPRESENTATION



I think there have been a lot of **programmes and advertising** that include people within the LGBTQIA+ community, and it sticks in my mind as being a broadcaster for inclusion

75% of our panel of 16-24s think that Channel 4 **leads the way for LGBTQIA+ representation.**

CHAMPIONING DIVERSITY, INCLUSIVITY AND VISIBILITY



Channel 4 has always been **leading the way in diversity and inclusion** especially for the LGBTQIA+ community!



Channel 4 includes LGBTQ+ members in many shows without making it a key feature; **treating it as a normal** and un-unique aspect of a person, which it is!

SUPPORT BEYOND PRIDE MONTH



I think at Channel 4, diversity and inclusion are something they **champion 365 days a year**. They don't automatically turn on support for the LGBTQIA+ community when the month of June hits

ACTIONS TAKEN BY BROADCASTERS THAT OUR 4YOUTH COMMUNITY FELT TO BE THE MOST AUTHENTIC IN RELATION TO SUPPORT FOR PRIDE:

- 01** Represent LGBTQIA+ experiences and tell LGBTQIA+ stories within their shows all year round
- 02** Consistently evaluate discrimination and diversity policies
- 03** Partner with members of the LGBTQIA+ communities to ensure accurate representation on-screen
- 04** Ensure there are diverse LGBTQIA+ teams working behind the scenes on shows
- 05** Avoid hiring those who have shown discrimination towards LGBTQIA+ people
- 06** Ensure LGBTQIA+ diversity is represented across all levels of the business

74% of our 4Youth community feel that a broadcaster changing their logo to feature Pride flag colours is tokenistic

88% OF OUR PANEL OF 16-24S AGREE THAT **BROADCASTERS SHOULD CONTINUE TO REPRESENT AND SUPPORT PRIDE AND THE LGBTQIA+ COMMUNITY ALL YEAR ROUND, NOT JUST DURING JUNE.**



Our 4Youth community also highlighted other ways that broadcasters could improve their representation of the LGBTQIA+ community, such as **donating advertising revenues to LGBTQIA+ groups**, increasing **trans representation** and providing **more opportunities for queer voices** and people with intersectional identities in creative roles.

EXAMPLES OF INITIATIVES OR CONTENT FROM BROADCASTERS SUPPORTING PRIDE:

CHANNEL 4:

Pride Collection on All4

SKY:

Sub-category of LGBTQ

BBC:

Documentary about Elliot Page which is great for sharing stories of those in the trans community

The vast majority of our panel of 16-24s said that they **had not seen any eye-catching initiatives** by broadcasters in relation to Pride this year, with many highlighting the **change in logos** to the Pride colours instead or having a **vague recollection of ads and content** supporting the LGBTQIA+ community.