

# CLOSING THE VISIBILITY GAP WITH AUTHENTIC REPRESENTATI ON

Theme: Visibility & Portrayal

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Getty Images

GettyImages describe themselves as *'the world's foremost visual experts—capturing, creating and preserving content to elevate visual communications everywhere. By identifying cultural shifts, spearheading trends and powering the creative economy, they fuel visual storytelling worldwide.'*

They house several resources tailored to Women and Girls in Sport on their website.

#### **Brighton Plus Helsinki Declaration Principles:**

- Equity and Equality in society and sport
- Education Training and Development
- Sport Information and Research
- Resources

#### **Target audience:**

- Sport Media

#### **Background:**

Getty Images Visual GPS research shows that 68% of fans now believe sports organisations and brands should do more to promote women in sport

#### **Summary:**

Getty Images have put together practical Women & Girls in Sport Guidelines to help creatives, editors, art directors, marketers to create and select visual content for unbiased, inclusive visual storytelling.

[READ MORE: Getty Images - Women in Sports](#)

## Related Links



<https://engage.gettyimages.com/women-in-sport>

