



media matters.

an exclusive
newsletter for
GLAAD members

Winter 2011

Letter From GLAAD President Jarrett T. Barrios



Dear friends,

In 2010, we celebrated some tremendous achievements: marriage equality arrived in our nation's capital; President Barack Obama mandated that hospitals must treat LGBT families with respect and dignity; a federal judge in California ruled that Proposition 8 is unconstitutional; and the United States Senate acted to repeal the ban on openly gay and lesbian service members.

Tragically, however, we also lost several young people to suicide, anti-gay activists are working overtime to ban marriage equality in states across the nation, and LGBT Americans can still be fired in dozens of states simply for being who they are. It's obstacles like these that serve to remind us how very important it is to cast powerful and positive images of LGBT people in our media.

GLAAD is working to do just that.

In October, GLAAD launched the "Spirit Day" campaign, encouraging millions of people across the nation to wear purple in support of LGBT youth. GLAAD also led a digital component to Spirit Day that helped over 100,000 Facebook and Twitter users 'go purple' and speak out against anti-LGBT bullying. From the Today Show to the Tonight Show, America was covered in purple, sending a clear message to LGBT young people that it's okay to be who you are.

As GLAAD celebrates 25 years of amplifying LGBT voices, it's no coincidence that there are more LGBT characters on TV than ever before, more stories about LGBT people in the news than ever before and more support for marriage equality, military equality and employment equality than ever before.

From television shows to news reports, GLAAD is working in the court of public opinion to shape a more equal tomorrow.

In Service,

Jarrett T. Barrios



Millions Go Purple in Support of LGBT Youth

This year, the LGBT community suffered the tremendous loss of several young people who died by suicide. While all students have a difficult time adjusting to the pressures of school and adolescence, LGBT and perceived-LGBT youth face disproportionate rates of bullying. To help combat homophobia in the classroom and send a clear message to LGBT youth that it's okay to be who you are, GLAAD worked to raise national visibility around the first-ever "Spirit Day", helping millions of people 'go purple' in support of LGBT youth.

The idea for Spirit Day came from Brittany McMillan, a Canadian high school student who decided to create a Facebook page asking her peers to wear purple in memory of several teens who died by suicide and to show support for all LGBT youth. As the event gained attention, some users on the event page posted explicit photos and called for violence against LGBT teens. The page grew quickly and soon reached over 1.5 million respondents and, working with GLAAD, Facebook began monitoring the page 24 hours a day to remove anti-LGBT speech and calls for violence against our community.

GLAAD also worked to promote the event by way of mainstream and social media, and created an online tool that helped people to update their status about Spirit Day and change their profile pictures to the color purple. Entire networks including E!, CNBC and MTV went purple online, on the air, and even in the office after working with GLAAD, and CNN featured a segment that encouraged viewers to wear purple in support of LGBT youth. High-profile celebrities like Ellen DeGeneres, Cyndi Lauper, Ricky Martin and Jay Leno also signed on to wear purple. Just like that, Brittany McMillan's idea worked its way around the globe.

The outpouring of support on Spirit Day brought the LGBT community and its allies together and sent a strong message that anti-LGBT bullying will not be tolerated. By sharing our messages of support, young people across the nation saw that there's simply nothing wrong with being who you are.

Building LGBT-Inclusive Companies from the Inside, Out



In 29 states, it is legal for employees to be fired because of their sexual orientation, and in 38 states, it is legal to terminate employees based on gender identity. While countless LGBT professionals continue to live in fear of losing their jobs just for being who they are, GLAAD is working to promote LGBT-inclusive employment protections in the media and inside companies across America.

GLAAD is expanding our work to offer Inclusive Workplace trainings that provide companies with resources to ensure all employees are accepted, respected and valued for who they are. GLAAD provides employees with terminology guides that help educate personnel about how to address LGBT co-workers and encourages allies to voice their support for their LGBT colleagues.

Companies are also beginning to understand the importance of including LGBT people in their marketing efforts. Community Marketing, a marketing group that helps companies connect with LGBT consumers, reports that LGBT people make up 5 to 10 percent of the United States' consumer market, with an estimated buying power of \$743 billion. As more and more companies begin to realize that buying potential, they are also beginning to appeal to LGBT consumers through ads.

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In an Advertising Week first, New York's 2010 Ad Week was host to two LGBT panels. The first, held by GLAAD and Publicis Groupe, invited marketers to get a better understanding of LGBT consumers and hear from advertisers who are already successfully working in creating LGBT-inclusive campaigns. Panelists included representatives from cable channel LOGO, Microsoft, American Airlines and Prime Access. The second event, a council led by the Advertising Research Foundation, addressed how to reach LGBT people in a fair and accurate way that both demonstrates a company's support for LGBT people while simultaneously appealing to the community's buying power.

Acknowledging the LGBT community at events like Advertising Week is essential, especially at a time when advertisers continue to fall behind other media when it comes to sharing images of LGBT people.

"Now, more than ever, Americans expect to see images of LGBT people on TV and in film," said GLAAD's Senior Director of Media Programs, Rashad Robinson. "Advertisers are falling behind that standard and missing invaluable opportunities to engage our community and demonstrate their support for full equality."

GLAAD's annual Media Awards in Advertising promote inclusive images in the advertising industry as we continue to advocate for increased inclusion of LGBT people in advertising campaigns.

GLAAD's work to amplify LGBT voices in the media is complemented by the resources we continue to offer local and national companies looking to create safer spaces for LGBT employees. At GLAAD, we know that when companies promote inclusion from the inside, they will start to promote inclusion outside.



Programmatic Work

Read about GLAAD's work across print, television, film and online media to share stories that move America.

Media Field Strategy: "Bringing Stories of LGBT People to Local/Regional Media"



For three years, GLAAD has been working with the ACLU of Florida's LGBT Advocacy Project to build support among Floridians and bring light to the harm caused to children by prohibiting loving parents from adopting. GLAAD has also helped gay and lesbian parents in Gainesville, Miami, Tampa, Ft. Lauderdale, Naples and Orlando share their stories and speak out in their local communities, encouraging them to speak out not only in the media, but also in PTA meetings, on Facebook and in their local communities. Finally, in late September a Florida state judge ruled as unconstitutional a 33-year-old ban preventing gay and lesbian parents from providing loving and permanent homes to children.

In the midst of the media coverage of the suicide deaths by young LGBT or LGBT-perceived students, Fort Worth City Councilman Joel Burns testified about his experiences as a gay youth. A video of Burns' speech quickly became a viral sensation, garnering over 2.4 million viewers. GLAAD recognized the importance of sharing Joel Burns' story with LGBT people and their families and provided media training for Joel and then secured interviews with him on programs such as The Today Show, The Early Show,

NBC Nightly News, 20/20, CNN Newsroom and MSNBC.

In October, Essence.com, the online version of Essence Magazine, featured its first same-sex couple in its Bridal Bliss section. Aisha and Danielle Moodie-Mills were introduced to Essence's editors by GLAAD's Communities of African Descent staff who worked with the magazine to share Aisha and Danielle's story and beautiful ceremony. The article garnered significant attention, and thousands of people shared the piece on Facebook and Twitter.

Programmatic Work

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Entertainment Media: "Ensuring Fair & Accurate LGBT Images across Entertainment Platforms"



Teen Nick reached out to GLAAD earlier this year to ensure fair and accurate portrayal of a new recurring character on its hit series *Degrassi*, a scripted teen drama. In season 10, viewers are introduced to 'Adam,' the first regular transgender teen character in a scripted series. GLAAD provided Teen Nick with notes for two episodes during which Adam comes out to his schoolmates. The episodes aired in August, and GLAAD also worked with Teen Nick to produce a PSA about transgender issues.

During the September 17 episode of *E!*'s *Daily Ten*, guest host and Los Angeles radio personality Mike Catherwood made an anti-gay joke about recording artist Adam Lambert. GLAAD received hundreds of incident reports and contacted *E!* to express our concerns. *E!* issued an on-air apology and assured GLAAD that similar incidents would not occur in the future.

In early October, GLAAD was alerted to an anti-gay joke in the trailer for the upcoming Universal film *The Dilemma*. GLAAD reached out to Universal to explain the offensive nature of the joke, and Universal quickly removed the joke from the trailer – and GLAAD was out in the media to speak to parents, educators and the public about why some jokes referring to LGBT people are offensive and should not be included.

Later that month, MTV's hit show *The Jersey Shore* featured disturbing images and comments about transgender people. GLAAD reached out the network, which has a strong record of fair and accurate representation, and expressed our concerns about this particular incident. MTV issued an apology and removed the clip from future reruns of the episode.

Religion, Faith & Values: "Mobilizing Faith Communities to Speak Out in Favor of Equality"



In September the Evangelical Lutheran Church welcomed back three respected lesbian clergy in Minnesota. GLAAD worked for three years with Extraordinary Lutheran Ministries until the church became fully inclusive, and GLAAD staff was present in Minnesota to bring this message of inclusion in the faith community to Americans through local and national media stories.

National News Media: "Working to Amplify LGBT Voices in News Outlets Across the Country"



Former NFL Player and current co-host of *Pro Football Weekly* TV Dan Hampton made a comment during a weekly show insulting the Dallas Cowboys by comparing them to gay people. Following calls from GLAAD, Dan Hampton issued an on-air apology, saying the comments "not only embarrassed myself, but the fine people here at *Pro Football Weekly*."

During a recent discussion on CNN's *American Morning*, psychologist Dr. Jeff Gardere made alarming comments about parents with LGBT children, saying it is the "worst nightmare" for parents "to have to fathom that their child might be gay." Dr. Gardere later issued an apology to GLAAD and also offered clarification on *American Morning*'s blog.

To help Americans get to know transgender people, GLAAD booked transgender actress/producer Laverne Cox and Diego Sanchez, Senior Legislative Advisor to Rep. Barney Frank (D-MA) for a special 'Transgender in America' segment on the Joy Behar Show. In that segment, guests discussed the use of appropriate pronouns, the struggles faced by transgender people and the difficulty to find acceptance from family members and society.

Several Latino celebrities and media personalities worked with GLAAD to support LGBT youth on Spirit Day, including Ricky Martin, Paulina Rubio and Maria Celeste Arrarás. Several Spanish-language media outlets such as *People en Español* and *Primer Impacto* on Univision participated as well.

Ricky Martin recently conducted his first televised interview since coming out, on the Oprah Winfrey Show.

GLAAD assisted Oprah producers in locating people who had been inspired by Ricky's coming out to talk about their experience on the show. GLAAD placed Chicago constituent Ricardo Torres and his mother Antonia Torres on the show and prepared them to share their personal story in ways that would inspire acceptance among viewers in their own families. They discussed with Oprah how their relationship has actually improved since Ricardo came out.

Programmatic Work

Read about GLAAD's work across print, television, film and online media to share stories that move America.

Digital Initiatives: "Raising LGBT Visibility in Online and Social Media"



Following the suicide deaths of several teens, a Facebook page was created in their memory. As the page grew to over 1 million members, it became a forum where anti-gay comments were posted. GLAAD worked with Facebook to remove the comments and later announced a new partnership with the website that aims to combat anti-LGBTcyberbullying.

GLAAD filed a formal complaint with Apple after the company allowed an iPhone application called "PeekaBoo Tra**y" to be sold on its iTunes Store. The offensive app allowed users to take a picture and insert a transgender person in the background. Apple contacted GLAAD and promptly removed the app.

You're invited

glaad  celebrating **25 years**

glaad media awards

presented by 

Join us in honoring the year's most outstanding representations of the lesbian, gay, bisexual and transgender community in the media.

New York
March 19, 2011

Los Angeles
April 10, 2011

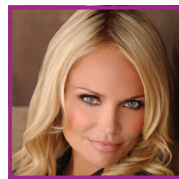
San Francisco
May 14, 2011

Vito Russo Award



Ricky Martin

Vanguard Award



Kristin Chenoweth

Corporate Leader Award



AT&T

Hosted By



Andy Cohen

Special Guests



Modern Family



**Check Out
The 2011
Nominees!**

New York Marriott Marquis
1535 Broadway
New York, NY

Westin Bonaventure Hotel
404 South Figueroa Street
Los Angeles, CA

San Francisco Marriott Marquis
55 Fourth Street
San Francisco, CA