

2009-2010 performance report



words & images matter

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letter from the president

Lesbian, gay, bisexual and transgender (LGBT) people are closer to equality than ever before.

Last year in 2009, our community celebrated landmark victories: loving and committed gay and lesbian couples in Iowa, Vermont and New Hampshire achieved marriage equality, Congress passed the first-ever federal hate crimes legislation that protects Americans on the basis of sexual orientation and gender identity, and President Barack Obama signed a memorandum that extended benefits to the same-sex partners of federal employees.

The Gay & Lesbian Alliance Against Defamation (GLAAD) was there every step of the way, serving as a storyteller, watchdog and advocate. When gay and lesbian Iowans were given the opportunity to take care of and be responsible for each other in the bonds of marriage, GLAAD shared their stories with local, national and social media like Twitter and Facebook, making sure that Americans saw first-hand that LGBT families are just like them. When a mother in South Carolina lost her 20-year-old son to anti-gay violence, GLAAD called on the media to tell his story and shine a light on vital legislation that would protect LGBT Americans from bias-motivated crimes. And when a loving wife was denied access to her dying partner's bedside by officials at a Miami area hospital, GLAAD made sure that the media exposed the injustice that devastated a family in its most desperate hour. Yes, GLAAD was there every step of the way to bring our stories to Americans and build the public support for our legal equality.

You see, at GLAAD, we believe that people are fair, and when they see LGBT people, when they hear our stories, they will come to understand that this is about people just like them – their brothers, sisters, neighbors and friends – who deserve to be accepted, respected and valued for who they are. They begin to see that we're not that different from them – we're just everyday people who want and deserve the same opportunities and protections that they have. By training the LGBT community to speak out and by ensuring that the stories of LGBT people are heard in the media, GLAAD is forging the way to a more equal tomorrow.

As we celebrate 25 years of amplifying LGBT voices, we look back on the great progress that has been made but recognize that there is still a lot of work to do. That's why we need your support to continue to ensure that our message is heard – one Facebook page, one telenovela, one newspaper article, one story at a time.

To our continued success together,



Jarrett T. Barrios

letter from national board co-chairs

It is with great pride that we offer you GLAAD's 2009 Performance Report, a survey of the organization's landmark achievements and our updated operating budget throughout the past calendar year.

In 2009, GLAAD had the great honor of welcoming Jarrett Tomás Barrios as its new President. With him, Jarrett brought new ideas, strength and direction that have expanded GLAAD's reach and overall impact, advancing our role as the nation's leading LGBT media advocacy and defamation organization.

In this report, you will read about GLAAD's new identity – from its fresh new logo, to the organization's expanded programmatic initiatives, GLAAD is sharing stories of LGBT people and ensuring fair and accurate media coverage like never before.

You will also hear from real people who relied on GLAAD to help share their stories – people like Charlene Strong, a loving wife who was denied access to her dying partner's bedside by staff at a Seattle hospital.

After Charlene reached out to GLAAD, her story went on to make national headlines and shaped conversations about LGBT hospital visitation protections. Due in part to the great media attention her story gained, President Barack Obama later invited Charlene to the White House where he signed an executive order that requires state-funded hospitals to respect LGBT families. It is stories like Charlene's that make GLAAD's mission so very important.

As more and more Americans hear our stories, they grow to understand and respect our community, and it is through GLAAD that those stories are told.

It is with your ongoing support that we will share even more stories in 2010. We encourage you to visit GLAAD's website, follow us on Twitter or Facebook, sign up for email updates, and see how together we can bring our community closer to equality.

To 25 more remarkable years together,



Roxanne Jones (Co-Chair)



Scott E. Miller (Co-Chair)



new logo, new glaad

You might notice that things are looking a little different at GLAAD.

Our new logo, designed by global design and brand strategy consultancy, Lippincott, commemorates our 25th anniversary and symbolizes GLAAD's work to amplify the voices of LGBT people.



GLAAD's new identity is simple and clear; it plays off a recognized symbol for communication and echoes GLAAD's programmatic goals: to empower LGBT people and allies to share their stories, to hold the media accountable for the words and images they present, and to help grassroots organizations communicate effectively. By ensuring that the stories of LGBT people are heard through the media, GLAAD promotes understanding, increases acceptance, and advances equality.



Four separate color versions of the logo are in use, in vibrant orange, green, blue, and purple. The palette showcases GLAAD's range of work, from the GLAAD Media Awards to our programmatic initiatives and resources. The colors express the diversity, energy and passion within GLAAD, and the shape of the mark suggests movement, growth and momentum—all key ingredients in GLAAD's work to build support for full equality through the media.



Created pro-bono by Lippincott, the design has already generated accolades and won second place in the non-commerce logo category in the 'Identity: Best of the Best 2010' global design competition.

As GLAAD celebrates 25 years of empowering real people to share their stories, we are delighted to showcase our new identity that represents GLAAD's work to promote acceptance and understanding of LGBT people through today's ever-changing media landscape.

working for vital hate crimes protections

In October 2009, President Barack Obama signed the Matthew Shepard & James Byrd Jr. Hate Crimes Prevention Act, the first federal law to ever protect individuals on the basis of both sexual orientation and gender identity.

GLAAD's work to ensure that media accurately reported the brutal murders of Matthew Shepard, Brandon Teena, Angie Zapata and countless others who succumbed to anti-LGBT violence was essential to winning the protections that LGBT people so deserved and needed.

In 1998, GLAAD was on the ground in Laramie, Wyoming after the vicious murder of 21-year-old Matthew Shepard. Matt's murder ignited a media firestorm and GLAAD was central to ensuring that news professionals had the resources necessary to report his story fairly and accurately. GLAAD helped Wyoming and Colorado advocacy groups speak out for inclusive hate-crimes laws, organized press conferences in which local and state advocates shared their stories, and offered devastated community members the support and tools they needed to share Matt's story with the nation.

Today, GLAAD continues its vital work to highlight the importance of LGBT-inclusive hate crimes protections. In 2009, GLAAD was on the ground, working alongside Colorado advocacy organizations, to coordinate media efforts around the Angie Zapata murder trial – a landmark case for trans-inclusive hate crimes protections in that state. Zapata, an 18-year-old transgender woman, was bludgeoned to death in her home in July 2008.

The Zapata trial was nationally televised by truTV and offered viewers a stark look at the horrifying reality of anti-transgender violence. GLAAD worked closely with producers at truTV and other national and local news outlets to share Angie's story and demonstrate the need for LGBT-inclusive hate crimes laws across the nation.

The terrifying reality of anti-LGBT hate crimes cannot be adequately illustrated by statistics. GLAAD's work to amplify the voices of those who have fallen victim to bias-motivated violence showed lawmakers and voters the lives at stake in the fight for LGBT-inclusive hate crimes protections. Because of GLAAD's work, countless voices lost to anti-LGBT hate violence were carried on in local and national media and paved the way to fully inclusive federal hate crimes legislation.

marriage equality

In 2009, loving and committed same-sex couples in Iowa, Vermont and New Hampshire were finally afforded the opportunity to marry. GLAAD was on the ground in each of those states, working with local organizations to share the stories of gay and lesbian couples wanting to make a lifelong promise to take care of and be responsible for each other.

In the days leading up to the Iowa Supreme Court's historic decision in support of marriage equality, GLAAD's Media Field Strategy team was in Des Moines to lend media support to One Iowa and help raise visibility around the landmark ruling. GLAAD worked to amplify the voices of local couples in national news outlets such as The New York Times, The Des Moines Register, The Huffington Post and even Oprah.



"GLAAD has been a vital partner in One Iowa's media and communications efforts," said Executive Director of One Iowa Carolyn Jenison. "Their expertise and support in coordinating and executing One Iowa's media response to the recent Supreme Court decision has made a big difference. The overwhelmingly positive media response would not have been possible without the support of the GLAAD team."

In New Hampshire, GLAAD worked closely with local organizations to enhance media strategy and coordinate press conferences and interviews with local and national news outlets. GLAAD also trained gay & lesbian couples to speak more effectively about marriage and the concrete harms that come from denying committed partners vital marriage protections.

GLAAD was also a vital resource in Washington State, where gay and lesbian couples fought to preserve their domestic partnership protections. GLAAD was the first national organization on the ground in Washington and assisted the 'Approve Referendum 71' campaign with fielding reporter inquiries, pitching stories, promoting letters to the editors, developing positive messages, and spreading the word about the important measure. GLAAD also worked with several gay & lesbian couples to share their stories with fellow Washingtonians and the nation at large.

GLAAD's work on the ground has impacted millions by raising awareness about the need for gay & lesbian relationship recognition protections. By helping local organizations engage advocates and communicate widely about how anti-gay laws hurt our families, more and more voters are siding with fairness for all.



Photos courtesy of Cassidy Duhon

"GLAAD's support in helping us develop the New Hampshire Freedom to Marry Coalition's communications plan was key to our success, and without their help on the ground in New Hampshire, we would not have had the same far-reaching impact in terms of media visibility and education in the days and weeks leading up to the vote."

-Mo Baxley, Executive Director, Freedom to Marry Coalition of New Hampshire



glaad at a glance

January – Following a meeting with GLAAD, KABC-TV in Los Angeles agrees to air a gay-inclusive ad that the station had previously rejected. “Gay and lesbian families are part of our KABC family,” said station President Arnold Kleiner. “Issues of equality are certainly not a controversial subject for us.”

February – GLAAD works with local organizations across the country to keep the anti-gay infomercial, *Speechless: Silencing the Christians*, off the air. Several stations cancel their plans to air the program.

March – GLAAD attends the College Media Advisers Convention in New York City to educate student journalists about fair, accurate & inclusive LGBT media coverage.

April – GLAAD is on the ground in Greeley, Colorado for the Angie Zapata murder trial, working alongside local advocacy organizations to coordinate media efforts and support Zapata’s family and friends. Angie, an 18-year-old transgender woman, was brutally murdered in July 2008 because of her gender identity.

May – President Barack Obama sends Second Lieutenant Sandy Tsao a handwritten note promising to repeal the military’s ban on openly gay service members after GLAAD shares Tsao’s story with media. Tsao was discharged from the United States Army after coming out as a lesbian.

June – Sacramento radio hosts Rob Williams and Arnie States apologize for their disparaging, anti-transgender remarks after GLAAD issues a Call to Action. Eleven advertisers, including McDonald’s, Snapple, and AT&T discontinue their contracts with the station.

July – Former GLAAD President Neil Giuliano meets with NBC News President Steve Capus to discuss and shape NBC’s LGBT news coverage.

August – GLAAD convenes the nation’s leading gaming companies in Silicon Valley for a panel on Homophobia in Virtual Communities. The panel leads to significant changes in Microsoft’s X-Box LIVE user agreement.

September – After GLAAD speaks out, “So You Think You Can Dance?” (FOX) host Nigel Lythgoe apologizes for his defamatory comments about same-sex dancing partners. In the program’s next season, FOX features a same-sex ballroom couple.

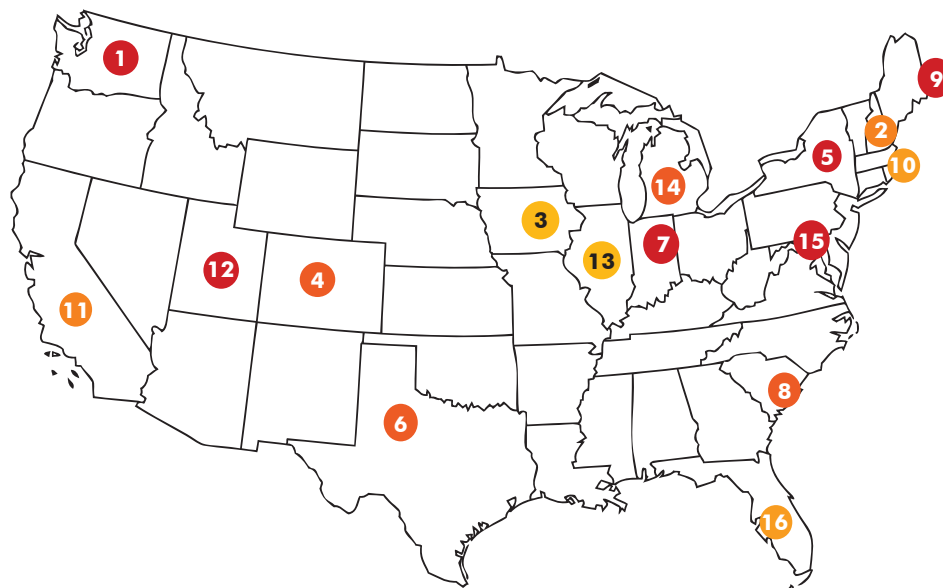
October – In response to GLAAD’s Call to Action, Kansas City Chiefs Running Back Larry Johnson apologizes for using an anti-gay slur on the social networking site, Twitter. The Kansas City Chiefs later dropped Johnson from the team.

November – GLAAD President Jarrett Barrios travels to Mexico City to present actress Lucia Mendez with a GLAAD Media Award for her Spanish language media work to prevent LGBT youth suicide. Mendez is the first person to ever receive a GLAAD Media Award outside the United States.

December – GLAAD convenes top communications staff from leading LGBT faith groups and helps expand their media strategies.

glaad on the ground

- 1 (WA)** GLAAD works with Washington Families Standing Together to share the stories of gay and lesbian couples and promote equality for all Washingtonians. On Election Day, voters support and preserve domestic partnership protections in that state.
- 2 (NH)** GLAAD works with local organizations in New Hampshire to train gay and lesbian couples to share their stories and build support as marriage equality arrives in the Granite state.
- 3 (IA)** GLAAD lends vital media assistance to One Iowa as the Iowa Supreme Court issues its historic decision in support of marriage equality.
- 4 (CO)** After the brutal murder of transgender teen Angie Zapata, GLAAD coordinates and ensures proper reporting out of Greeley, CO and works closely with truTV to broadcast the murder trial and discuss transgender issues.
- 5 (NY)** GLAAD works with media in Syracuse, NY to share the story of Lateisha Green, a transgender woman who was murdered because of her gender identity. Green's killer is the first person in NY State to ever be convicted of a hate crime in an anti-transgender attack.



- 6 (TX)** GLAAD meets with editors at The Dallas Morning News to discuss how the paper can better cover LGBT issues.
- 7 (IN)** Following GLAAD's outreach, University of Notre Dame students retract and apologize for an anti-gay cartoon published in the school's newspaper.
- 8 (SC)** GLAAD works with Greenville, SC resident Elke Kennedy to raise media awareness about anti-LGBT violence after her son Sean is killed because of his sexual orientation.
- 9 (ME)** GLAAD works with local organizations in Maine to build media strategy on the "Vote No on 1: Protect Maine Equality" campaign.
- 10 (MA)** After suffering constant anti-gay bullying at school, 11-year-old Carl Joseph Walker-Hoover hangs himself at his home in Springfield, MA. Carl's mother, Sirdeaner, works with GLAAD to share his story with media and crusades for strict anti-bullying measures at schools across the nation.
- 11 (CA)** GLAAD partners with Immigration Equality to share the story of Shirley Tan, a Pacifica, CA mother of two who faces deportation because she cannot legally wed her partner of 23 years.
- 12 (UT)** After a St. George newspaper refuses to print a paid wedding announcement from a local gay couple, GLAAD helps speak out against the paper's decision by sharing the couple's story with national media, including The Associated Press.
- 13 (IL)** After a teacher uses an anti-gay slur in the classroom, Geneva, IL teen Jordan Hunter works with GLAAD to share his story in The Chicago Tribune and The Advocate. The teacher soon apologizes for his "insensitive and hurtful" remarks, sending a message that there is no place in the classroom for anti-gay slurs.
- 14 (MI)** GLAAD helps local residents voice support for the city's non-discrimination ordinance – In November, voters approve the initiative that protects people on the basis of sexual orientation and gender identity.
- 15 (MD)** GLAAD trains spokespeople from The Maryland Black Family Alliance to speak out in favor of total equality.
- 16 (FL)** GLAAD collaborates with the ACLU of Florida to change the hearts and minds of Floridians about adoption by same-sex parents.



the glaad media awards: 20 years later

In 1990, GLAAD began honoring news and entertainment professionals for their fair, accurate and inclusive coverage of the LGBT community. That year, GLAAD celebrated talk show host Bill Donohue's commitment to the inclusion of LGBT people and presented trophies in seven other categories at the first-ever GLAAD Media Awards.

Today, the GLAAD Media Awards recognize and honor more than 180 nominees in 41 different categories. They also serve as an important platform for Hollywood celebrities, as well as top decision-makers from the country's finest news organizations, to speak out in support of our community to the world. The high visibility of the Awards enhances GLAAD's ability to garner understanding from media and entertainment professionals, and also promote developed LGBT stories that fully and accurately reflect the challenges that LGBT people face every day.

By setting a 'fairness benchmark' for industry professionals, the GLAAD Media Awards continue to remind Americans that words and images matter.

20th annual glaad media awards - held in 2009 for images presented in 2008

special honorees

Suze Orman, Vito Russo Award
 Tyra Banks, Excellence in Media Award
 Phil Donahue, Special Recognition
 The Laramie Project, 10 Years Later - The Lasting Legacy of Matthew Shepard, Special Recognition
 The Rt. Rev. V. Gene Robinson, Stephen F. Kolzak Award

Kathy Griffin, Vanguard Award
 The L Word (Showtime), Special Recognition
 Prop 8: The Musical (FunnyorDie.com), Special Recognition
 Chad Allen, Davidson/Valentini Award
 Dustin Lance Black, Special Recognition
 Geoff Callan and Mike Shaw, Special Recognition

award recipients

Outstanding Film – Wide Release: Milk (Focus Features)
 Outstanding Film – Limited Release: TIE: Noah's Arc: Jumping the Broom (Logo Features/New Open Door Productions) and Shelter (Regent Releasing)
 Outstanding Drama Series: Brothers & Sisters (ABC)
 Outstanding Comedy Series: Desperate Housewives (ABC)
 Outstanding Individual Episode: "Unidentified Funk" The New Adventures of Old Christine (CBS)
 Outstanding TV Movie or Mini-Series: East Side Story (Logo)
 Outstanding Documentary: A Jihad For Love (First Run Features)
 Outstanding Reality Program: TIE: I Want to Work for Diddy (VH1) and Transamerican Love Story (Logo)

Outstanding Daily Drama: As the World Turns (CBS)
 Outstanding Music Artist: k.d. lang, Watershed
 Outstanding Talk Show Episode: "Ellen & Portia's Wedding Day," The Ellen DeGeneres Show
 Outstanding TV Journalism – Newsmagazine: "Funding the Marriage War," IN THE LIFE (PBS)
 Outstanding TV Journalism Segment: "Special Comment: Gay Marriage is a Question of Love," Countdown with Keith Olbermann (MSNBC)
 Outstanding Newspaper Article: "Owning His Gay Identity – at 15 Years Old" by Theresa Vargas (The Washington Post)
 Outstanding Newspaper Columnist: Leonard Pitts, Jr. (The Miami Herald)
 Outstanding Newspaper Overall Coverage: The New York Times
 Outstanding Magazine Article:

"Let God Love Gene Robinson" by Andrew Corsello (GQ)
 Outstanding Magazine Overall Coverage: Newsweek
 Outstanding Digital Journalism Article: "Gay Athletes Are Making Their Mark" by LZ Granderson (ESPN.com)
 Outstanding Digital Journalism – Multimedia: "Is Gay the New Black?" by Jessica Bennett and Jennifer Molina (Newsweek.com)
 Outstanding Comic Book: Buffy the Vampire Slayer by Drew Goddard, Jeph Loeb and Joss Whedon (Dark Horse Comics)
 Outstanding Los Angeles Theatre: Secrets of the Trade by Jonathan Tolins
 Outstanding New York Theatre – Broadway & Off-Broadway: Wig Out! by Tarell Alvin McCraney
 Outstanding New York Theatre – Off-Off Broadway: Arias with a Twist by Joey Arias and Basil Twist

Inaugural Media Awards in Advertising

Corporate Responsibility Award: Subaru
 Public Visibility Award: Mitchell Gold and Bob Williams
 TV - Mainstream Market: "Golfers" Orbitz

TV - LGBT Market: "Bertolli Oven Baked Meals" Bertolli
 Print/Outdoor - Mainstream Market: "Insurance Comes Out" Allstate
 Print/Outdoor - LGBT Market: "GLBT Print Campaign" Progressive Insurance
 Interactive: "Scion's Create-Your-Own-Comic" Toyota Scion

Outstanding Advertising - Electronic: TIE: "Logo Unbuttoned" Levi's & "We All Walk In Different Shoes - Nina Poon" Kenneth Cole
 Outstanding Advertising - Print: "Will You Marry Me?" ABSOLUT® VODKA

For a complete list of winners, visit www.glaad.org/mediaawards



glaad's network responsibility index

GLAAD's Network Responsibility Index (NRI) is an evaluation of the quantity, quality and diversity of lesbian, gay, bisexual and transgender (LGBT) representation on television. By standardizing benchmarks for fair, accurate and inclusive television representation, GLAAD's NRI is a critical tool for industry professionals striving to maintain and improve diversity in their programming.

In 2009, GLAAD's NRI attracted the attention of both network executives and the national media. CBS President Nina Tassler said her network's failing grade was "a source of concern" and Sy Fy Executive Vice President of Original Content Mark Stern promised more inclusion in the network's upcoming seasons. From The New York Times to T.V. Guide, people across the country were seeing that LGBT representation on TV matters.

GLAAD evaluated primetime programming on the five broadcast networks (ABC, CBS, The CW, Fox and NBC) as well as the programming on 10 highly-rated cable networks (A&E, FX, HBO, Lifetime, MTV, Sci Fi, Showtime, TBS, TNT and USA). Based on each network's on-screen LGBT inclusion, a grade was assigned to each network: Excellent, Good, Adequate, or Failing.

HBO ranked highest among all networks with 58.5 (42%) of the network's 140 total programming hours featuring LGBT representation, while ABC led broadcast networks for the third year in a row, with 269.5 hours (24%) of its 1,146.5 total hours featuring LGBT representation.

Images of multi-dimensional gay and transgender people on TV have the power to change the public's perception of our community. As Americans get to know us better, they realize that gay and lesbian people aren't that different from them. GLAAD's Network Responsibility Index is a great tool for changing hearts and minds, one story at a time.

cineGLAAD

In 2009, GLAAD worked to create a new film outreach program that would amplify the voices of filmmakers who highlight the LGBT experience – cineGLAAD.

cineGLAAD debuted at the 2010 Sundance Film Festival and was host to three panel discussions about LGBT film. GLAAD's Director of Entertainment Media joined leading LGBT activists and filmmakers, such as HRC President Joe Solmonese, Executive Director of the National Center for Lesbian Rights (NCLR) Kate Kendall, and Oscar-winning screen writer Dustin Lance Black in discussions about the power of film and its role in achieving total equality.

Since Sundance, cineGLAAD has travelled to film festivals across the nation. In May, cineGLAAD was in Boston to kick off the 26th Annual Boston LGBT Film Festival where GLAAD President Jarrett Barrios presented the coveted 'Community Award' to Wolfe Video Inc. for 25 outstanding years of helping LGBT filmmakers distribute their work. GLAAD's Media Field Strategy team was also on hand to lead panels about LGBT cinema and the filmmaker's role in advancing total equality.

cineGLAAD then worked in Utah to help spread the word about the 7th Annual Salt Lake City LGBT Film Festival where our Entertainment Media team was on hand to screen films like 8: The Mormon Proposition – a new documentary that exposes the Mormon Church's involvement behind California's anti-gay 'Proposition 8' ballot initiative.

Working with LGBT and LGBT-inclusive filmmakers across the country, GLAAD is able to amplify images that change people's misperceptions and better educate Americans about our community. Because of GLAAD's work, millions of Americans see and hear our stories on the silver screen and come to understand that we simply seek and deserve the same things all Americans do: to take care of each other and our families, to have good jobs, to support our neighborhoods and to publicly serve our local, national and military communities.



2010 update

you spoke, and nbc listened

In July, GLAAD received several reports that NBC's Today Show would not allow same-sex couples to enter its "Modern Wedding Contest." GLAAD contacted Today Show producers to explain that all loving and committed couples should have an opportunity to celebrate their love, but producers wouldn't budge.

As a result, GLAAD mobilized our supporters and – after working with leading LGBT bloggers and advocates – over 4,000 community members and allies wrote to NBC executives to demand that the network include same-sex couples in its contest.



The very next day, NBC requested a meeting with GLAAD. After sharing our community's concerns, NBC agreed that its rules were out-of-step with network standards and opened the contest to all loving couples. The network also extended the deadline for contestants' submissions, giving same-sex couples a fair chance to apply.

It was not simply hearing from GLAAD that prompted the network to change its rules; it was hearing from countless everyday Americans who simply wanted the same opportunity to celebrate their love.

By including loving same-sex couples in its "Modern Wedding Contest," NBC sent a clear message to millions of Today Show viewers that a wedding celebrates love and commitment, whether the spouses are straight or gay.



"We have listened to every voicemail and read every email. We take this feedback seriously, and we will change our application process. TODAY is a longtime supporter of the LGBT community, and GLAAD considers us an ally... Moving forward, we ensure that our future wedding contests will be inclusive of all couples."

- NBC Official Statement

expanding glad's digital initiatives

2010 update

In 2010, GLAAD has increased its digital advocacy by exponential proportions, helping to build momentum and spur action from our community. From our improved website to social media like Facebook and Twitter, GLAAD's digital outreach projects define our leadership in online media.

Since the launch of GLAAD's Facebook page in November 2009, we have garnered over 44,000 fans and continue to increase that number by nearly 10% each month, making GLAAD one of the leading LGBT advocacy pages on Facebook. GLAAD's Facebook page allows supporters to interact with GLAAD staff and engage with us on defamation and homophobia in the media, all while staying alert and active in the community.

Similarly, GLAAD is making a significant impact on Twitter. With over 12,000 followers, GLAAD is the second-most popular LGBT organization on Twitter and continues to expand by approximately 11% each month. GLAAD's Twitter page has also attracted some heavyweight attention since its October 2009 inception; news outlets like NBC's "Today Show" and The Advocate have interacted with GLAAD on Twitter, while celebrities like Adam Lambert, Joy Behar and Cynthia Nixon have dropped @glad's name in their tweets.

GLAAD also uses social media to amplify our Calls to Action. After "Heroes" star Greg Grunberg "tweeted" defamatory comments about openly transgender Chaz Bono, GLAAD swiftly responded with a Twitter campaign of our own, calling on Grunberg to apologize not only to Chaz, but to the entire transgender community. And in July 2010, GLAAD activated thousands of advocates and allies on social media like Facebook and Twitter in response to NBC's decision to exclude gay and lesbian couples from the Today Show's "Modern Wedding Contest." Today received hundreds of tweets and Facebook messages from GLAAD supporters and even responded to GLAAD's concerns with a tweet of their own: "We're listening."

In February, GLAAD traveled to Dallas to attend the 2010 Creating Change Conference where we shared our cutting-edge digital advocacy tools and trained several hundred attendees how to inspire change online. GLAAD, together with the Gill Foundation and Gill Action, also coordinated scholarships for organizational representatives to attend our training.

Additionally, the latest news and updates about GLAAD's work are now available daily on GLAAD.org. In an effort to keep constituents more informed while simultaneously engaging prospective supporters, GLAAD's website has been redesigned to reflect the most up-to-date information about our work. GLAAD's new homepage is updated daily with what's happening right now at GLAAD and offers visitors another opportunity to engage with GLAAD staff and leadership.

GLAAD's new digital initiatives allow us to engage and activate supporters like never before. By staying at the forefront of new media, GLAAD continues to advance its role as the leading LGBT media organization.



2010 update

amplifying the voices of lgbt communities of color



Though gay and transgender Americans are more visible than ever before, many LGBT people of color still find that their lives and stories are not represented in the media.

GLAAD's Communities of African Descent (COAD), Asian Pacific Islander (API) and Spanish Language Media Strategists work to amplify the voices of LGBT people of color by training individuals how to share their stories, securing media attention for their stories and lives, and working with media outlets dedicated to covering issues of race and ethnicity to include LGBT issues.

In 2009, GLAAD worked with mainstream Latino and Spanish-speaking media professionals from Univision, Telemundo, Azteca América, CNN en Español, La Opinión, Hoy and People en Español, among others, to advocate that these hugely popular media outlets cover LGBT Latina/o issues and bring the stories of LGBT Latinas/os to their countless readers and viewers.

The Spanish-speaking community is one of the fastest growing populations in the country, and GLAAD knows that in order to achieve total equality, it is vital that we lift the voices of Spanish-speaking LGBT people and promote respect, acceptance and understanding in that community.



Similarly, GLAAD is working in Communities of African Descent and Asian Pacific Islander Communities to ensure that mainstream, ethnic and LGBT media outlets feature authentic and diverse LGBT voices and stories. GLAAD's Media Field Strategy team works with organizations serving LGBT communities of color to help them share their stories and respond effectively when media outlets miss the mark in reporting about LGBT people of color.



Photos courtesy of Cassidy Duhon

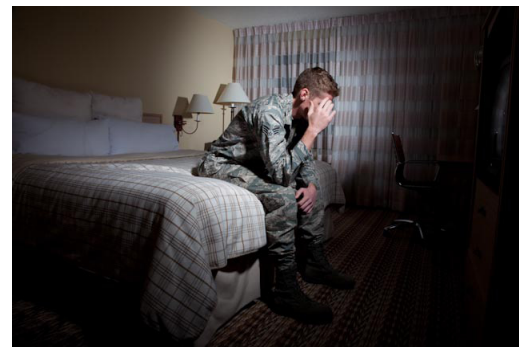
By sharing stories that represent the full spectrum of diversity in our community, GLAAD is working to create a world in which everyone is accepted, respected and valued for who they are.

2010 update

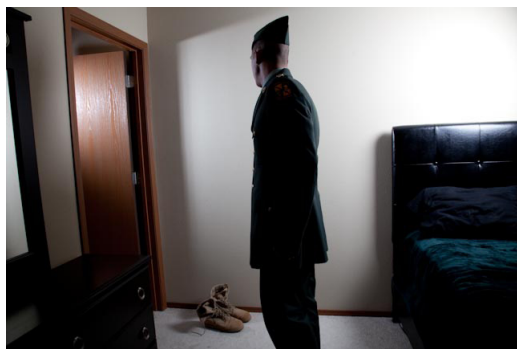
amplifying the voices of gay & lesbian service members

In his 2010 State of the Union Address, President Barack Obama renewed his promise to repeal the military's ban on openly gay & lesbian service members. GLAAD has worked tirelessly to share the stories of those suffering under Don't Ask, Don't Tell (DADT) and continues to work with media to illustrate the concrete harms inflicted on brave men and women who are forced to lie about who they are.

According to a 2010 ABC News/ Washington Post poll, seventy-five percent of Americans support "gays serving openly." This includes majorities of Independents (77%) and Republicans (64%) who also favor repeal. Though Congress has moved to repeal the ban, President Obama has yet to sign any piece of legislation that would overturn Don't Ask, Don't Tell.



In February, GLAAD worked with photographer Jeff Sheng to highlight his new photobook, *Don't Ask, Don't Tell: Volume I*, the first-ever portrait series to feature gay & lesbian military personnel currently serving under DADT. ABC World News with Diane Sawyer featured Sheng and three service members who spoke about service, duty, sacrifice and the threat of discharge.



Photos courtesy of Jeff Sheng and Kaycee Olsen Gallery

Then in May, GLAAD began work with University of North Carolina, Chapel Hill student Sara Isaacson, who was recently notified that she must reimburse the military nearly \$80,000 in scholarship money simply because she is a lesbian. GLAAD worked with Isaacson to share her story with outlets like MSNBC and helped demonstrate the substantial personal toll DADT takes on gay service members.

"Coming out was a matter of personal integrity," Isaacson told MSNBC. "[Having a military career] is something that I've dreamed about since I was 13 years old... I wanted to be able to serve my full 20+ years as a military officer... Don't Ask, Don't Tell puts people in a position where they either can't live with integrity and therefore can't live up to their expectations as an officer or they have to come out and be fired."

GLAAD's work to lift up the voices of gay and lesbian military personnel brings images and stories of hard-working service members who Americans have embraced and continues to raise awareness for the unfair nature of this ban.

"The media training provided by GLAAD allowed me to approach interviews with confidence and reach a wide audience while clearly illustrating the injustices caused by Don't Ask, Don't Tell. With GLAAD's help, I was able to put a face and a story to an issue that is so often only talked about in the abstract because of the secrecy that DADT requires."

- ROTC Student Sara Isaacson who was forced to repay the Army \$80,000 in scholarship money after coming out as a lesbian

independent auditors' report

April 21, 2010

To the Board of Directors

Gay & Lesbian Alliance Against Defamation

We have audited the accompanying Statement of Financial Position of Gay & Lesbian Alliance Against Defamation, Inc. (a nonprofit organization) as of December 31, 2009 and the related Statements of Activities, Functional Expenses, and Cash Flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit. The prior year summarized comparative information has been derived from Gay & Lesbian Alliance Against Defamation, Inc.'s December 31, 2008 financial statements and, in our report dated April 10, 2009, we expressed an unqualified opinion on those financial statements.

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 of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Gay & Lesbian Alliance Against Defamation, Inc.'s internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our 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, 2009 and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Harrington Group, Certified Public Accountants, LLP

Independent Auditor for the Gay & Lesbian Alliance Against Defamation

GAY & LESBIAN ALLIANCE AGAINST DEFAMATION, INC. FINANCIAL STATEMENTS

This condensed statement of activities was extracted from audited financial statements.

Complete audited financial statements are available upon request.

For the year ending December 31, 2009

Revenue

Contributions	4,816,654
Annual Media Awards (Net)	207,422
Other Events (Net)	129,343
Investment Income	193,454
Total Revenue	5,346,873

Expenses

Program Expenses	4,783,094
Management & General	510,727
Fundraising	1,285,716
Total Expenses	6,579,537

Net Assets

Change in Net Assets	(1,232,664)
Net Assets at 12/31/2008	11,276,837
Net Assets at 12/31/2009	10,044,173

Functional Expenses as a Percentage of Total Expenses

Programs	73%
Fundraising	19%
Management & General	8%

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as of August 2010

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Justin Ward, Media Field Strategist
Jared Watanabe, Systems Administrator
Charlotte Wells, Associate Director of Individual Philanthropy

Media Fellowships 2009

Seth Adam – National News Fellow
Anna Couturier – Media Advocacy & Research Fellow
Brendan Davis – Media Advocacy & Research Fellow
Morgan Goode – Digital Media Initiatives Fellow
Callan Koenig – Entertainment Media & Advertising Fellow
Erica Lindsten – Senior Vice President Fellow
Moe Macarow – Media Advocacy & Research Fellow
Tania Torres – Religion, Faith & Values Fellow
Anna Wipfler – Transgender Advocacy Initiatives Fellow

Internships 2009

Jenni Chou – Volunteer/ HC Intern
Mary Catanacci – Membership Intern
Christine Chau – Community Events Intern
Brendan Davis – Media Programs Intern

Milo Furlong – Media Field Strategy Intern
Kyle Griffin – Media Programs Intern
Lisa Hurwitz – Media Field Strategy Intern
Mei-Yu Lee – Asian Pacific Islander Intern
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Melanie Simangan – Community Events Intern
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Sara Werner – Public Relations/ Communications Intern
Emily Witko – Sports Media Intern

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The Visionary Circle recognizes donors whose generous support and cumulative giving to GLAAD exceeds \$1 million.

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The following GLAAD supporters have made planned gifts to GLAAD, designating us as a beneficiary of their estate and ensuring GLAAD's success and vitality into the future.

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Members of the Alliance Circle are major donors who have made significant commitments to invest in GLAAD's vision of full equality. We thank the following individuals who made gifts of \$5,000 or more between June 1, 2008 and December 31, 2009.

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"GLAAD contacted me two weeks after Sean's death to offer condolences and assistance. Since then, GLAAD has worked closely with us to prepare for multiple interviews and to bring a spotlight to the need for inclusive hate crimes legislation.

Without GLAAD, I truly believe that we would not be where we are today."

-Elke Kennedy, Mother of Sean Kennedy who was killed in an anti-gay hate crime

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The Media Circle

Members of the Media Circle are generous major donors providing the critical unrestricted funding to carry out GLAAD's work as watchdog, advocate and storyteller. We thank the following individuals who made gifts of \$1,500 to \$4,999 between June 1, 2008 and December 31, 2009.

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"GLAAD has been an important partner in Washington Families Standing Together's media and communications efforts. They have also been instrumental in preparing a broad range of LGBT Washington residents and our allies to share stories with fellow citizens. The passage of this law [Referendum 71] is truly a community effort, and we are so grateful to GLAAD and to everyone who so tirelessly supports that work."

-Josh Friedes, Campaign Manager, Washington Families Standing Together

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"GLAAD provided invaluable resources that allow us to communicate with media more effectively and share important stories that will lead Maryland to equality. GLAAD's staff helped us create powerful talking points that resonate in our community as we try to increase support for black LGBT Maryland residents. We look forward to continuing our work with GLAAD and building better relationships with local and national media that will help change hearts and minds across Maryland and the rest of the nation."

-Lea Gilmore, Program Director, Maryland Black Family Alliance

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There are more than 15,000 GLAAD members who span the globe. In addition to providing financial support, GLAAD members are the foundation of our work, mobilizing in cases of anti-gay defamation and increasing awareness and acceptance of LGBT people. We thank all GLAAD members for their support and recognize the following individuals who made gifts of \$500 to \$1,499 between June 1, 2008 and December 31, 2009.

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"GLAAD has been a vital partner in One Iowa's media and communications efforts. Their expertise and support in coordinating and executing One Iowa's media response to the recent Supreme Court decision has made a big difference.

The overwhelmingly positive media response would not have been possible without the support of the GLAAD team."

-Carolyn Jenison, Executive Director, One Iowa

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"GLAAD's Religion, Faith & Values Program has been a tremendous partner in our work in the faith community. They understand how people of faith speak to one another and they respect Dignity USA and its place in the larger LGBT movement. I am so grateful for GLAAD's work to lift up positive LGBT voices of faith in the media and sharing our stories with those willing to listen."

-Marianne Duddy-Burke, Executive Director, DignityUSA

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"I'd like to thank GLAAD for their excellent media training and individual spokesperson training. GLAAD's support and work with a variety of groups and faith communities helped us win Nondiscrimination Ordinance 1856 on Election Day."

-Jon Hoadley, Campaign Manager, One Kalamazoo

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"GLAAD has been a key ally for Equality Federation as the marriage victories and setbacks have intensified over the past year. GLAAD staff have provided key messaging tools like talking points and background research to state organizations and play a key role in strategizing around consistent messaging throughout the movement. I very much hope that GLAAD continues to grow to fill the critical movement need for collective strategizing and unified messaging, helping to achieve equality in every state and across this country."

-Toni Broadus, Executive Director, The Equality Federation

join the movement

glaad is our watchdog

For 25 years, glaad has fought defamation and homophobia in the media, working to ensure fair, accurate and inclusive coverage across media platforms.

glaad is our storyteller

Because of glaad's work, millions of Americans see and hear stories about LGBT people and learn about the need for marriage equality, LGBT-inclusive hate crimes protections and employment non-discrimination laws.



glaad is our advocate

glaad has grown its Media Field Program to serve local communities and organizations where LGBT protections are not yet secure. By helping local organizations engage advocates and communicate widely about how anti-gay laws hurt our families, glaad ensures that voters side with fairness for all.

join glaad today

When lgbt equality is at stake on Election Day, it's the images of our community that voters bring with them to the ballot box.

Help glaad amplify LGBT voices in the media and show Americans that total equality is about people just like them.



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The Gay & Lesbian Alliance Against Defamation (GLAAD) amplifies the voice of the LGBT community by empowering real people to share their stories, holding the media accountable for the words and images they present, and helping grassroots organizations communicate effectively. By ensuring that the stories of LGBT people are heard through the media, GLAAD promotes understanding, increases acceptance, and advances equality.



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