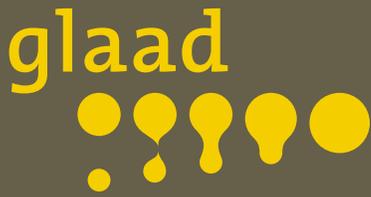


**1999**

**glaad was there.**



gay & lesbian alliance  
against defamation

## January

GLAAD contacts FOX Network executives upon learning of an upcoming *FOX Files* segment looking at the so-called "Gay Underworld." While FOX claims it is "fair, accurate and balanced," the piece is filled with sensationalistic imagery and language depicting the lesbian, gay, bisexual and transgender community as depraved, violent and reckless. GLAAD mobilizes a letter-writing campaign against FOX and publishes a point-by-point critical analysis of the segment.

GLAAD integrates the San Francisco-based Digital Queers (DQ) into its programs as the DQ Initiative at GLAAD (DQI). The DQI serves as the home for all of GLAAD's interactive media-related programs and projects, including its established work in online policy and advocacy, focusing on access, privacy and online hate; its outreach to interactive media professionals; and its newly developed cybertrainings, which provide cyberactivist skills, including tools needed to develop Web sites and online campaigns.

GLAAD meets with *Time* magazine's senior editorial staff to discuss the absence of lesbian and gay coverage in the magazine's 75th anniversary retrospective and 1998 year-end edition. In 1999, special issues celebrating the "100 Most Influential People of the Century" are dramatically improved. In the "Scientists & Thinkers" issue, *Time* includes a detailed biography of gay mathematician Alan Turing. And in June, *Time* makes mention of several lesbian athletes, names Gertrude Stein and Alice B.

Toklas one of the century's most fascinating couples, and includes the late San Francisco City Supervisor Harvey Milk among its 20 "Heroes & Icons," accompanied by a brief timeline of community history.

When GLAAD learns of problematic synonyms listed under "bisexual," "homosexual" and "woman" in the *Merriam-Webster Collegiate Thesaurus*, it contacts the publisher about revising the entries. Among the worst offenses are the inclusion of such derogatory and/or misleading epithets as "faggot," "pansy" and "fruit" under "homosexual." The publisher removes all such entries from its website until informed revisions can be made. In the meantime, GLAAD calls together eight leading linguists and community representatives to strategize and inform a set of policy suggestions for Merriam-Webster, resulting in the submission of a position paper to the publisher. Random House contacts GLAAD independently later in the year, requesting review and comment on the revised edition of its *Random House Webster's College Dictionary*.

## February

Throughout the year, GLAAD continues the publication of *GLAADAlert*, its bi-weekly activation tool, providing summary and analysis of media coverage. With an estimated readership of more than 150,000 community members across the country, *GLAADAlert* provides readers with opportunities to get involved by contacting the producers of both affirmative and defamatory media images. GLAAD also connects journalists with issues of concern to the lesbian and gay community through *GLAADLines*, its weekly tipsheet for media professionals.

Rev. Jerry Falwell's monthly newsletter publishes a critique of the popular children's show *Teletubbies*, claiming

that central character Tinky Winky is gay. GLAAD Executive Director Joan M. Garry appears on *NBC Nightly News* and *CBS This Morning* to expose the homophobia underlying Falwell's absurd remarks.

## March

The 10th Anniversary GLAAD Media Awards season begins in New York, drawing record attendees to the sold-out ceremony. RuPaul, *High Art*, *Rolling Stone* and *20/20* are among those honored.

The Associated Press and other major news outlets covering the murder of openly gay Billy Jack Gaither in Alabama report uncritically on his killers' claims of a sexual advance. GLAAD releases a set of guidelines for journalists covering the story, explaining the importance of analytical and in-depth reporting on claims of "gay panic," which suggest that unwanted passes give license to kill. Following the release of GLAAD's guidelines, coverage of the murder improves noticeably.

The Christian Action Network calls for the addition of a "Homosexual Content (HC)" rating to the existing TV ratings system. GLAAD highlights the double standard already employed in rating television shows and notes that parents may unwittingly use V-Chip technology (which will be mandated for all new televisions beginning in 2000) to cut their lesbian, gay, bisexual and transgender children off from on-screen role models who can potentially provide lifelines to isolated youth.

Computer industry giant Intel releases its Pentium III chip with a technological feature capable of transmitting a user's identity across the Internet. Joining with other leading online advocacy organizations, GLAAD registers a formal complaint with the Federal Trade Commission (FTC). As a result, the ad hoc coalition secures a meeting with FTC officials to educate them about the potential use of the Pentium III technology for invasion of online privacy and access.



## April

Whoopi Goldberg, Melissa Etheridge & Julie Cypher, *Will & Grace* and *Gods and Monsters* are among the honorees at the Los Angeles Media



Awards ceremony, which draws nearly 2,000 attendees.

GLAAD launches a campaign underwritten by ABSOLUT and

*Entertainment Weekly*

calling for community members to vote for the 20 Best Lesbian and Gay Films of the Century. Nearly 6,000 ballots are received by December. The list of winners is to be printed in special editions of *Entertainment Weekly* and posted online in February 2000.

## May

Larry King, author Armistead Maupin, Lesbian Radio and Dockers Khakis are among those honored at the Washington, DC, Media Awards ceremony. The 10th Annual GLAAD Media Awards are covered by more than 150 local, national and international media outlets and raise more corporate support than any other lesbian and gay community event to date.

A coalition of conservative religious political groups places a television advertisement on a Washington, DC, television station, promoting “conversion” for lesbians and gay men. Appealing to the principle of truth in advertising, GLAAD organizes a coalition of national community groups to express concern about the scientifically bankrupt campaign. And when Orlando cable network Time Warner Communications (TWC) accepts another of the “ex-gay” ads, GLAAD calls the network to discuss the ad’s deceptive and misleading claims. After hearing objections from both GLAAD and network stations, TWC drops the ad.

## June

When car manufacturer KIA airs a nationwide ad featuring a transgender

person labeled as “a freak of nature,” GLAAD contacts KIA, saying: “Labeling someone a ‘freak’ passes judgment; it perpetuates stereotypes; and in this case, it stigmatizes an entire group of people.” KIA agrees and pulls the ad.

In cooperation with the Gay, Lesbian and Straight Education Network (GLSEN), GLAAD mobilizes community support for the film *It’s Elementary: Talking About Gay Issues in School* as it begins airing on public television. GLAAD also contacts outlets airing *Suffer the Children*, an inflammatory, anti-gay American Family Association film released to counter *It’s Elementary*. The film’s Academy Award-winning director Debra Chasnoff describes GLAAD’s assistance as “integral to [the] success” of the film’s broadcast.

## July

GLAAD staff travel to Seattle for Unity ’99, the joint conference of the national Black, Hispanic, Asian-American and Native American journalist associations, and one of the largest-ever gatherings of U.S.

journalists, with more than 6,000 attendees. Over the course of the year, GLAAD is represented on panels and in workshops at conferences including those of the American Society of Training and Development; the National Latino/a Lesbian and Gay Organization (LLEGO); the Society for Human Relations Management; and the Universal Fellowship of Metropolitan Community Churches; the Forward Motion conference on female-to-male transgender issues; the Pa’Fuera, Pa’Lante conference on Latino/a issues; and a Religion Roundtable jointly convened by the National Gay and Lesbian Task Force’s Policy Institute and Equal Partners in Faith.

Throughout the course of the year, GLAAD offers more than 125 of its media trainings across the country, providing local activists with the tools needed to work effectively with the media. Training cities include Atlanta; Chicago;

Columbus, Ohio; Dallas; Greensboro, N.C.; Kalamazoo, Mich.; Los Angeles; Louisville, Ky.; Nashville; Philadelphia; Richmond, Va.; San Francisco; Washington, D.C.; Willmer, Minn.; and many more.

## August

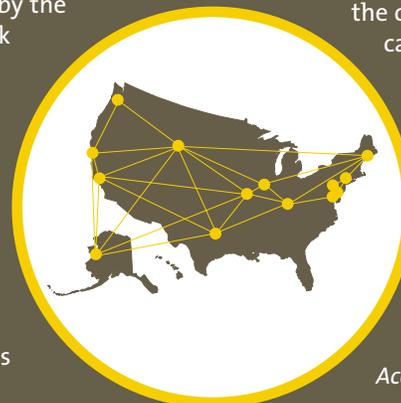
In response to increasingly virulent anti-gay rhetoric used by radio talk-show host Dr. Laura Schlessinger, GLAAD launches a public education campaign, generating thousands of letters critical of her divisive, inflammatory rhetoric; her exclusive use of anti-gay sources such as the Family Research Council; and her lack of respect for differing points of view. GLAAD also meets with Paramount Television executives to discuss the format and content of Schlessinger’s forthcoming television program.

GLAAD releases its annual *Fall TV Scoreboard*, tallying lesbian, gay, bisexual and transgender representations on primetime television. GLAAD calls for more substantive lesbian and gay characters – especially those of color .

At its San Francisco *Salute to Interactive Media* event, GLAAD lays the groundwork for bringing its Media Awards to San Francisco in 2000. The event honors PlanetOut CEO Megan Smith and GeoCities founder David Bohnett. Other 1999 event highlights include the second annual Kansas City *GLAADTidings* – still the only national lesbian and gay organizational event held in Kansas City – and the inaugural Atlanta *GLAADTidings*.

We-Blocker.com, manufacturer of a popular Internet filtering program, sends notices to numerous community organizations and companies, notifying them that their websites have been

blocked. GLAAD contacts the company, which calls the blockings a “mistake.” GLAAD uses the opportunity to highlight the imperfections in Internet filters, which it had documented in its 1997 report *Access Denied*.



## September

Turner Network Television's (TNT) World Championship Wrestling (WCW) features two exaggerated gay characters – Lenny and Lodi – who are greeted by audience chants of “faggot” each time they appear on-screen. GLAAD contacts Turner and WCW executives to discuss the representations. TNT and WCW pull the characters from the show.

GLAAD holds the inaugural meeting of its National Research Advisory Board (NRAB), marking the launch of its Research & Analysis program. Funded by a grant from the Gill Foundation, the program's mission is “to study and articulate cultural and media-specific trends, issues and controversies to inform the work of GLAAD and other organizations.” The 25-member board is comprised of leading scholars from universities including Georgetown, Harvard, NYU, the University of Pennsylvania and Yale.

GLAAD secures a meeting between community leaders and the *Washington Post's* section editors to discuss the *Post's* coverage of lesbian and gay issues. GLAAD and representatives from the Gay & Lesbian Victory Fund, the National Gay and Lesbian Task Force, and Parents, Friends and Families of Lesbians And Gays (PFLAG), offer resources, contacts and ideas to the *Post's* editors.

## October

GLAAD's Fourth Annual Fairness Awards ceremony in New York honors *Entertainment Weekly* and MTV for their “active, front-line positions in the battle for fair and accurate representation of lesbians, gay men, bisexuals and transgender people.”

GLAAD travels to Laramie, Wyo., for the third time this year to provide assistance to local students and community members in dealing with the media attention surrounding the trial of Aaron McKinney, later convicted in the murder of Matthew Shepard.

GLAAD travels to Lynchburg, Va., to assist the Rev. Dr. Mel White and members of his ecumenical interfaith group, Soulforce, in dealing with the media at their meeting with Rev. Jerry Falwell and his supporters.

## November

At the 12th annual National Gay and Lesbian Task Force Creating Change conference, GLAAD hosts a cybercafe and a series of trainings. In addition to its signature *MediaEssentials*, GLAAD also unveils *MediaStrategies*, an advanced training which gives those already familiar with basic principles of media relations the tools needed to create sophisticated publicity campaigns and maintain a high-profile media presence.

Prompted by community concerns about double standards in the enforcement of its Terms of Service policy, America Online (AOL) calls for a meeting with representatives from GLAAD and a number of other community organizations.

## December

GLAAD releases *Access Denied Version 2.0*, the follow-up to its groundbreaking 1997 report, which examined the impact of Internet filtering software (IFS) on members of the lesbian, gay, bisexual and transgender community. The new report focuses on continuing and new threats to online access and privacy, with a new emphasis on the use of filtering software in public settings and its impact on the increasing “digital divide” cited by the U.S. Department of Commerce.

GLAAD's Hollywood access opens the door for a political television advertisement which features the cast

of NBC's *Will & Grace* speaking against California's Proposition 22. It is the first time the entire cast of any television series has made a political-appeal ad. The No On Knight Campaign (against Prop. 22) receives valuable statewide media exposure which alerts voters to the anti-gay initiative on the March 2000 ballot.

GLAAD honors Wells Fargo Bank and Grub Street Productions (producers of *Frasier* and *Wings*) at the Los Angeles Fairness Awards, bringing GLAAD's 1999 events to a successful close.

## 1-800-gay-media

## [www.glaad.org](http://www.glaad.org)

*The Gay & Lesbian Alliance Against Defamation (GLAAD) is dedicated to promoting and ensuring fair, accurate and inclusive representation of individuals and events in all media as a means of eliminating homophobia and discrimination based on gender identity and sexual orientation.*

