MONTH BY MONTH

APRIL 04
GLAAD launched the “Coming Out for Equality” public service announcement campaign helmed by Brett Ratner in partnership with Comcast and NBCUniversal. Straight celebrities and athletes, such as Jackie Chan, Sarah Shahi, Jason Alexander, and Tamala Jones, participated as supporters of equality, calling for other Americans to speak out.

MARCH 03
GLAAD worked with the United for Marriage coalition to organize a rally outside of the Supreme Court in response to the hearings on March 26 and 27 on the so-called “Defense of Marriage” Act (DOMA) and the anti-gay Proposition 8. As part of the initiative, GLAAD also partnered with Google+ and the Pride Plus community to host a series of informative Google hangouts.

MAY 05
Following a non-committal statement from the National Catholic Committee on Scouting, GLAAD outlined and leveraged up broad denominational support for lifting the Boy Scouts’ ban on gay Scouts and leaders. We were on the ground in Dallas as the Boy Scouts of America announced a change in its discriminatory policy, as they unveiled that gay young men would now be allowed to join the Scouts after our yearlong campaign.

JUNE 06
GLAAD helped 11-year-old gay student Marcel Neergaard with media after he started a petition on MoveOn.org calling for StudentsFirst to rescind the honor of “Reformer of the Year” given to Tennessee State Representative John Ragan, co-sponsor of Tennessee’s infamous “Don’t Say Gay” bill.

JANUARY 01
GLAAD worked with Puerto Rican activist Pedro Julio Serrano and the grassroots social media campaign Boicot a la Comay in a campaign centered on Puerto Rican comedian Antulio “Kobbo” Santarrosa and his anti-gay comments. The star of Puerto Rican gossip show SuperXcluviso resigned from his network, WAPA TV, after GLAAD supported the call for the show to stop defaming LGBT people.

FEBRUARY 02
6-year-old Coy Mathis and GLAAD began working with the media to tell the Mathis family’s story after the young trans girl was denied access to her school’s girls’ restroom. GLAAD raised awareness about this discrimination in the hopes that the school district would rescind their ban on Coy using the correct restroom.
AUGUST

GLAAD and Rusu LGBT began collaboration to address the ongoing persecution of LGBT Russians.

SEPTEMBER

GLAAD hosted an informative panel discussion at New York City’s LGBT Community Center on transgender people's experiences interacting with the media. The panel featured Kye Allums, Laverne Cox, and Reina Gossett. At the event, moderator Tiq Milan announced that he joined GLAAD as a senior Media Strategist.

OCTOBER

The most highly and widely publicized Spirit Day yet included more involvement than ever from Spanish-language media personalities and TV and radio hosts.

NOVEMBER

The Senate passed a fully-inclusive ENDA, and GLAAD was part of the work leading up as well as helping people understand the current state of ENDA, holding a Google+ Hangout with Tiq Milan. As ENDA moves to the House, GLAAD continued to elevate stories of workplace discrimination and provide full and complete information to the media.

DECEMBER

As part of the Promoting Tolerance U.S. tour organized by AJC, GLAAD's Director of Spanish-Language Media Monica Trasandes was invited to speak about LGBT media advocacy in the United States with over 20 advocates from Eastern Europe, sharing with them an overview of the strategies GLAAD has developed over the years for successful media advocacy.
Changing the culture:
Boy Scouts of America

In 2000, the Supreme Court of the United States gave the Boy Scouts of America’s license to discriminate against gay Scouts and leaders. Even that decision, however, was no match for the power of public opinion.

In 2012, GLAAD first brought the story of Ohio mom Jennifer Tyrrell to tens of millions of Americans. Jen was the den leader of her 7-year-old son’s Cub Scouts Pack, when suddenly her life was turned upside-down and she was cast out because she’s gay. “No parent should ever have to look their child in the eye and say they’re not good enough,” Jen says.

Working alongside Jen and so many other loving parents and young people affected by the Boy Scouts’ ban, GLAAD cast a national spotlight on the concrete harms of the discriminatory policy. Soon, corporate sponsors, lawmakers, and millions of Americans were speaking out against the Boy Scouts’ ban on gay youth and LGBT adults – even President Barack Obama voiced his support for a fully inclusive Boy Scouts of America.

Finally, victory struck in 2013 when, under immense pressure from GLAAD and others, the Boy Scouts voted to end its ban on gay youth. Through the power of storytelling, GLAAD was able to harness the nation’s attention and drive change forward in one of the nation’s most venerable institutions.

Now, GLAAD’s work to bring full equality to Scouting continues as we share even more stories of loving parents like Jen, who still can’t be part of their own children’s lives because of the Boy Scouts’ ban on LGBT adults and leaders.
GLAAD partnered with Sylvia Rivera Law Project (SRLP) in 2013 to launch “Healthcare for All,” a campaign that urged New York State Medicaid to eliminate discriminatory restrictions that block transgender people from accessing the basic health care they need.

As part of the campaign, GLAAD and SRLP debuted an online PSA series, featuring transgender New Yorkers talking about the importance of healthcare and Medicaid. The PSAs received over 125,000 views online and were featured in top-tier media outlets including E! Online, Entertainment Tonight, The Huffington Post and more.

Additionally, GLAAD launched glaad.org/healthcare to help people better understand the discriminatory regulation in New York State’s Medicaid program, which specifically excludes transgender people from receiving the healthcare they need. The website was complete with a shareable infographics, educational videos, and an online petition calling on NY Governor Andrew Cuomo and Health Commissioner Nirav Shah to give transgender New Yorkers equal access to the healthcare they need.

Finally, in 2014, New York lawmakers proposed authorizing coverage for transition-related services under the state’s Medicaid program. NY Governor Andrew Cuomo described the change as, “critical to safeguarding the principle of equal treatment.”

Through the power of storytelling and leveraging strong relationships with the media, GLAAD was able to build support for truly meaningful change that will touch countless New Yorkers’ lives.
Increasing visibility: Studio Responsibility Index

For nearly two decades, GLAAD has carefully tracked the number of LGBT characters on television and has worked with networks to increase the quantity and quality of LGBT representation on the air.

In 2013, GLAAD adapted our existing television research methodology to take a closer look at the film industry. GLAAD’s Studio Responsibility Index (SRI) illuminates the current state of LGBT representation in the mainstream film industry by examining and evaluating LGBT representation from Hollywood’s six largest film studios: 20th Century Fox, Paramount Pictures, Sony Columbia, Universal Pictures, Walt Disney Studios, and Warner Brothers.

In addition, GLAAD developed its own set of criteria to analyze how LGBT characters are portrayed on film. “The Vito Russo Test” takes its name from celebrated film historian and GLAAD co-founder Vito Russo, whose book The Celluloid Closet remains a foundational analysis of LGBT portrayals in Hollywood. For filmmakers looking to include LGBT people in their stories, GLAAD’s criteria can help guide them to create more multidimensional characters. This test also represents sets a new benchmark for high-quality LGBT representation on the silver screen.

To pass the “Vito Russo Test”, the following must be true:

1. The film contains a character that is identifiably lesbian, gay, bisexual, and/or transgender.
2. That character must not be solely or predominantly defined by their sexual orientation or gender identity. I.E. they are made up of the same sort of unique character traits commonly used to differentiate straight characters from one another.
3. The LGBT character must be tied into the plot in such a way that their removal would have a significant effect. Meaning they are not there to simply provide colorful commentary, paint urban authenticity, or (perhaps most commonly) set up a punchline. The character should matter.

Though these criteria are regularly met on television, less than half (6) of the 14 major studio films managed to pass the Vito Russo Test in 2013, according to GLAAD’s SRI. The LGBT community may be increasingly well represented on television, but clearly there is a lot of work remaining in Hollywood film. That’s why GLAAD is now meeting with studio executives to discuss the report’s findings and talk about how the studios can more accurately reflect the lives of LGBT people at the movies.
Harnessing the power of media: Spirit Day

From the coast to coast, millions of Americans across the nation again showed their support for lesbian, gay, bisexual and transgender (LGBT) youth on GLAAD’s Spirit Day.

Created in 2010 by a high school student, Spirit Day inspires people to wear purple or ‘go purple’ online in support of LGBT youth and in a united stand against bullying.

What began as an idea posted to Tumblr has, with GLAAD’s help, become an international phenomenon – bringing together celebrities, sports leagues, media outlets, schools, faith institutions, local communities, and even national landmarks in a colossal display of support for LGBT youth. In 2013, Spirit Day attracted more participants than ever, including celebrities like Oprah Winfrey, Ellen DeGeneres, Laverne Cox, Demi Lovato, and Ricky Martin; TV shows like Good Morning America, the Today Show, and The View; companies like Facebook, MTV, and NBCUniversal; sports leagues like Major League Baseball, the NBA, NFL, and NHL; and even national landmarks like the White House.

Through GLAAD’s online tools, Facebook and Twitter users turned their profile pictures purple by the thousands and shared critical anti-bullying resources for parents, teachers, and students.

Each year, GLAAD’s Spirit Day touches the lives of millions with messages of hope, encouragement, and acceptance. For more information on how you can participate, visit glaad.org/spiritday
Being 11 years old is rather ordinary. But, being an openly gay 11 year-old in Tennessee and challenging anti-LGBT state legislators is remarkable.

In June 2013, GLAAD met Marcel Neergard. As a 5th grader, Marcel came out as gay, and he quickly became the victim of extreme and relentless bullying. In fact, the bullying became so terrible that Marcel’s parents pulled him from his public school to keep him safe.

It was around this time that Tennessee State Representative John Ragan re-introduced the “Don’t Say Gay” bill to the state legislature. This odious bill sought to prohibit discussion of “non-heterosexual” subjects in K-8 classes, but it would also require teachers to monitor students’ behavior and then “out” them if they “showed signs” of being gay.

Despite this, Rep. Ragan was selected to receive the award for Reformer of the Year from StudentsFirst, a prominent education group. This is when Marcel put his foot down and got in touch with GLAAD to start a trans-regional movement.

GLAAD worked with Marcel to help structure and promote an online petition calling on StudentsFirst to rescind Rep. Ragan’s misguided honor. Three days and 53,000 signatures later, StudentsFirst agreed that discrimination had no place in the classroom, and Rep. Ragan did not embody the spirit of the Reformer of the Year award.

But despite having won on that front, Marcel and GLAAD didn’t stop there. With GLAAD’s help, he has since shared his story in outlets like MSNBC, The Huffington Post, and Fusion, and more. Today, Marcel continues his efforts to protect other kids from the kind of bullying that almost ended his life.

Sharing stories that make a difference: Marcel Neergard
Sharing stories of faith: Nicholas Coppola

For many people, the issues of faith and LGBT acceptance seem to be incompatible. At GLAAD, however, we work hard to dispel the misconception that people of faith are unsupportive of LGBT equality. And we do that through the power of storytelling.

In 2013, GLAAD met Nicholas Coppola, an openly gay parishioner at St. Antony’s Roman Catholic Church in Oceanside, New York. There, Nick served as a religious education instructor, lector, and altar server. Nick was proud to have the full support of his fellow parishioners and his priest.

Nick married his husband in October 2012, but when he returned from his honeymoon, he had news waiting for him - bad news. Despite being an upstanding member of his Catholic community, when word of his marriage had reached the ears of the bishop, Nick was forced to resign from all parish involvement.

That’s when GLAAD stepped in, bringing Nick’s story to some of the nation’s biggest news sources and shining light on the ongoing struggle between LGBT Catholics and some Catholic hierarchy, as well as the growing rates of acceptance among Catholics.

Catholic Americans across the country denounced the bishop, who forced Nicholas’ removal from his parish, and began discussions with their own religious leaders about LGBT inclusion within their faith. Nicholas continues to advocate for LGBT inclusion in the life of the church. Because of his work with GLAAD, he is now regularly contacted by media outlets looking for reaction from an everyday Catholic to the statements and actions by the Roman Catholic hierarchy.

Through Nick’s story, GLAAD was able to help millions of people understand that good Catholic people be supportive of LGBT equality or even LGBT themselves.
Leading the conversation: Spanish-Language Media

The Spanish-speaking population remains one of our nation’s fastest growing communities, with the U.S. Census Bureau reporting Spanish as the primary language of nearly 37.6 million Americans.

Reaching Spanish-speaking voters with messages of acceptance has become more important than ever. That’s why GLAAD’s Spanish-Language Media Program works to share stories of LGBT people across Spanish-language news and entertainment outlets, building support for equality and challenging defamatory representations.

In 2013, GLAAD’s Spanish-Language Media (SLM) team tackled the music industry. Specifically, the SLM team dealt with popular Mexican band Molotov and the band’s incorporation of anti-gay words in their lyrics.

In 1997, Molotov released a song titled “P*to” in which they included the lyric “matarile al m*ricón”. The Spanish word “p*to” translates to English as “fa**ot” and “matarile al m*ricón” essentially means “kill the fa**ots”.

The blatantly anti-gay lyrics were slated to be included at Molotov’s 2013 U.S. concert tour, but after GLAAD intervened, Molotov saw that their high-profile status as entertainers gave them the opportunity to be positive influences for LGBT acceptance.

With GLAAD’s help, the band agreed to remove the word “m*ricón” from their song and the band decided to introduce the song during the tour with a message of support for LGBT people. The band also donated partial proceeds to LGBT organizations, and designated specific funds to help a young victim of anti-gay violence in Chile. The victim’s attackers repeatedly used the word “m*ricón.”

GLAAD’s Spanish-Language Media team is a critical tool for changing the hearts and minds among Latino audiences – not just here at home, but in countries across the globe.
Raising the bar in LGBT representation: GLAAD meets with CBS

Each year, GLAAD monitors tens of thousands of media impressions about or inclusive of the LGBT community. As part of that work, GLAAD keeps a close eye on network television and works alongside broadcasters to make sure LGBT people are included and accurately represented. We do that because it’s critical that when 11 million people tune in at 8pm to watch their favorite TV shows, viewers are not misled or misinformed about what it means to be LGBT. For some folks, the only LGBT people they know are those they meet on TV – and those are the images they remember when voting on issues like marriage equality and non-discrimination ordinances.

CBS was an early leader in transgender representation on TV, airing The Education of Max Bickford in 2001, a show that included the first regular transgender character on broadcast television. And the CBS show Cold Case earned GLAAD Media Award nominations for two episodes about anti-transgender violence.

But in 2013, GLAAD met with CBS Entertainment President Nina Tassler and over a dozen senior network executives for an honest discussion about some of CBS’s more recent missteps in representing trans people.

The meeting stemmed from repeated transphobic jokes on sitcoms like Mike & Molly and 2 Broke Girls, as well as from sensationalistic, exploitative trans characters on shows like CSI. CBS executives responded positively, and the network has since improved its representation of the LGBT community, moving from a grade of “Failing” in GLAAD’s Network Responsibility Index (NRI) to a grade of “Adequate” in 2014. Because of work like this, millions more Americans are seeing positive portrayals of LGBT people in primetime, and they’re coming to understand that everyone should be able to live the life they love.
Time and time again, news outlets turn to anti-gay activists in an effort to provide so-called “balance” to their stories. What journalists may not realize, however, is that these sources often espouse extreme, anti-LGBT animus – sometimes even advocating violence.

In an effort to provide journalists with greater context and hold newsmakers accountable for the voices they put on their airwaves, GLAAD created the Commentator Accountability Project (CAP), which provides a comprehensive set of online resources detailing the homophobic, racist, and misogynistic sentiments of nearly three-dozen of the nation’s most vitriolic anti-LGBT activists.

The Commentator Accountability Project contains facts with which every journalist who covers LGBT issues should be familiar, but usually is not. GLAAD has already made the resource available to the nation’s leading newsrooms, meeting with producers to discuss the importance of fairness and accuracy when talking about equality for every American.

CAP has since made waves across mainstream media, disrupting extreme anti-LGBT talking heads’ ability to spew misinformation on the air, and attracting responses from the nation’s leading journalists, including Hardball host Chris Matthews, who publicly stated that he and his producers are now reevaluating the way the show deals with anti-gay guests.

GLAAD also works with local news outlets – in states like North Carolina, Washington, Maine and Minnesota, where equality hinges on the ballot box – to ensure that reporters know about the gross misinformation spread by anti-gay activists in their area.

CAP provides journalists, producers, show runners and network executives with an invaluable tool by which to hold commentators accountable, in turn helping audiences better understand and accept their LGBT brothers, sisters, neighbors and friends.

In 2013, when a senior staff member at the anti-gay group National Organization for Marriage (NOM) delivered a speech disparaging Tyler Clementi, the young man who tragically took his own life after suffering anti-gay bullying, GLAAD’s Commentator Accountability Project drew attention to the outrageous remarks. The story prompted a joint response from GLAAD, HRC and the Clementi family, casting a national spotlight on NOM’s anti-gay vitriol.

CAP has quickly become an invaluable resource for newsrooms across the country, helping journalists get it right when talking about LGBT equality.
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Joshua Galassi Media Awards Intern
Cameron Mussar Special Events Intern
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Todd Clayton Religion, Faith and Values Intern

Chloe Press Special Events Intern
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Patrick Keough Faith Initiatives Intern
Nicholas Coppola National News Intern
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Summer Luk Media Awards Programs Intern
Ben Martin-McDonough Social Media Intern
Taryn Little Sports Media Intern
DEAR GLAAD SUPPORTERS:

On behalf of the Board of Directors of GLAAD, we are pleased to deliver the following audited financial statements for GLAAD for the year ended 12/31/13. As you will see in the attached financial statements, despite a year of change, 2013 was a relatively flat year, GLAAD worked diligently to maintain fundraising efforts and continued to reduce costs while preserving our ever-increasingly important programs.

GLAAD’s Board and staff continued to carry out proactive steps to mitigate the revenue pressure we face. We are proud to say that these actions have positioned GLAAD to reap benefits today and in the near future. We are also excited about the prospects for growth with our new leader, Sarah Kate Ellis. To be more specific, we thought it was important to highlight a few of the steps we took in 2013 to better position us for growth in 2014 and beyond. Some of the most important actions we took included:

- Hiring a new President, beginning January 2014
- Hiring a new Vice President of Development, beginning April 2014
- Continuing to look at and implement cost savings throughout the organization
- Realigning our operations to take advantage of outsourced and in-house efficiencies

In summary, we are pleased with the progress that GLAAD has made over the past 12 months but understand there is more work to be done. We are confident that the organization is well positioned for growth and success for the future as we continue to protect all that has been accomplished and create a world where everyone can live the life they love.

Respectfully submitted,
David V. Hedley III
(Treasurer)

For the year ending December 31, 2013

Revenue
- Contributions 1,843,485
- Annual Media Awards (Net of Direct Costs) 1,179,092
- Other Events (Net of Direct Costs) 604,527
- Investment Income 89,606
- Total Revenue 3,716,710

Expenses
- Program Services 3,500,041
- Management & General 564,759
- Fund Development 876,444
- Total Expenses 4,941,242

Net Assets
- Change in Net Assets (1,224,534)
- Net Assets at 12/31/10 5,769,776
- Net Assets at 12/31/11 4,545,242

Functional Expenses as a Percentage of Total Expenses
- Program Services 72%
- Fund Development 18%
- Management & General 11%
Independent Auditors Report

To the Board of Directors
Gay & Lesbian Alliance Against Defamation, Inc.

Report of Financial Statements
We have audited the accompanying financial statements of Gay & Lesbian Alliance Against Defamation, Inc. [a nonprofit organization], which comprise the Statement of Financial Position as of December 31, 2013, and the related Statement of Activities, Functional Expenses, and Cash Flows for the year then ended, and the related notes to the financial statements.

Management’s Responsibility for the Financial Statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors’ judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion
In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Gay & Lesbian Alliance Against Defamation, Inc. as of December 31, 2013, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Other Information
Summarized Comparative Information
We have previously audited Gay & Lesbian Alliance Against Defamation, Inc.’s 2012 financial statements, and we expressed an unmodified opinion on those audited financial statements in our report dated May 14, 2013. In our opinion, the summarized comparative information presented herein as of and for the year December 31, 2012, is consistent, and in all material respect, with the audited financial statements from which it was has been derived.

Harrington Group
Pasadena, California
August 18, 2014