



words & images matter

2009- 2010

network responsibility index



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NRI 2009-2010: EXECUTIVE SUMMARY

The GLAAD Network Responsibility Index (NRI) is an evaluation of the quantity and quality of images of lesbian, gay, bisexual and transgender (LGBT) people on television. It is intended to serve as a road map towards increasing fair, accurate and inclusive LGBT media representations.

GLAAD has seen time and again how images of multi-dimensional gay and transgender people on television have the power to change public perceptions. The Pulse of Equality Survey, commissioned by GLAAD and conducted by Harris Interactive, confirmed a growing trend toward greater acceptance among the American public. Among the 19% who reported that their feelings toward gay and lesbian people have become more favorable over the past 5 years, 34% cited “seeing gay or lesbian characters on television” as a contributing factor.

As diverse LGBT images in the media become more prevalent, the general public is made aware to the truth about the LGBT community: lesbian, gay, bisexual and transgender Americans are parents and teachers, law enforcement and soldiers, high school students and loving elderly couples. It is as important for LGBT Americans to see our lives reflected on screen as it is for others to recognize the rich tapestry of the LGBT community.

We also know that including LGBT representation is good business. Based on U.S. Census projections, there are an estimated 15.3 million adults – 6.8% of all Americans over 18 – who self-identify as LGBT. This is a significant portion of the television audience watching to see their lives reflected on screen. According to an analysis by Witeck-Combs Communications and Packaged Facts, the buying power of gays and lesbians is projected to exceed \$835 billion by 2011.

And yet, though many network executives are aware of both the social and economic benefits of including LGBT representations in their programming, we know there is a lot of work that needs to happen before television accurately portrays our diverse community and reflects the world in which we live.

Methodology

For this fourth annual report, GLAAD divided its analysis into two sections: broadcast networks and cable networks.

For broadcast, GLAAD researched primetime programming on ABC, CBS, The CW, Fox and NBC from June 1, 2009 – May 31, 2010. Total primetime programming hours researched: 4,787.5 hours. Primetime begins at 8:00 pm Eastern and Pacific (7:00 Central and Mountain) and ends at 11:00 pm Eastern and Pacific (10:00 Central and

Mountain), Monday through Saturday. On Sunday, primetime begins at 7:00 pm Eastern and Pacific (6:00 Central and Mountain). Fox and The CW do not air network programming during the last hour of primetime, nor does The CW air programming on weekends.

The 10 cable networks examined for the 2009-2010 report include HBO, Showtime and eight of the top-rated basic cable networks according to Nielsen Media Research as of the close of the 2008-2009 TV season. Those eight networks are (alphabetically): ABC Family, A&E, FX, Lifetime, MTV, TBS, TNT and USA. For the purposes of this study, news, sports and children’s networks are not counted. The original primetime programs on these 10 networks were examined from June 1, 2009 – May 31, 2010. Total programming hours: 1,227.75 hours. Because of the re-airing and re-purposing of cable programming, only first-run broadcasts of original programs were counted when evaluating cable programming. Acquired (syndicated) series and films, as well as live sporting events, were not counted for any cable network, keeping the focus exclusively on network-generated original programming.

All programming content, on both broadcast and cable networks, was divided into four categories: drama series, comedy series, unscripted programming (i.e. reality and game shows), and newsmagazines/special event programming. In instances when a sports program aired during primetime on a broadcast network, those hours were considered “special event programming” and counted as part of our analysis. The categorization of programming hours was implemented so that analysts could understand where a network’s strengths and weaknesses lie when it came to portraying LGBT people.

Each program was reviewed for on-screen inclusion of LGBT representations. GLAAD analysts noted whether the LGBT depictions were minor or major, as well as the orientation/gender identity and the race/ethnicity of the characters depicted. Any significant discussion of issues pertaining to LGBT lives, whether in a scripted or newsmagazine setting, was also counted, though no race/ethnicity could be assigned.

For the purpose of this report, each representation of an LGBT person, or significant discussion of an LGBT issue, during the course of an hour counts as one “impression.” If one LGBT character appeared on 12 episodes, for example, this character made 12 impressions. If a single episode addressed marriage equality, for example, in a secondary storyline, it was counted as one minor ‘impression.’

Based on the overall quantity, quality and diversity of LGBT representation, a grade was assigned to each network: Excellent, Good, Adequate or Failing.

Ranking of the Broadcast Networks, 2009-2010 Listed by percentage of LGBT-inclusive hours of primetime programming

1. The CW	35%
2. Fox	30%
3. ABC	26%
4. NBC	13%
5. CBS	7%

Ranking of the Broadcast Networks, 2008-2009

1. ABC	24%
2. The CW	20%
3. Fox	11%
4. NBC	8%
5. CBS	5%

Overview of Broadcast Network Findings

- After three years in second place, The CW is now the top broadcast network in this report with 198.5 (35%) LGBT-inclusive hours out of 570 total hours of original programming. This is the highest percentage ever recorded for a broadcast network since this report's inception. The CW's programming also reflected greater LGBT and racial/ethnic diversity than any other broadcast network.

- Fox continues its ascent in the NRI rankings this year by moving into second place with 235.5 (30%) LGBT-inclusive hours out of its 781.5 total hours of original programming. While Fox has, indeed, made significant strides thanks to *Glee* and the addition of Ellen DeGeneres to the *American Idol* judges panel, the network's Sunday night comedy line-up offered up several offensive LGBT representations over the past year.

- For the first time since GLAAD began the NRI, ABC did not lead the broadcast networks in its percentage of LGBT-inclusive programming. However, ABC did lead the broadcast networks in total hours of LGBT inclusion. Of its 1147 total hours of primetime programming, 297.5 (26%) included LGBT impressions. ABC added to its already inclusive schedule this year with the top-rated new sitcom of the season, *Modern Family*, as well as the now-cancelled drama *FlashForward*.

- As the other broadcast networks move up and down our rankings, NBC has held steady in fourth place. However, for the first time, NBC has received an "Adequate" grade instead of "Failing" after improving to 151 (13%) LGBT-inclusive hours out of 1142 total hours of original programming. Despite losing an hour of scripted programming for most of the year thanks to *The Jay Leno*

Show, NBC added LGBT content to new and existing programming such as *Trauma*, *Mercy*, and *Heroes*. However, all three of those shows have since been canceled.

- With the other four networks showing considerable improvement since GLAAD began the NRI four years ago, CBS has been left behind, earning a "Failing" grade for the 3rd year in a row. Despite showing an increase over last year's findings, CBS nevertheless has 79.5 (7%) LGBT-inclusive hours of programming out of 1147 hours total. As in years past, the majority of CBS' LGBT impressions came from its unscripted reality programming, such as *The Amazing Race* and *Big Brother*.

Broadcast Networks: Quality & Diversity

In assigning grades for this report, GLAAD examines not only the quantity of LGBT-inclusive programming, but also the quality, with diversity being a key factor in the evaluations.

- The CW led the broadcast networks in racial and ethnic diversity with majority non-white LGBT representations. Of its 429 LGBT impressions, 234 (55%) were of non-white LGBT characters: 135 (32%) were African American, 95 (22%) were Latino/a and 4 (1%) were multi-racial.

- Despite having the greatest overall number of LGBT-inclusive programming hours, ABC continues to feature overwhelmingly white LGBT characters: 87% of ABC's 648 LGBT impressions were of white characters. With the exception of Dr. Callie Torres on *Grey's Anatomy* and, toward the end of the season, Justin Suarez on *Ugly Betty*, all other non-white characters largely appeared in minor roles.

- Fox (79%) and CBS (71%) also had predominantly white LGBT representations. NBC's percentage of white LGBT characters was 55% thanks to the prominence of the Latino characters Oscar on *The Office* and Angel on *Mercy*.

- The Asian Pacific Islander (API) LGBT community was underrepresented across all networks with the only characters of note being Dr. George Huang on NBC's *Law & Order: SVU* and Angela Montenegro on Fox's *Bones*. However, Dr. Huang was a relatively minor character who only appeared sporadically throughout the season, and Angela's bisexuality was underplayed this past season.

- The CW's full range of LGBT representation made the network especially noteworthy this season. Although a majority of its characters were gay males (59%), lesbians were also represented (15%) on *America's Next Top Model* and *90210*, as was the bisexual community (25%). Particularly noteworthy is *Gossip Girl*'s introduction of one of the few bisexual male characters on television, Eric's new boyfriend Elliot. Repeats last summer of the *Top Model* season featuring Isis King also gave the network transgender representation.

- Among the other networks, Fox had the highest percentage of lesbian characters (33%) thanks largely to DeGeneres on *Idol*, followed by ABC (24%), CBS (15%) and NBC (14%).

- Fox had 24% bisexual impressions, followed by CBS (22%), ABC (16%) and NBC (3%).

- All networks had 1% transgender impressions except NBC, which had 2%.

Ranking of Cable Networks Listed by percentage of LGBT-inclusive hours of original programming

1. MTV	42%
2. ABC Family	37%
3. TNT	34%
4. Showtime	32%
5. Lifetime	31%
6. FX	27%
7. HBO	26%
8. USA	4%
9. A&E	3%
10. TBS	2%

Highlights of Cable Network Findings

- Of the 10 cable networks evaluated, MTV posted the largest increase (+25%) and ranked highest for LGBT-inclusive original content. Out of 207.5 total hours of original primetime programming, 87 (42%) hours included LGBT impressions. This year, MTV becomes the first network, cable or broadcast, to receive an “Excellent” rating in this report due to the quality and diversity of its many LGBT impressions.

- ABC Family, a network new to the NRI this year, is also noteworthy for its debut in second place. Of the network’s 98 hours of original primetime programming, 36.5 (37%) featured LGBT-inclusive content. ABC Family has recently become a ratings powerhouse in basic cable and is likely to become a strong presence in our future reports.

- HBO, which last year claimed the top spot in the cable rankings, fell to seventh place this year with 40.25 (26%) LGBT-inclusive hours out of 152.25 total hours of original programming. This is a 16% decline from last year’s high of 42%. Despite HBO’s considerable drop in our rankings, it is also worth noting that the majority of the cable networks improved this year. The quantity and quality of HBO’s LGBT-inclusive programming is still of a caliber high enough to qualify the network for a “Good” grade.

- A&E and TBS continue to earn “Failing” grades with only 2% and 1% LGBT-inclusive programming hours, respectively. Joining them this year is USA, which declined eight percentage points over the past year and had only 4% LGBT-inclusive hours of original primetime programming in the 2009-2010 season.

- Although FX featured some problematic content on *Rescue Me* and *Nip/Tuck*, it is the only cable network to have featured primarily non-white LGBT characters: 28% were white and 72% were Latino/a. This was almost entirely due to the character of Dr. Liz Cruz on *Nip/Tuck*. However now that *Nip/Tuck* has been cancelled, FX will need to fill this void in the coming season.

- MTV (45% non-white) and HBO (44% non-white) also featured a considerably diverse line-up of LGBT characters. USA only had six LGBT impressions in its season, but 50% of them were of non-white characters. And though ABC Family’s LGBT characters were 66% white, it should be noted that the network’s most prominent gay character overall is Calvin on *GREEK*, who accounted for 30% African American LGBT representation.

- The remaining five cable networks feature predominantly white LGBT impressions and have ample room to grow in terms of diversifying the racial and ethnic make-up of their LGBT characters: TBS (100% white), A&E (83% white), Showtime (82% white), TNT (77% white) and Lifetime (70% white).

- In addition to the racial and ethnic diversity of its characters, MTV also represented a broad cross-section of the LGBT community in its programming. MTV featured 21.5 hours (19%) of transgender content, far more than any other cable or broadcast network. The majority of MTV’s programming hours featured bisexual content (39%), followed by gay male content (35%) and lesbian content (7%).

- Though ABC Family earns high marks for the quantity of LGBT programming and, to a lesser degree, its racial and ethnic diversity, ABC Family and Lifetime both featured overwhelmingly gay male impressions: 96% and 97%, respectively. Other networks that featured majority gay male content include: A&E (88%), TNT (78%), HBO (70%) and Showtime (59%).

- Conversely, USA and TBS featured zero gay male impressions, but neither network featured many LGBT impressions to begin with. TBS’ lone impression of the season was an Ellen DeGeneres variety special. USA aired an offensive transgender episode of *Law & Order: Criminal Intent*, while *In Plain Sight* and *White Collar* included some lesbian content. FX featured 21 lesbian-inclusive and 4 transgender-inclusive hours of programming, but all of these came from *Nip/Tuck*, a representation that has been largely critiqued.

Observations and Recommendations

From the gritty police drama *Southland*, to the hilarious and heartwarming *Modern Family* and the compelling competition on *America’s Best Dance Crew*, broadcast and cable networks proved in the 2009-2010 television season that there is a place for LGBT representation on all series, regardless the genre or intended audience.

It is particularly telling that this year a network received an “Excellent” grade, a first in the history of the Network Responsibility Index. MTV represents the standard for which every network should strive in that their programming offers fully fleshed out portrayals of lesbian, gay, bisexual and transgender people from a variety of racial and ethnic backgrounds.

MTV is also noteworthy because it primarily targets the younger 18-34 year-old demographic that all networks try so hard to attract. Polls have clearly shown that young Americans are more supportive of the LGBT community and have more friends and family members who are LGBT. Networks invested in attracting this demographic can see that those networks that succeed in doing so include positive representations of the LGBT community.

The following pages both analyze the broadcast and cable content of the 2009-2010 season and offer suggestions for the improvement of LGBT representation. Consistently, the most common area of improvement among broadcast and cable is diversity. It is clear from our findings that gay white men still dominate the television landscape on the broadcast networks. Though programs such as *Brothers & Sisters* and *Glee* deserve accolades for their high-profile gay characters (and have in fact received them from GLAAD), these shows – and many more – offer only gay white male representations. Cable networks are slowly improving in this area with shows like *True Blood* and *GREEK*, but more improvement is needed before overall LGBT representation reflects the various cultural backgrounds and experiences of the LGBT community. Until that happens, broadcast and cable networks are leaving many LGBT viewers struggling to find images that reflect their lives and communities.



Modern Family



ABC ("Good")



1,147 Total Hours of
Primetime Programming
297.5 LGBT-Inclusive Hours (26%)
Difference from 2008-2009: +2%

Disney-owned ABC has a long and distinguished history of weaving lesbian, gay, bisexual and transgender (LGBT) stories into its programming, offering up a number of television "firsts." Although ABC's LGBT history begins with *Soap* in 1977, perhaps the most notable moment came in the spring of 1997 when Ellen DeGeneres came out both off-screen and on-screen on her sitcom *Ellen*. This would mark the first LGBT leading character on television, offering the then TV audience an unprecedented view of lesbian women. DeGeneres was also the first openly gay television star in a lead role.

For the past three years in the Network Responsibility Index, ABC has led the way in LGBT representation, airing the most LGBT-inclusive hours compared to the other networks. This season, ABC once again had the highest total of LGBT-inclusive hours and, in fact, improved over last season. However, ABC's LGBT-inclusive hours as a percentage of the total hours of primetime programming were surpassed this year by The CW and Fox.

The 2009-2010 Season

- *Grey's Anatomy* again offered the most multi-dimensional portrayal of a relationship between two women on broadcast television. Viewers this season saw Callie and Arizona grow as a couple and encounter issues that real-life couples face, like when the pair disagreed over having children. Particularly in the depictions of intimacy, Callie and Arizona have been treated no differently than the show's other couples. *Grey's* also aired a powerful episode that flashed back to Dr. Webber's encounter with a gay AIDS patient in the 1980's.
- The breakout hit sitcom of the new television season, *Modern Family*, took a hilarious look into the lives of three very different but interrelated families, including Mitchell and Cameron, a gay couple who recently adopted a baby from Vietnam.

The show succeeded in giving viewers a realistic (and often painfully funny) portrayal of a family not unlike those LGBT families living throughout the country.

- Kevin and Scotty continued to grow as a married couple on *Brothers & Sisters*. Though never without their share of drama, courtesy of their large extended family, Kevin and Scotty decided to become fathers and ended the season learning that their surrogate had been successfully implanted. Uncle Saul, who came out later in life and had never been tested for STDs, discovered that he had been living with HIV.
- The moment that *Ugly Betty* fans had been waiting years for finally came as the series drew to a close when Betty Suarez's nephew Justin came out and was embraced with open arms by his family. The show made special note to have the openly gay Marc character counsel the family about not overwhelming Justin with their enthusiasm. Justin even began dating his classmate, Austin, and took him to his mom's wedding.

- In addition to the recurring gay characters of Andrew, Bob and Lee, *Desperate Housewives* took an interesting turn this season when previously married housewife Katherine embarked on a relationship with Robin, a stripper with a heart of gold. However, the two left Wisteria Lane before the end of the season and it is uncertain whether they will return.
- Elsewhere on ABC series, *FlashForward* featured Janis, who along with Arizona on *Grey's Anatomy* was one of only two series regular lesbian characters in the fall broadcast season. On *Private Practice*, Addison was surprised to learn her mother is a lesbian and, in the final episodes of *Dirty Sexy Money*, a closeted congressman propositioned Patrick Darling. On *The Deep End*, the law firm took on a discrimination case, representing an intersex runner who was discriminated against by her college, which claimed she was not fully female.

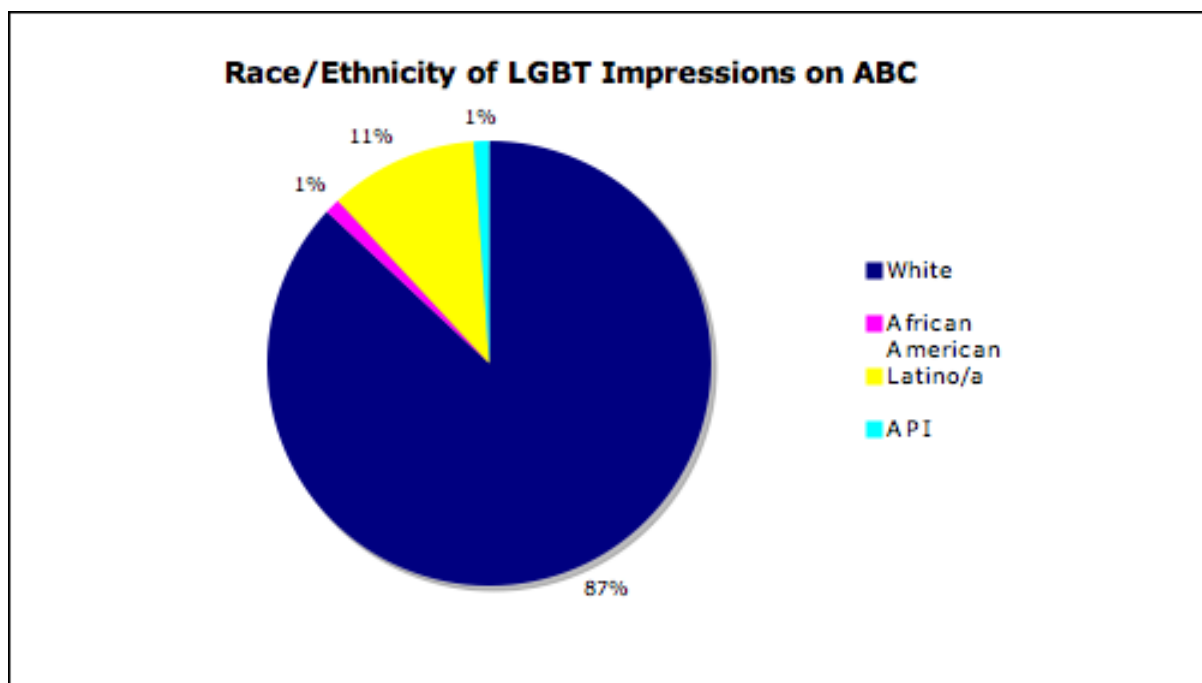
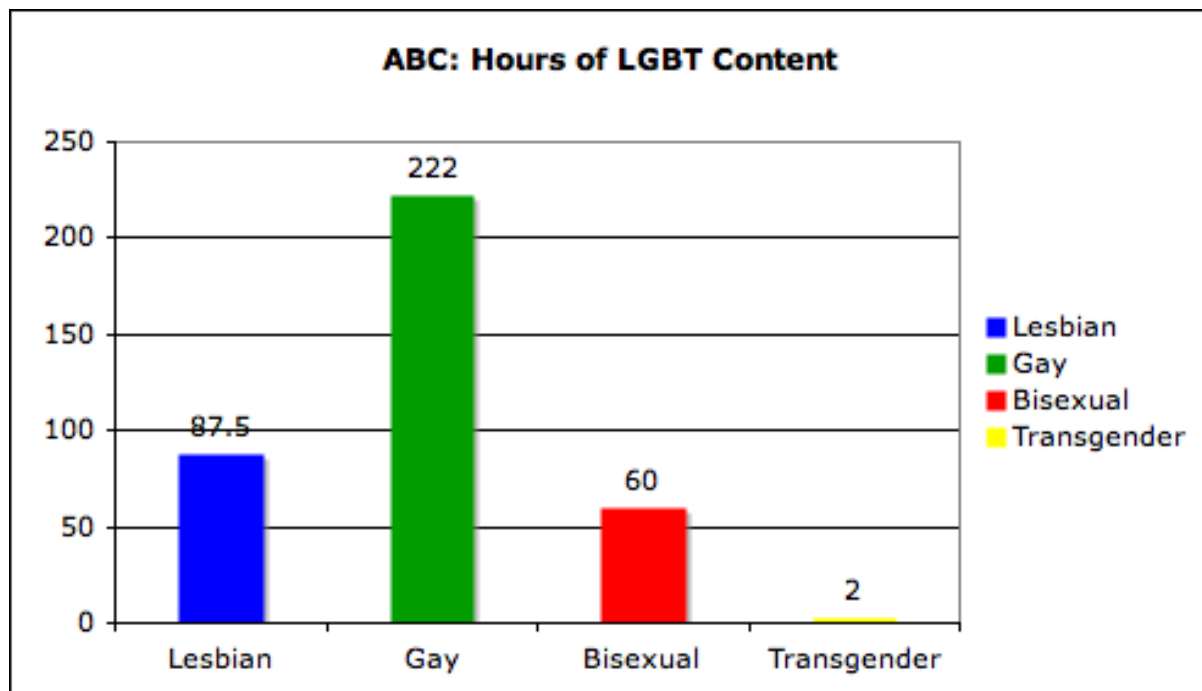
- ABC also featured a number of LGBT impressions on unscripted reality programming such as *Dancing with the Stars*, *Extreme Makeover: Home Edition* and *Crash Course*, as well as on news programs such as *Primetime: Family Secrets*, which featured a transgender woman and her family, and special programming like *The Academy Awards*, which featured Neil Patrick Harris, Lee Daniels and other LGBT celebrities.

- In November, ABC also aired the *American Music Awards*, which featured performances by bisexual pop star Lady Gaga and openly gay *American Idol* runner-up Adam Lambert. Lambert's racy performance resulted in the network canceling a planned appearance on *Good Morning America*. Following this action, GLAAD called out ABC

for enforcing a double standard considering female artists had previously performed provocative numbers with male dancers on the network.

Suggested Areas of Improvement

- ABC has always been one of the most LGBT-inclusive networks, but they have always lacked in terms of their LGBT racial and ethnic diversity. The majority of ABC's LGBT diversity this season came from two characters: Callie on *Grey's Anatomy* and Justin on *Ugly Betty*, both of whom are Latina/o. With a number of new series in the works for the fall, ABC could better reflect the cultural diversity of the LGBT community by featuring LGBT characters of color in their programming choices.



The Amazing Race 15



CBS ("Failing")

Failing

1,147 Total Hours of
Primetime Programming
79.5 LGBT-Inclusive Hours (7%)
Difference from 2008-2009: +2%

CBS premiered Norman Lear's classic *All in the Family* in 1971 and almost immediately the show tackled sexual orientation with the episode "Judging Books by Covers." Classic episodes of *Maude* and *M*A*S*H* also dealt with sexual orientation. Unfortunately, outside of those few socially-conscious shows 40 years ago, LGBT scripted impressions on the network have been virtually non-existent. For several years, CBS President Nina Tassler has publicly promised greater LGBT-inclusion in scripted programming and has consistently failed to deliver. Since GLAAD released the first Network Responsibility Index in 2007, the bulk of CBS' LGBT-inclusive programming has been found in its reality programming, particularly *The Amazing Race* and *Big Brother*. However, these programs alone are not sufficient and CBS once again finds itself the lowest ranked broadcast network in this report.

- The only significant LGBT impressions made on CBS' scripted series came on *Two and a Half Men* after Chelsea's father, Tom, came out and appeared in four episodes with his African American boyfriend, Ed. The rest of the network's scripted impressions came on individual episodes of shows such as *Ghost Whisperer*, which featured two wives secretly in love with each other, and two episodes of *Accidentally On Purpose*, one which featured lesbians in a Lamaze class and another in which the lead characters visited a gay bar.

- *CSI: Miami* aired a deeply offensive episode in which an intersex man had worked in tandem with a rapist to assault and murder women because he claimed it was the only way he could be close to them since he did not have fully developed male genitalia.

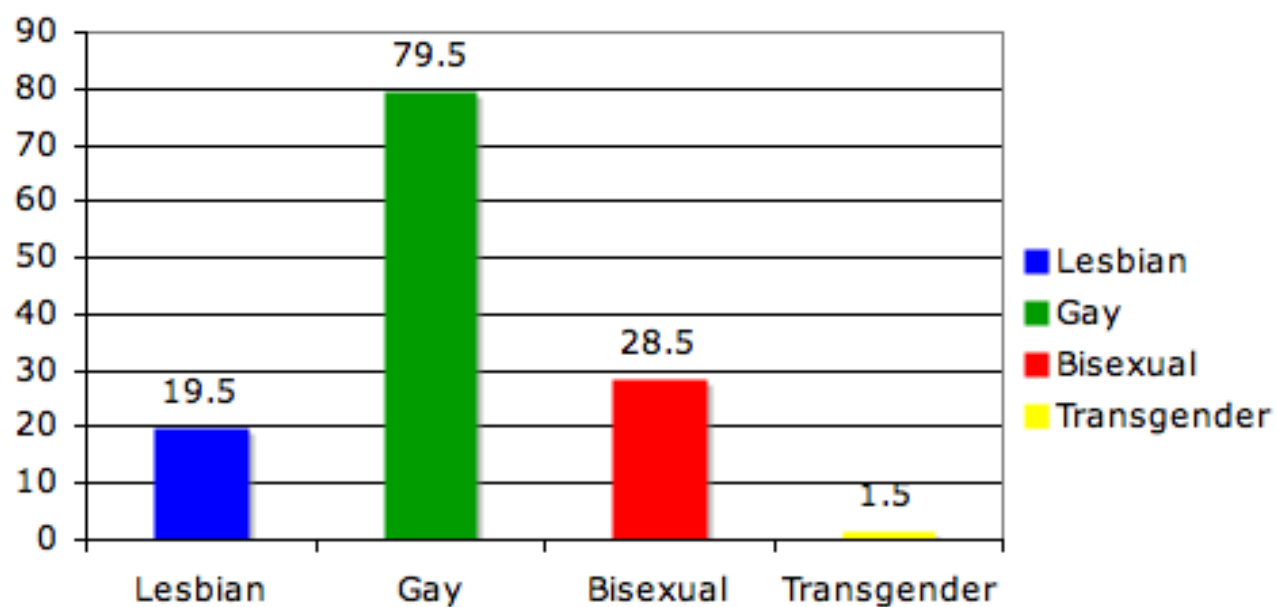
The 2009-2010 Season

- CBS had no LGBT series regular characters on any of its original scripted programs.
- The bulk of CBS' LGBT impressions came from its unscripted reality programming, accounting for 63 out of 79.5 LGBT-inclusive hours. *The Amazing Race* featured openly gay brothers Sam and Dan McMullen in the fall. When the show returned in the spring, lesbian couple Carol Rosenfeld and Brandy Snow raced against the million dollar winners, openly gay Jordan Pious and his straight brother, Dan. Meanwhile, *Big Brother 11* featured Kevin Campbell, who made it further than any previous gay contestant, as well as bisexual contestants Lydia Tavera and Michele Noonan. The new series *There Goes the Neighborhood*, in which eight families competed against each other for \$250,000, featured a lesbian couple and their children.

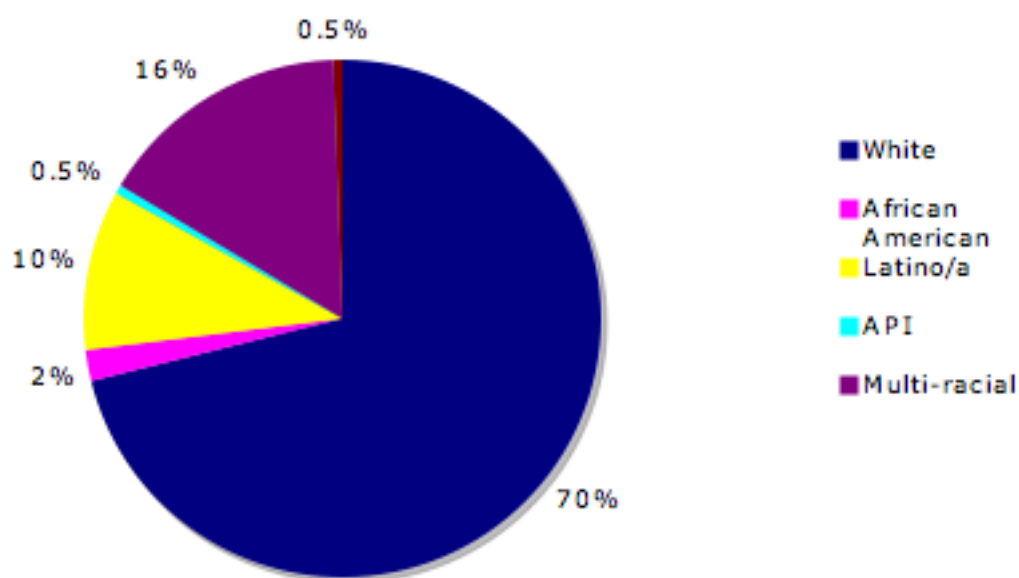
Suggested Areas of Improvement

- The simple addition of an LGBT character to any one of CBS' series would be an excellent start. *The Good Wife* hinted that Kalinda's character could be bisexual all season but never directly addressed it and left the audience to guess if her character may have shared a kiss with a woman. By bringing Kalinda out of the closet and featuring Tom and Ed in a greater capacity on *Two and a Half Men*, while continuing to cast real-life LGBT Americans on its reality series, CBS would be laying the groundwork for a more LGBT-inclusive future.
- Many of CBS' procedural series, such as *CSI* and *NCIS: Los Angeles*, have a track record of portraying LGBT people as only victims or pathological killers. CBS needs to ensure that this does not happen in the future so that the quality, as well as the quantity, of its LGBT impressions can turn over a new leaf.

CBS: Hours of LGBT Content



Race/Ethnicity of LGBT Impressions on CBS



90210



The CW ("Good")



570 Total Hours of
Primetime Programming
198.5 LGBT-Inclusive Hours (35%)
Difference from 2008-2009: +15%

Launched at the start of the 2006-2007 TV season, The CW was created after a merger between The WB and UPN, two networks that held respectable track records in offering LGBT content. In its freshman year, The CW failed to incorporate LGBT characters into its scripted shows, but was ultimately awarded a "Fair" rating in the inaugural Network Responsibility Index because 51 of The CW's 55 hours of LGBT content came from the very LGBT-inclusive reality series *America's Next Top Model*. However, by its second season of programming, The CW had made dramatic improvements to its scripted series and last year ranked second to ABC with 20% of its programming being LGBT-inclusive.

This past season marked an all-time best for The CW, registering the highest percentage of LGBT-inclusive hours ever tracked by GLAAD for this report. While the quality of the LGBT images on The CW was strong, it would be good to see the LGBT diversity found in the network's reality programming reflected in its original scripted programming as well.

The 2009-2010 Season

- *America's Next Top Model* continued to feature catwalk expert J. Alexander and photo shoot director Jay Manuel, and also added fashion editor André Leon Talley to the judges panel. Cycle 11, which featured transgender model Isis King, was repeated last summer and newer cycles included bisexual model Elina and lesbian models Lulu and Tatianna.

- Eric Van der Woodsen, Serena's openly gay younger brother on *Gossip Girl*, was given an expanded role in the show's third season, which featured the character in two key relationships, with his ex-boyfriend, Jonathan, and later with Elliot, one of the few bisexual male characters on television. Also, Chuck Bass infamously kissed a man to help his girlfriend Blair out with one of her schemes, but indicated it was not the first time he had done so.

- *Melrose Place*, the now-cancelled reboot of the 1990s series, featured the openly bisexual Ella Simms in the lead role. Ella was so open and casual about her bisexuality that when the villainous Amanda Woodward tried to lure Ella into a trap, she used an attractive woman as bait. The series also featured Caleb, Ella's gay boss who was fired once Amanda returned to town.

- The CW's other reboot, *90210*, brought on guest star Rumer Willis in a recurring role as Gia, an out lesbian who worked for the school newspaper. As the season progressed, she developed a relationship with series regular Adrianna. Though the relationship ended, it was treated with greater care than similar plotlines on other past shows that tended to be nothing more than sweeps ratings stunts.

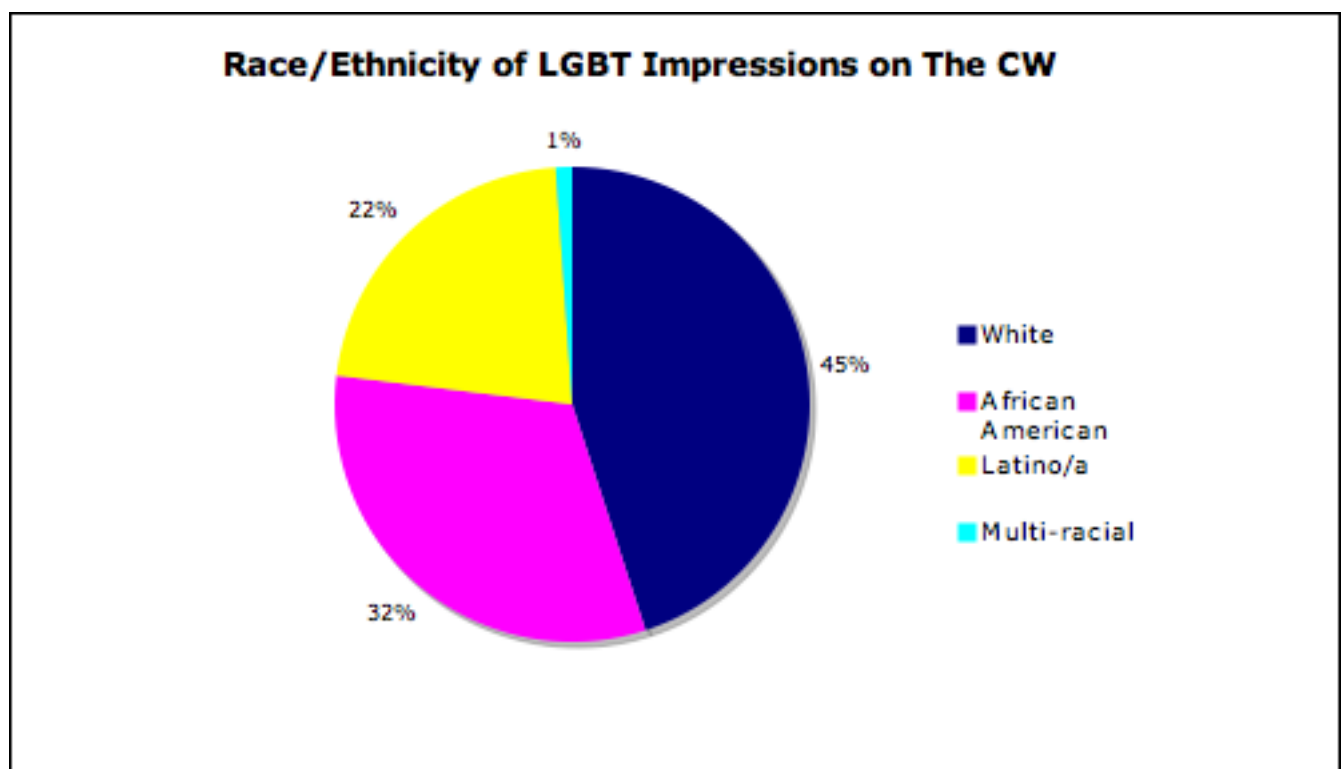
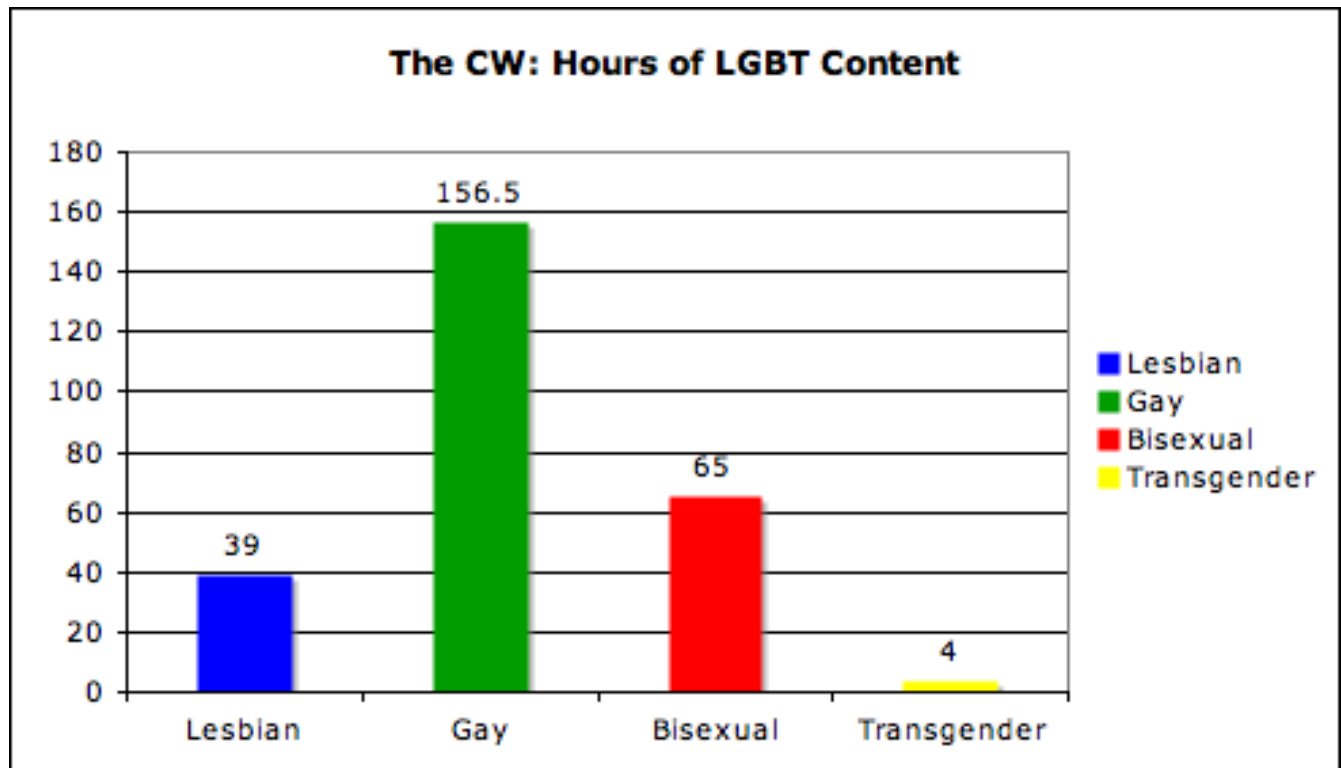
- Elsewhere on The CW, *One Tree Hill* revealed that Josh is gay; the short-lived series *The Beautiful Life* featured a gay villain named Simon; *Privileged*, which included gay African American chef Marco, repeated over the summer; and breakout series *The Vampire Diaries* revealed that Caroline's father is gay. New reality series *High Society* also included openly gay Latino socialite P.J. Calderon as well as occasional appearances by African American socialite Malik So Chic.

Suggested Areas of Improvement

- The CW did a good job this past season, but with the cancellation of *Melrose Place*, it is important that the network add and maintain LGBT characters if it hopes to continue performing strongly. To improve, it is also important that The CW work to diversify its scripted LGBT impressions. While the network's LGBT diversity breakdown was strong, the fact is that the majority of The CW's non-white LGBT images came from *America's Next Top Model*.

- Given that the series comes from out creator Kevin Williamson, it would be excellent if *The Vampire Diaries* would introduce Caroline's gay dad as well as

additional LGBT characters. We also hope that Adrianna will continue to explore her bisexuality on *90210*. And given the scarcity of bisexual male characters on television, we are hopeful that Elliot's relationship with Eric will continue to receive significant screen time on *Gossip Girl*.





Fox ("Adequate")



781.5 Total Hours of
Primetime Programming
235.5 LGBT-Inclusive Hours (30%)
Difference from 2008-2009: +19%

Founded in 1986 by News Corp CEO Rupert Murdoch, Fox's sensitivity to lesbian, gay, bisexual and transgender (LGBT) issues has frequently been called into question. *Melrose Place* may be considered a pioneer in early representations of gay men, but in 1994 GLAAD took Fox to task for censoring a kiss between two gay characters on the show. Since then, GLAAD has taken issue with Fox on a number of occasions and the network received a "Failing" grade in 2008 for its mere 6.4% of LGBT-inclusive content. Questioned about that grade, Fox Entertainment President Kevin Reilly told AfterElton.com it was "disheartening" and that the network "absolutely" has a responsibility to represent LGBT people. Despite this statement, Fox's percentage dropped to 4% the following season.

This year, Fox's percentage of LGBT-inclusive programming hours jumped an astonishing 19 points to 30% of their total primetime programming. But despite the network's improvement, Fox remains an example of how quantity must be matched by quality; much of Fox's LGBT-inclusive programming still needs improving.

The 2009-2010 Season

- *Glee*, the hit new series from openly gay creator Ryan Murphy, was the standout LGBT-inclusive series for Fox. LGBT viewers have fallen in love with Kurt Hummel as the first season traced his journey from coming out to his friends and father, becoming the star kicker on the high school football team, and competing with his crush, Finn, for his father's affection. Murphy has stated that next season, Kurt will begin dating a football player and that instead of being bullied, the pair will become a high school "power couple."

- Fox also logged a number of LGBT-inclusive hours with their reality programming. Chief among these was *American Idol*, which recruited Ellen DeGeneres to fill the seat vacated by Paula Abdul on the judges panel. Last year's openly gay runner-up, Adam Lambert, also returned to mentor the contestants and perform for one episode. Openly gay director and choreographer Adam Shank-

man became a permanent judge on *So You Think You Can Dance*, and the series also showcased a professional same-sex ballroom dancing couple. On *Hell's Kitchen*, former winner Heather West, an out lesbian, returned to assist as Chef Gordon Ramsey's sous-chef. While the gay and lesbian representations on these shows are certainly noteworthy, the format of these shows do not allow for any real discussion of LGBT issues as the focus is on the competition.

- On Fox's other scripted series, only bisexual doctor "Thirteen" on *House* offered any real substance. Her bisexuality was referenced throughout the season and she visited a lesbian bar with House. However, the same show also aired an episode in which House took an African American transgender woman on a date with colleagues purely with the intent to shock and make people uncomfortable. Conversely to "Thirteen," Angela's attraction to both sexes on *Bones* is rarely referenced as her storyline for the season centered around her relationship with Dr. Jack Hodgins. *Mental*, a series that aired last summer, featured a lesbian psychologist named Chloe in a supporting role. Her sexual orientation was only really addressed when rebuffing the advances of her male coworker.

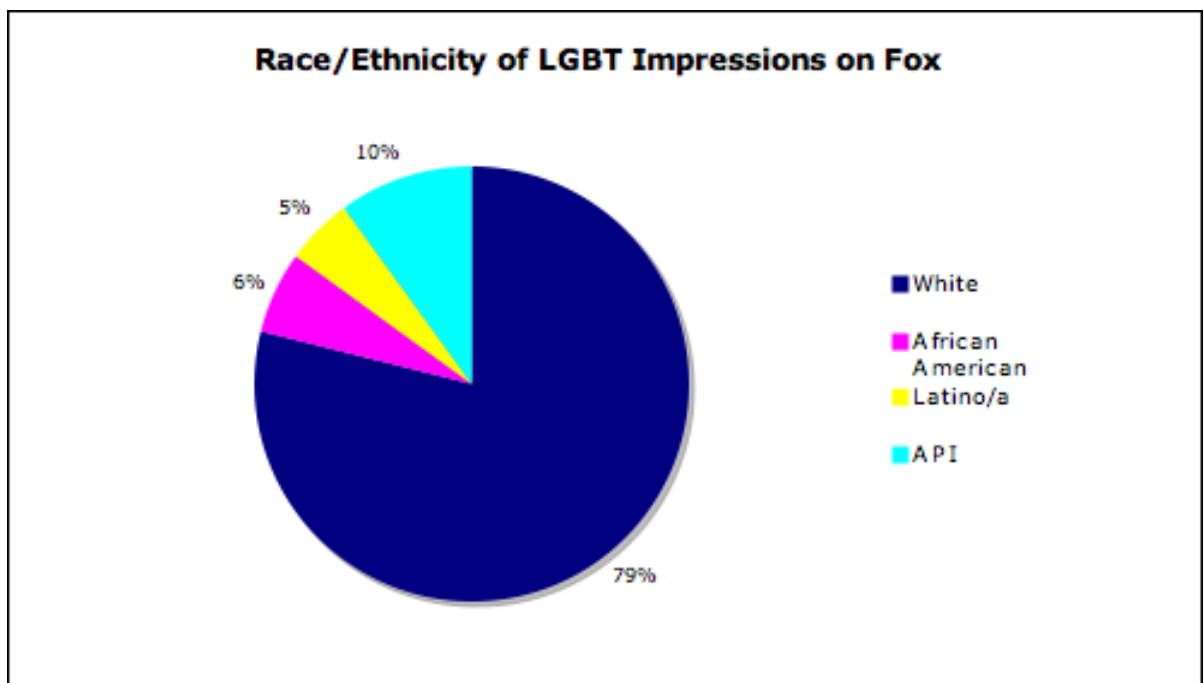
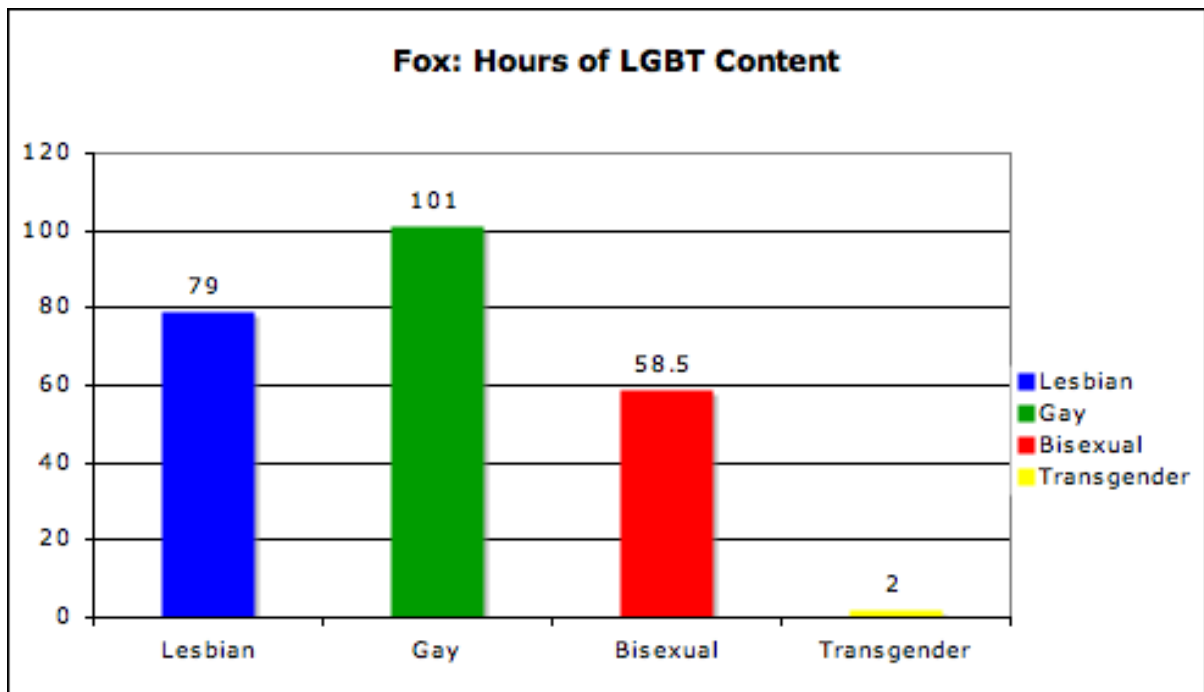
- Fox's greatest problem is in their Sunday night comedy block. Although Seth MacFarlane has always spoken openly about his support for LGBT equality and has at times expressed these views successfully on his shows, the past year saw two incredibly transphobic episodes of *Family Guy* and *The Cleveland Show*. On both series, characters reacted to the idea of being intimate with a transgender woman by vomiting profusely. On the *Family Guy* episode, Lois Griffin even trashes a dessert thoughtfully given to her by the transgender woman.

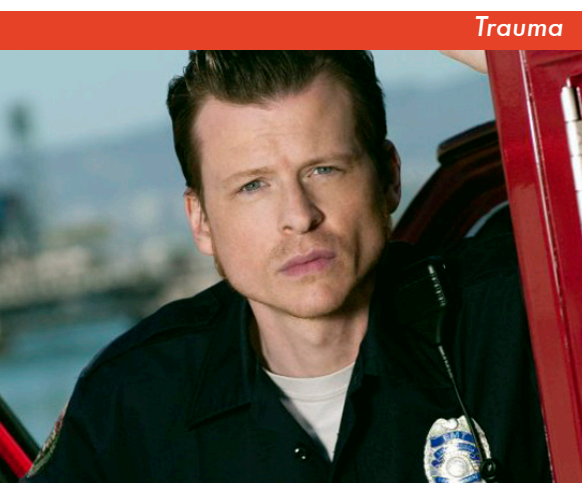
- Although it aired after primetime and was therefore not counted in this report, it should be noted that *The Wanda Sykes Show* was the first late night talk show to be headlined by an openly gay, African American woman. However, the program was cancelled and will not be returning in fall 2010.

Suggested Areas of Improvement

- A more balanced LGBT portrayal is found in MacFarlane's other show *American Dad!*, which features omni-sexual alien Roger as well as gay neighbors Greg and Terry. GLAAD has met with the producers of *The Cleveland Show* and would like to do the same with the producers of *Family Guy* to share our community's concerns with the increasingly problematic content on these shows. Transgender issues can be an appropriate topic for an animated comedy series. However, a more nuanced understanding of the discrimination faced by transgender people would make the satire smarter and less offensive.

- Although Angela's decision to marry a man on *Bones* is not unrealistic, it is important that the show not erase her bisexual identity. Angela is also a significant LGBT character for Fox because as an Asian Pacific Islander woman, she counts strongly for the network's diversity.





NBC ("Adequate")

Adequate

1142 Total Hours of
Primetime Programming

151 LGBT-Inclusive Hours (13%)

Difference from 2008-2009: +5%

NBC's history of including LGBT characters as primetime series regulars or recurring characters only dates back to the 1994 debut of *Friends*, which featured the characters of Carol and Susan, a lesbian couple who ultimately married on the show. Months after ABC cancelled *Ellen*, NBC made the bold decision to premiere *Will & Grace*, a sitcom featuring Will and Jack, two gay male lead characters. Despite initial criticism from conservative groups, *Will & Grace* went on to become the most successful series with LGBT lead characters, winning 16 Emmys and running for eight seasons as a staple of NBC's "Must-See-TV" Thursday night lineup.

After *Will & Grace* went off the air in 2006, LGBT impressions on NBC declined considerably. In last year's Network Responsibility Index, NBC received another "Failing" grade, with only 8% of its total programming being LGBT-inclusive. However, NBC improved this season to receive an "Adequate" grade. While the quantity of NBC's LGBT-impressions remains relatively low, the quality of these impressions were commendable.

The 2009-2010 Season

- The medical drama *Mercy* proved to be the most LGBT-inclusive series on NBC by far. In addition to starring out actor Guillermo Diaz as openly gay nurse Angel, the new series included several individual episodes that featured an interracial gay couple, a closeted mobster, an intersex teenager, and a pair of bisexual female students. All of these storylines were handled well.

- Another freshman series, *Trauma*, centered on a team of EMTs and paramedics in San Francisco and featured Tyler, a Southern sports fan. Although his partner, Boone, had difficulty accepting Tyler's sexual orientation at first, Tyler ultimately became family. Boone was there for Tyler as he struggled with coming out to his father when he came to visit.

- In its final season, *Heroes* added Gretchen, indestructible Claire Bennett's lesbian roommate and best friend. The two ultimately became very close and even shared a kiss. Gay accountant Oscar saw increased screen time on *The Office* and found a potential new love interest in Matt, the new gay character who works in shipping. *Friday Night Lights* returned toward the end of the season along with lesbian teenager Devin.

- Last summer also saw the end of *Kings*, which featured gay prince Jack, as well as a repeat of the entire first season of *Southland*, which featured gay LAPD Officer John Cooper.

- Among individual episodes, standouts included a hilarious GLAAD Media Award-winning episode of *Parks & Recreation*, in which Leslie Knope became a hero to the local gay community after she inadvertently married two male penguins at the zoo and came under fire from anti-gay activists. On several episodes of *30 Rock*, the show's writers found clever ways to explore sexual orientation. Liz Lemon took in her gay nephew after outing him at Christmas; Liz moved in with her gay neighbor Brian who is a New York City police officer; and she helped Jack battle his openly gay nemesis Devin, all while Jenna caused trouble with "her gays."

- After eleven years on the air, *Law & Order: SVU* revealed that criminal psychologist Dr. Hwang, played by out actor B.D. Wong, is gay. The series also featured an episode in which Kathy Griffin guest starred as a lesbian activist. In addition to several unoriginal man-hating lesbian stereotypes, the network disturbingly edited out a kiss between Griffin and star Mariska Hargitay that was teased in previews. Flagship show *Law & Order* aired an episode about a closeted talk show host and another about an anti-gay hate crime that featured out actor Cheyenne Jackson as the victim's grieving husband in what was a fair and accurate portrayal.

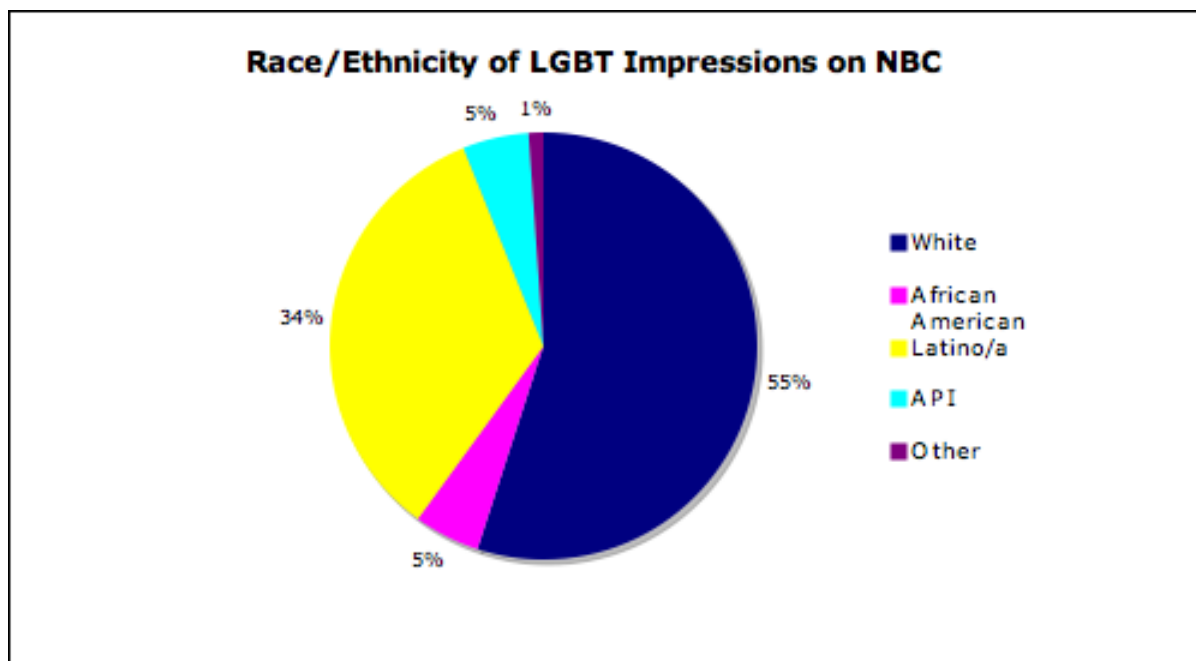
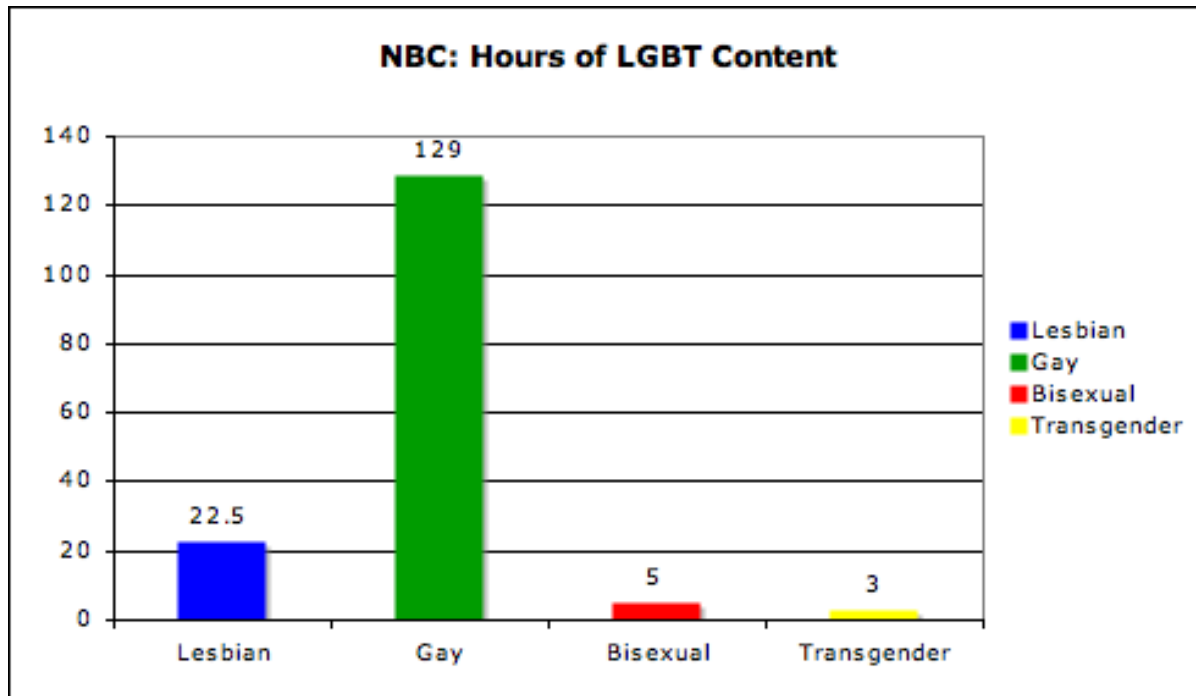
- On NBC's unscripted series, *The Marriage Ref* featured a gay married couple while Nathan Lane and Kathy Griffin debated their problems; openly lesbian comedian Carol Leifer competed on *The Celebrity Apprentice* but was fired in the first episode; Tim Gunn and Tabatha Coffey provided make-overs on *The Biggest Loser*; and *The Jay Leno Show* featured appearances by Wanda Sykes, Barney Frank, Adam Lambert, Lady Gaga, and Ross Matthews.

Order have all been cancelled and *Southland* has moved to TNT. This leaves *The Office*, *Law & Order: SVU* and *Friday Night Lights* as NBC's primary shows with LGBT representation.

- If NBC is to maintain and improve upon its current rating in this report, it is important that the network include LGBT images in the 2010-2011 season. The network has announced a slate of new dramas in the 10pm time slot. With that, there are many opportunities to expand LGBT inclusion.

Suggested Areas of Improvement

- Although NBC made great strides this year in terms of the quality of their LGBT-inclusive programming, of the series mentioned above *Mercy*, *Trauma*, *Heroes*, *Kings* and *Law &*



GREEK



ABC Family ("Good")



98 hours of original
primetime programming
36.5 LGBT-inclusive hours (37%)
New to the NRI this year

Although ABC Family was founded in 1977 as an extension of Pat Robertson's Christian Broadcast Network, the network has been transformed completely since its sale to Disney in 2001. ABC Family struggled to find its footing, but a strategic revamp in 2006 resulted in a network offering programming for teens and young adults that is largely LGBT inclusive. Bringing the network into the limelight was the success of programs such as GLAAD Media Award nominees *Kyle XY* and *GREEK*. *GREEK* was the network's first series to feature a gay person of color, Calvin, and addressed many real-life issues that LGBT students face. In 2008, the network premiered *The Secret Life of the American Teenager*, and later introduced series such as *10 Things I Hate About You*, *Make it or Break It*, and *Ruby & the Rockits*. Per the contract in Disney's acquisition of ABC Family, CBN requires that the network continue to air Robertson's *The 700 Club*, but the telecast includes the disclaimer: "The following/preceding CBN telecast does not reflect the views of ABC Family."

Since retooling their programming to cater to a young adult audience, ABC Family has quickly increased its profile while also rising in the ratings. The network finished the 2008-2009 season as one of the top basic cable networks, qualifying ABC Family for inclusion in this year's NRI. ABC Family has the second highest percentage of LGBT programming of the cable networks.

The 2009-2010 Season

- ABC Family's critically acclaimed college drama *GREEK* features openly gay fraternity brother, Calvin, whose sexual orientation is clear from the first season and is often addressed and openly accepted by his classmates. In the third season, Calvin discovers that one of his fraternity brothers, Grant, is struggling with coming out of the closet. Shortly thereafter, Calvin and Grant begin dating, and after Calvin explains to him the importance of being out of the closet, Grant comes out to his family and friends. Although their relationship comes

to an end, Calvin gives Grant the confidence he needs to live his life outside of closet doors.

- The third season of the high school drama *The Secret Life of the American Teenager* introduced Griffin, a freshman who comes out to his soon-to-be best friend Ashley in the same episode he is introduced.

- Cancelled after one season, *10 Things I Hate About You*, a spin-off of the 1999 feature film, featured a recurring character, lesbian student Mandela and her girlfriend, Baby, who are voted the cutest couple in a yearbook survey. Also featured in the first season was Cameron's friend Michael, who comes out to Cameron. Cameron, a straight student, is often mistaken to be gay.

- Also cancelled after its first season, *Ruby & the Rockits* featured one LGBT-inclusive episode in which Ruby has a crush on Nils, a boy who auditions to become the band's bassist. Later, Ruby discovers that he is gay, but it is a non-issue and he joins the band.

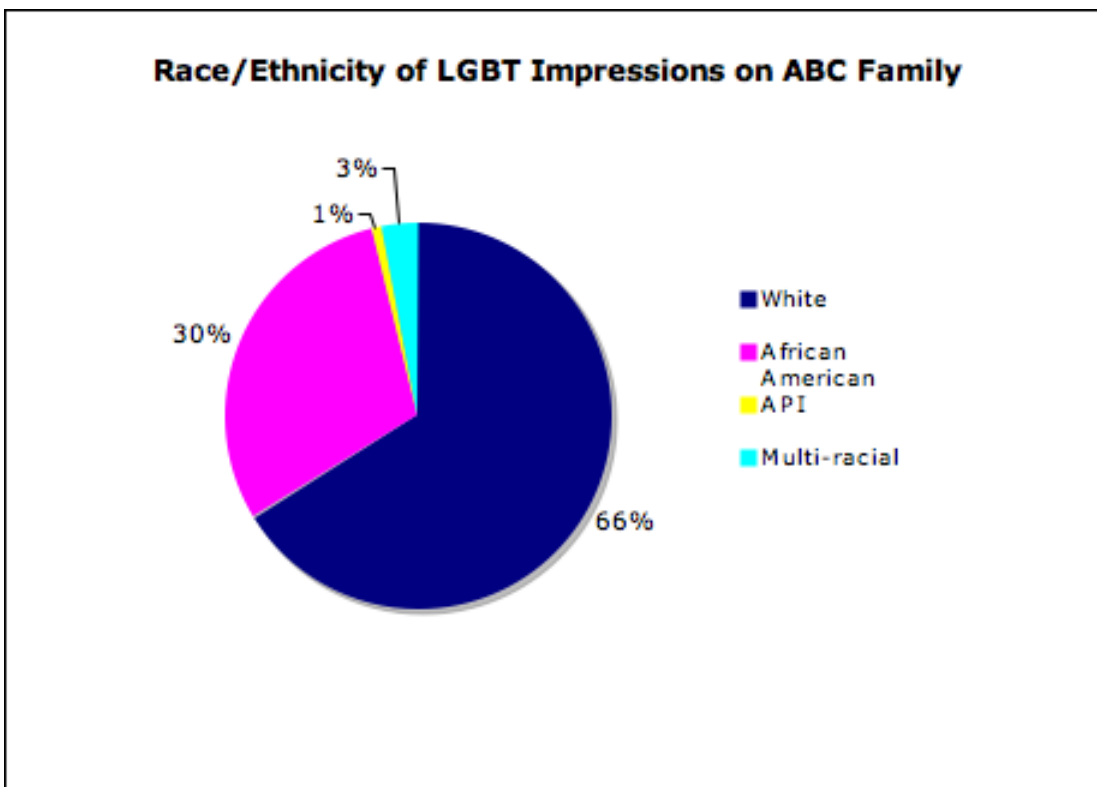
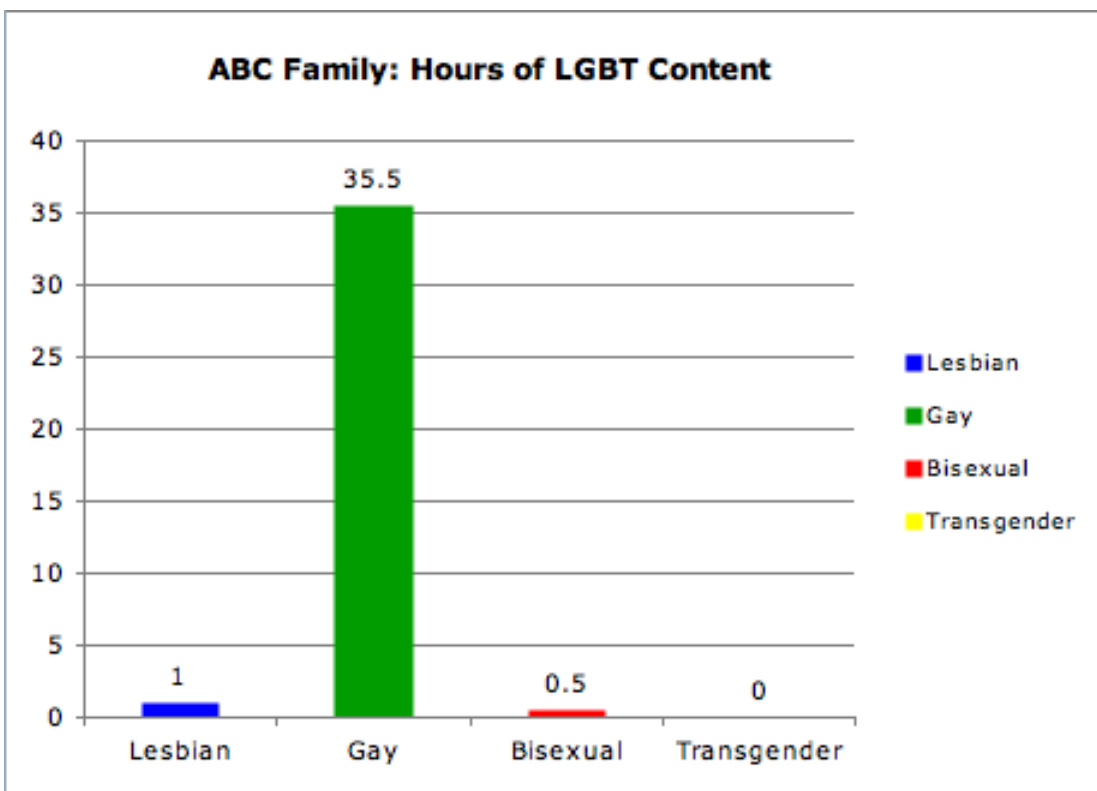
Suggested Areas of Improvement

- ABC Family's impressions depend largely on one character, Calvin in *GREEK*. With that show ending its run this season, the network's LGBT representation will drop significantly. In order to improve its position in our report, the network could consider new programming that will continue to represent the young adult LGBT experience.

- ABC Family featured several gay characters, but lacked in representation of lesbian, bisexual, and transgender characters in the 2009-2010 season. However, with the June premiere of *Pretty Little Liars*, ABC Family is already working to move beyond featuring primarily gay male representations and could bode well for its showing in next year's report. The series features two bisexual students, Emily and Maya, who shared a kiss in the pilot episode.

This will also help in ABC Family's diversity rating since Emily is multi-racial and Maya is African American.

- June also saw the series premiere of *Huge*, a dramatic comedy about a camp for overweight teenagers. Among the campers is Alistair, a quirky and insecure gay teen who represents a different kind of non-stereotypical gay character.



Kirstie Alley's Big Life



A&E ("Failing")

Failing

240.5 hours of original
primetime programming
8 LGBT-inclusive hours (3%)
Difference from 2008-2009: +2%

Created in 1981, A&E was originally a primetime and late-night programming block on Nickelodeon called ARTS until it merged with The Entertainment Network in 1984, part of a joint venture between NBC Universal, Disney-ABC Television Group, and Hearst Corp. A&E Television Networks now includes the Biography Channel and The History Channel, a network that is itself making great improvements in its Nielsen ratings and will be counted in next year's NRI.

In the 2007-2008 season, of 123.5 original primetime programming hours, 5.5 (4%) were LGBT-inclusive. In the 2008-2009 season, A&E's LGBT-inclusive programming decreased 3%, and featured only 2 hours (1%) of LGBT-inclusive content.

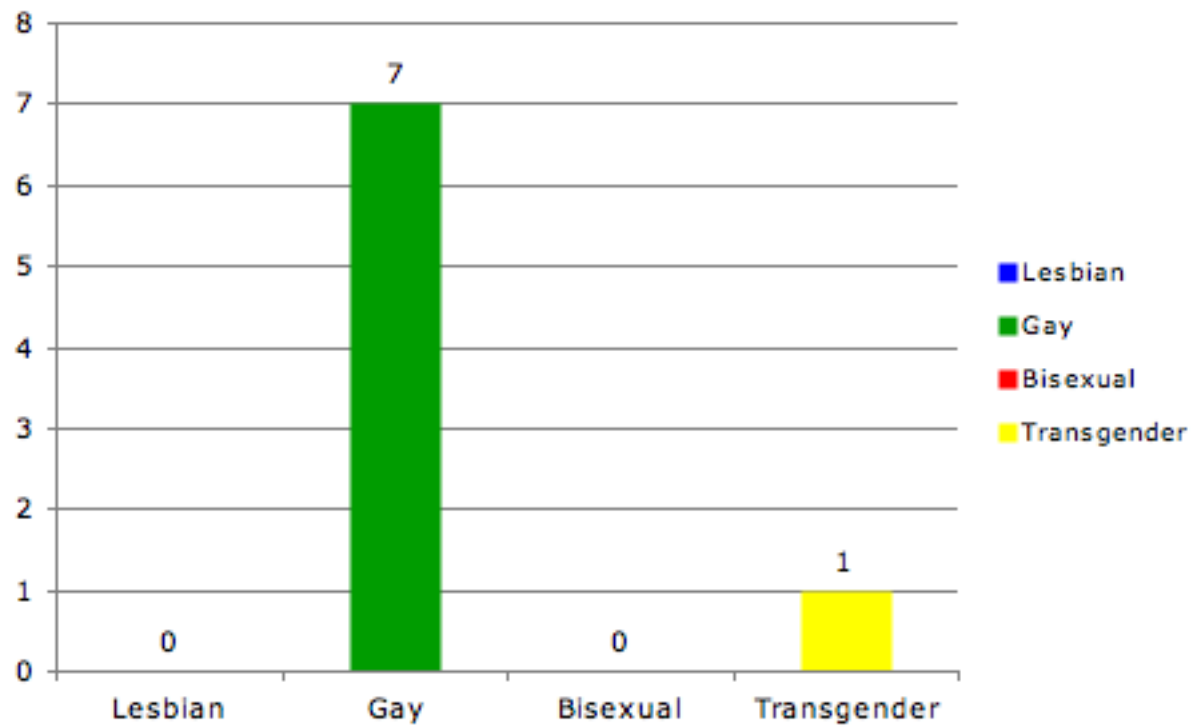
The 2009-2010 Season

- In A&E's series *The Cleaner*, interventionist William helps the alcoholic father of a gay son who was killed in the war. In a later episode, Will works with a transgender woman who is abusing steroids.
- *Kirstie Alley's Big Life* was A&E's only series that featured regular LGBT-inclusive content. Kirstie hires a new gay assistant, Kyle, to help her on her journey through weight loss.

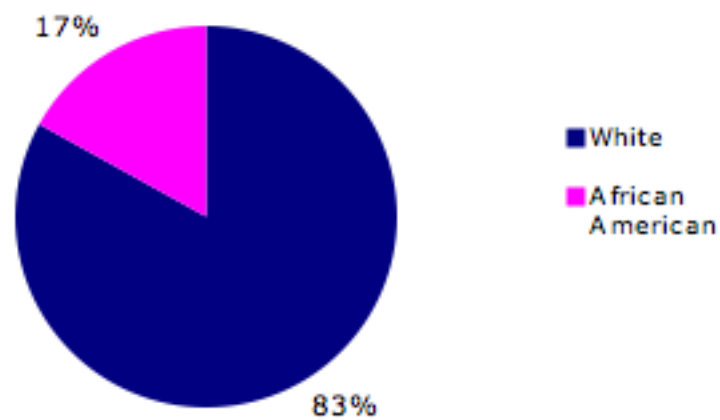
Suggested Areas of Improvement

- With a multitude of original programming, A&E has failed to capitalize on the wealth of opportunities to tell LGBT stories. The addition of *Kirstie Alley's Big Life* to the schedule is promising, but given the amount of original content hours on A&E, one program with gay white male content is not sufficient.
- While there is no known LGBT-inclusive content planned for next season, A&E will feature several new scripted series, including *Cooler Kings*, which follows an ex-Honolulu cop trying to get revenge after the death of his girlfriend. Also slated for 2010 premieres are six crime-based shows, as well as the return of hits like *Hoarders*, *Gene Simmons Family Jewels*, *Obsessed*, and *Parking Wars*. *Intervention* and *Obsessed* have previously featured LGBT content and could easily do so again.

A&E: Hours of LGBT Content



Race/Ethnicity of LGBT Impressions on A&E



NIP/TUCK



FX
("Adequate")

Adequate

83 total hours of original
primetime programming
22.5 LGBT-inclusive hours (27%)
Difference from 2008-2009: +14%

Launched in 1994 by News Corporation's Fox Entertainment Group, FX was the first television network to feature internet programming. Despite a loyal following on the web, in 1997 executives scaled back and re-launched the network as "FX: Fox Gone Cable." It later dropped the "Fox Gone Cable" tag and joined forces with NASCAR to serve as their cable provider. In 2002, FX premiered *The Shield*, and in 2003 premiered its smash-hit plastic surgery drama *Nip/Tuck*, which aired for six seasons.

In the 2007-2008 season, of 62.5 original primetime programming hours, 28 (45%) were LGBT-inclusive. In the 2008-2009 season, of 70 original primetime programming hours, 10 (13%) were LGBT, marking a 32% decrease of LGBT visibility, due to the loss of shows like *The Riches* and *Dirt*. Although FX rose to 27% LGBT-inclusive hours of programming this season, some of what aired was problematic, earning FX an "Adequate" grade as opposed to the "Good" it might otherwise have received.

The 2009-2010 Season:

- *Nip/Tuck* featured a regular lesbian character, anesthesiologist Dr. Liz Cruz. While she remains single throughout season 6, she has a short-lived relationship with a married woman. FX earned most of its LGBT programming hours from *Nip/Tuck*, but many episodes featured problematic LGBT content. The worst of these were the episodes "Alexis Stone" and "Alexis Stone II" which featured a transgender patient who requested that her sex reassignment surgery be reversed, re-performed and reversed, making it seem as though transgender people are indecisive.

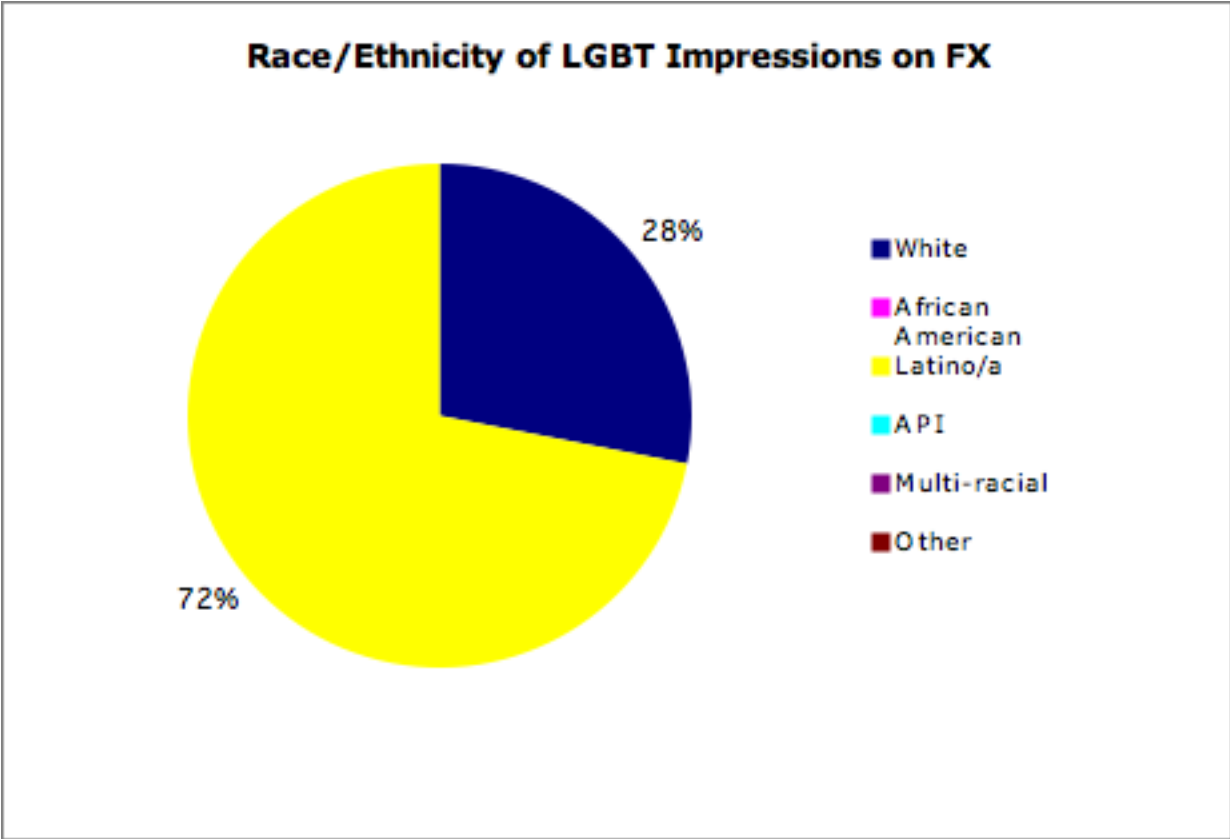
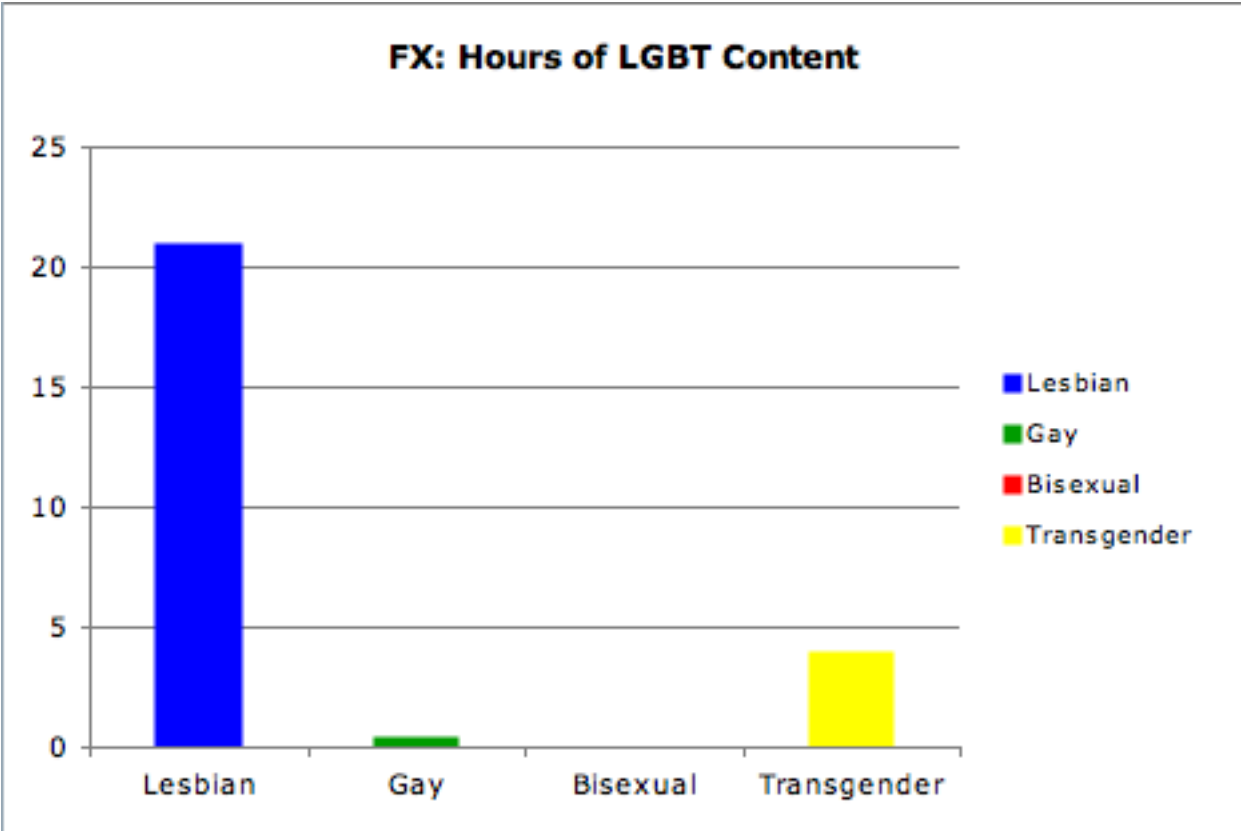
- In an episode of *Rescue Me* titled "Lesbos," Franco's girlfriend is rumored to be a lesbian. Her lesbian friends are portrayed as aggressive and threatening towards the men and there's the veiled suggestion of violence towards the women. GLAAD received numerous complaints about this episode from offended members of the lesbian community.

- The animated spy series *Archer* featured the straight title character attempting to seduce a gay Cuban spy in an episode titled "Honeypot." Though the episode could have easily proved otherwise, it was actually a very well done example of how to do "gay humor" without being offensive and featured several gay characters.

Suggested Areas of Improvement

- With the close of popular series like *Nip/Tuck*, FX will feature no recurring or regular LGBT characters in its primetime programming. The network could include an LGBT character in any one of its new or existing shows, such as *Justified* or *Sons of Anarchy*, but must take care to ensure that its LGBT content is of a quality that merits recognition in this report.

*A representative from FX reports that the 'Pam' character on *Archer* is a lesbian, however, GLAAD has not found anything in the programming to support that statement. She is not included in this analysis.



TRUE BLOOD



HBO
("Good")

Good

152 total hours of original
primetime programming
40.25 LGBT-inclusive hours (26%)
Difference from 2008-2009: -16%

In 1972 the Home Box Office (HBO) was created in New York to broadcast feature films and sports coverage to audiences across America. In 1983, HBO premiered its first original series, *Fraggle Rock*. That same year, HBO aired the first television movie ever made on a cable network, about Canadian amputee and athlete Terry Fox. Original films, specials, and scripted series followed with the network always featuring LGBT-inclusive content. The 1989 documentary *Common Threads: Stories from the Quilt* and the 1993 film *And the Band Played On* both highlighted LGBT experiences. Later, the successful LGBT-inclusive series *Sex and the City* earned a GLAAD Media Award, as well as *Six Feet Under* and the 2006 documentary, *All Aboard! Rosie's Family Cruise*.

In the 2007-2008 season, of HBO's 177.5 hours of total programming, 46 were LGBT inclusive (26%). In the 2008-2009 season, of 140 total hours of programming, 58.5 were LGBT-inclusive (42%). The 16% increase was largely due to the success of HBO's vampire series *True Blood* (2008) and the introduction of *The No. 1 Ladies Detective Agency*. Although HBO declined in overall LGBT hours this season, the quality of its LGBT-inclusive programming was still high enough to earn the network a "Good" grade.

The 2009-2010 Season:

- The critically acclaimed series *True Blood* continued to feature gay character Lafayette Reynolds, who has a presence in every episode. Eddie, the gay vampire who was killed in season one, haunted Jason Stackhouse's dreams. Season two also featured the lesbian vampire Queen, Sophie-Ann.
- In season four of the network's successful series *Big Love*, Alby, a closeted son of the "Prophet" of the United Effort Brotherhood, had his first same-sex relationship with

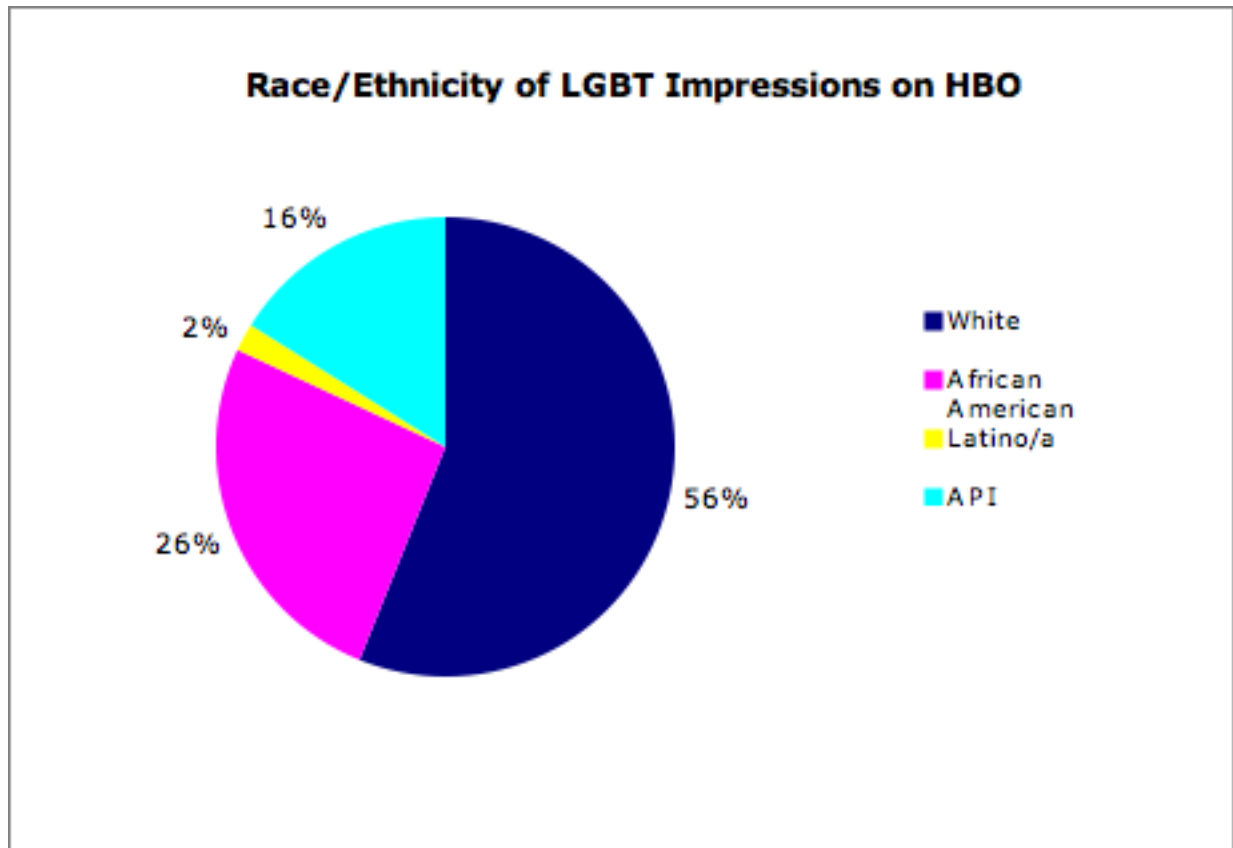
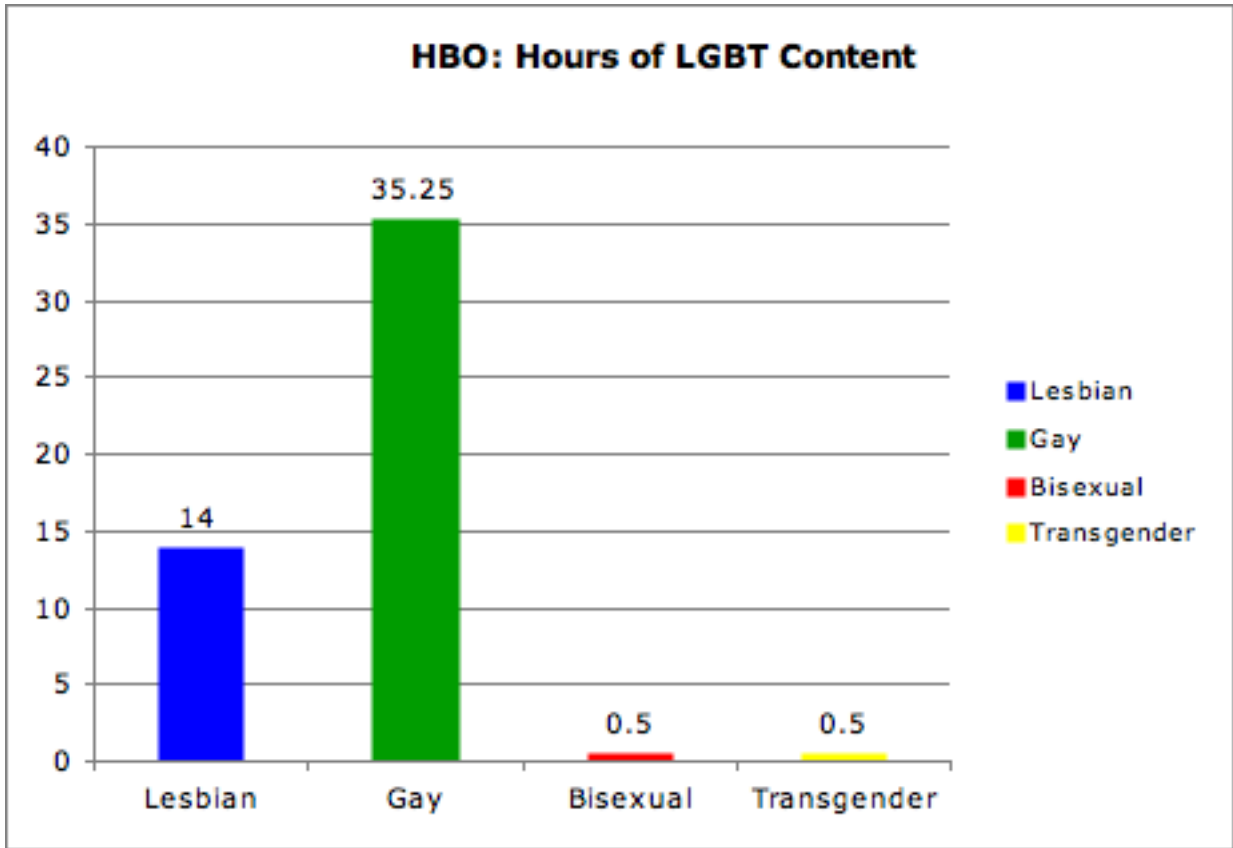
traveling businessman Dale. Although Dale was in a group for so-called "ex-gays," Alby was relentless in his pursuit of Dale. Alby becomes more comfortable with his sexual orientation as his relationship with Dale deepens, but when Dale is outed by one of the show's characters, he commits suicide. *Big Love* had always hinted that Alby was gay, but this season offered more insight about his sexual orientation than ever before.

- *Entourage* continued to feature Ari's loyal gay assistant Lloyd as a prominent character. Lloyd finally stood up to Ari and was rewarded by being made an agent. The new series *Bored to Death* did not feature any regular LGBT characters, but often featured LGBT issues, ranging from Ray's sperm donation to a lesbian couple to George's "sexual exploration." On *Hung*, teenaged Damon realized he had a crush on his best friend, Powell, and on *Curb Your Enthusiasm*, Rosie O'Donnell appeared as herself.

- Premiering in 2010 was *A Family is a Family is a Family: A Rosie O'Donnell Celebration*, a special that featured several diverse families, including LGBT parents. Lesbian comedian Wanda Sykes had a comedy special titled *Wanda Sykes: I'ma Be Me*, where she commented on LGBT issues. *Real Time with Bill Maher* continued to address issues that face the LGBT community and featured LGBT guests such as Rachel Maddow.

Suggested Areas of Improvement

- HBO's programming consistently features a racially and ethnically diverse mix of gay programming, but could expand and diversify by including more lesbian, bisexual and transgender characters in its current and upcoming programming.



Project Runway



Lifetime ("Good")



102.5 total hours of original
primetime programming
32 LGBT-Inclusive Hours (31%)
Difference from 2008-2009: +17%

When it debuted in 1984, Lifetime Television focused on health and wellness programming, but by the early 1990s Lifetime re-branded itself to focus solely on the female demographic. To this day, Lifetime remains the most-watched women's network. With over 200 Lifetime Original Movies, Lifetime is also currently the largest producer of original television movies. In 2006, Lifetime aired the groundbreaking film *A Girl Like Me: The Gwen Araujo Story*. Starring J.D. Pardo and Academy Award-winner Mercedes Ruehl, the movie delved into the real-life story of a transgender teen who was violently murdered in 2002 because of her gender identity. The film was honored with a GLAAD Media Award for Outstanding Television Movie.

Over the past three years, Lifetime has demonstrated consistent improvement in LGBT-inclusive programming. From 10%, in 2007-2008, to 14%, in 2008-2009, to this season's 31%, Lifetime has repositioned itself as a contemporary, LGBT-friendly network. This past season, Lifetime was helped greatly by its acquisition of *Project Runway*, although the show featured almost exclusively gay male impressions.

The 2009-2010 Season

- The majority of Lifetime's LGBT impressions are due to the network's acquisition of *Project Runway*. Lifetime aired seasons six and seven and a special two-hour *Project Runway: All-Star Challenge*. The reality competition series featured mentor Tim Gunn, judge Michael Kors, as well as a number of openly gay contestants.

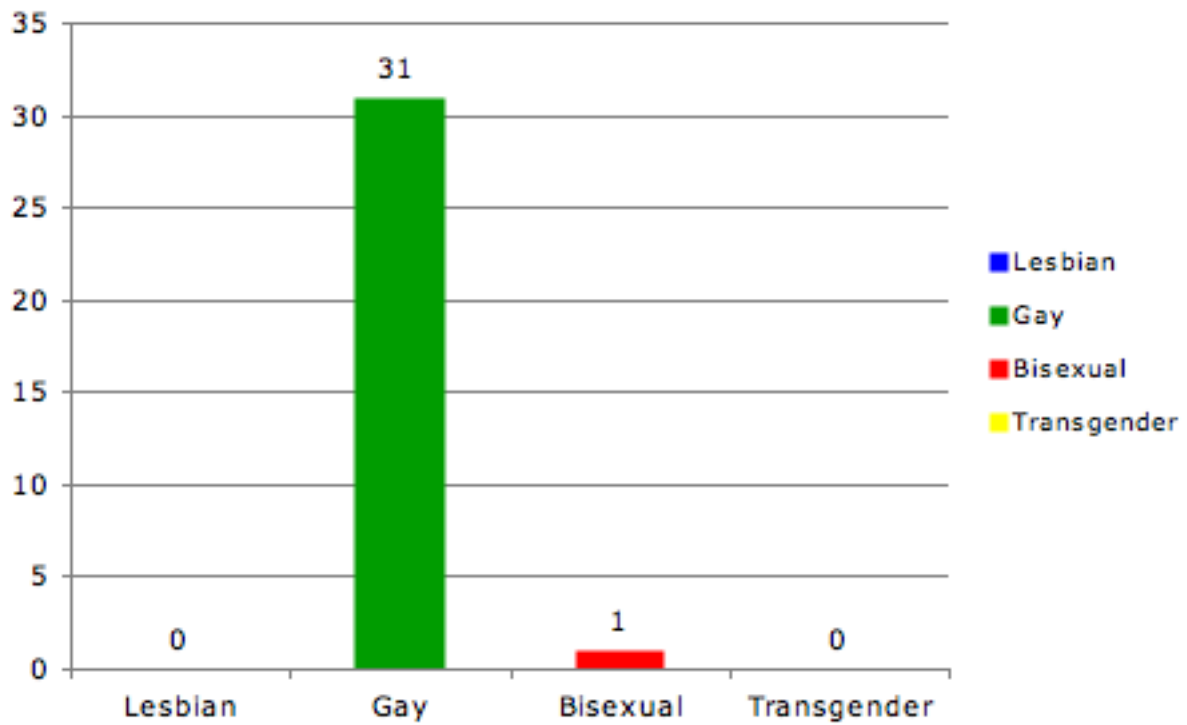
- Comedic drama, *Drop Dead Diva*, featured an episode in which Jane, the vapid model turned overweight lawyer, attends her high school reunion and discovers her former classmate and potential love interest is actually gay. Although Jane had been hoping to date her classmate and is initially disappointed to discover he is gay, she ultimately ends up with a good friend.

Suggested Areas of Improvement

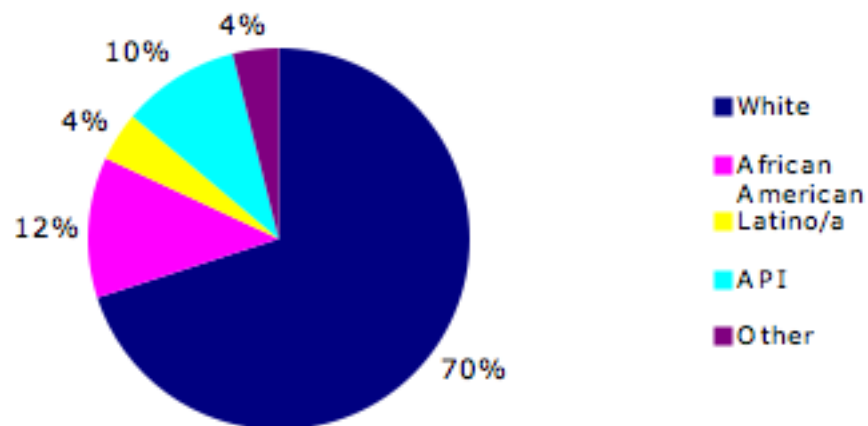
- Despite a reduction in hours of original programming, Lifetime's LGBT-inclusive hours have increased because of *Project Runway*. However, 97% of the LGBT impressions made on Lifetime this past season were of gay men. The format of *Project Runway* lends itself to the casting of a wide range of personalities, including members of the lesbian, gay, bisexual and transgender communities. Additionally, *Army Wives'* setting on an army base provides a strong opportunity to explore issues like "Don't Ask, Don't Tell."

- The development strategy of Lifetime's new chief, Nancy Dubuc, focuses largely on reality programming, a format that other networks have successfully relied on for LGBT representation. Hopefully Lifetime's aggressive expansion of original programming will include a wider range of LGBT representations, with special attention to lesbian, bisexual and transgender images.

Lifetime: Hours of LGBT Content



Race/Ethnicity of LGBT Impressions on Lifetime



America's Best Dance Crew



MTV
(“Excellent”)

Excellent

207.5 hours of original
primetime programming
87 LGBT-inclusive hours (42%)
Difference from 2008-2009: +25%

MTV Networks is a division of the Viacom label with sister networks including MTV2, mtvU and Logo. Though the network originally aired music videos, a majority of MTV’s current programming is reality and documentary series. Its first reality smash hit, *The Real World*, offered a view into the lives of seven strangers living together. 1994’s *The Real World: San Francisco* featured gay, HIV-positive Cuban American Pedro Zamora. Through his actions and relationship with Sean Sasser, he educated his housemates and Americans everywhere about the misconceptions of the LGBT community and gave a face to the AIDS crisis. The network regularly features LGBT participants in *The Real World*, *Road Rules*, *True Life*, *Making his Band* and its other reality and documentary series.

In the 2007-2008 season, of 225 original primetime programming hours, 36 (16%) were LGBT-inclusive. In the 2008-2009 season, of 279.5 original primetime programming hours, 47 (17%) were LGBT-inclusive. MTV improved substantially over the past year to claim the top spot in this report. The quality and diversity of the LGBT impressions on MTV also give MTV the distinction of being the first network ever, broadcast or cable, to earn an “Excellent” grade in the Network Responsibility Index.

The 2009-2010 Season

- In 2009, *Making His Band* featured a transgender contestant Jaila Simms, a talented, energetic singer who often had to face discrimination from the other contestants. Open about being transgender from the beginning and never ashamed, she offered a unique and touching story, a shining example for the transgender community.

- *The Real World: Washington D.C.* featured two bisexual roommates: Christian athlete Mike Manning and Midwesterner Emily Schromm. The two dated both men and women while on the show, and Mike often struggled with

coming out to his family. *The Real World: Cancun* featured gay roommate Derek, and bisexual roommates Emilee and Aiiya.

- *Vogue Evolution*, the first dance crew to feature openly gay and transgender members, was highlighted in season 4 of *Randy Jackson Presents: America’s Best Dance Crew*. In addition to the four gay crew members, Leiomy Maldonado was the series first transgender competitor. At one point in the season, judge Lil Mama made ill-informed and insensitive remarks toward Leiomy, but apologized after being contacted by GLAAD. Season 5 of *Randy Jackson Presents: America’s Best Dance Crew* featured Static Noyze, a crew with a gay member.

- Season 2 of *Paris Hilton’s My New BFF* featured gay contestant Stephen, who was raised Mormon. After battling several women for Paris Hilton’s affection, Stephen won the competition.

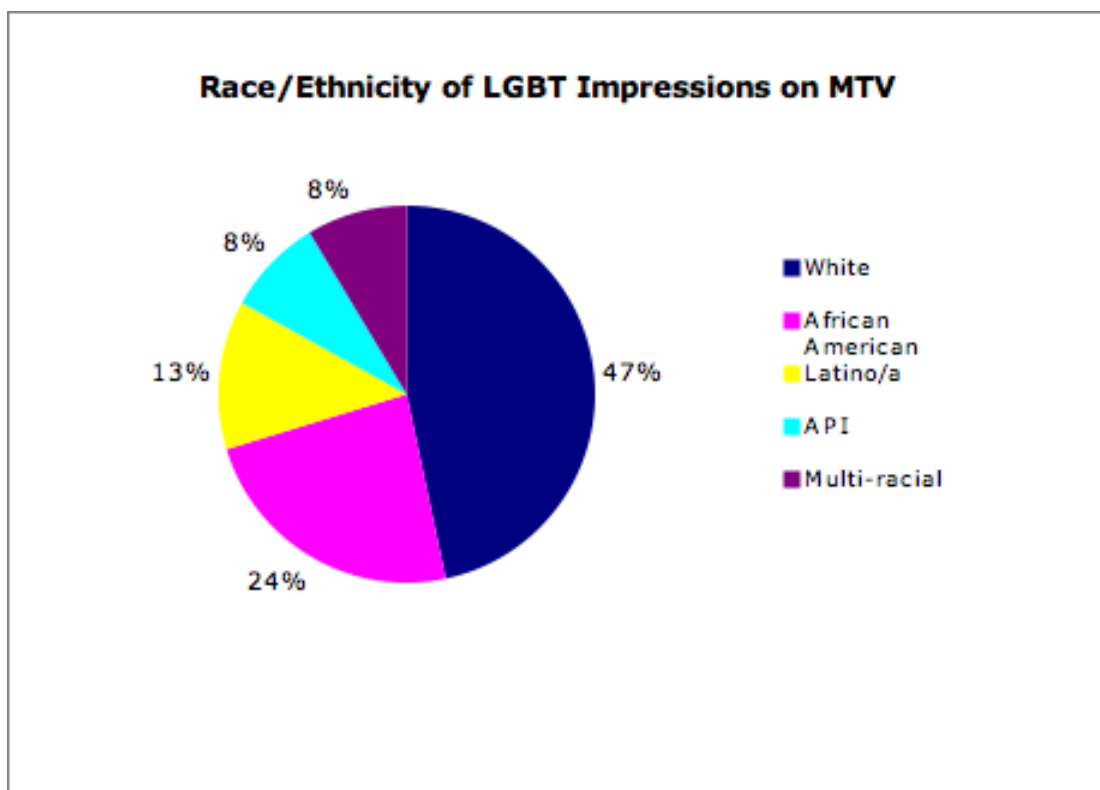
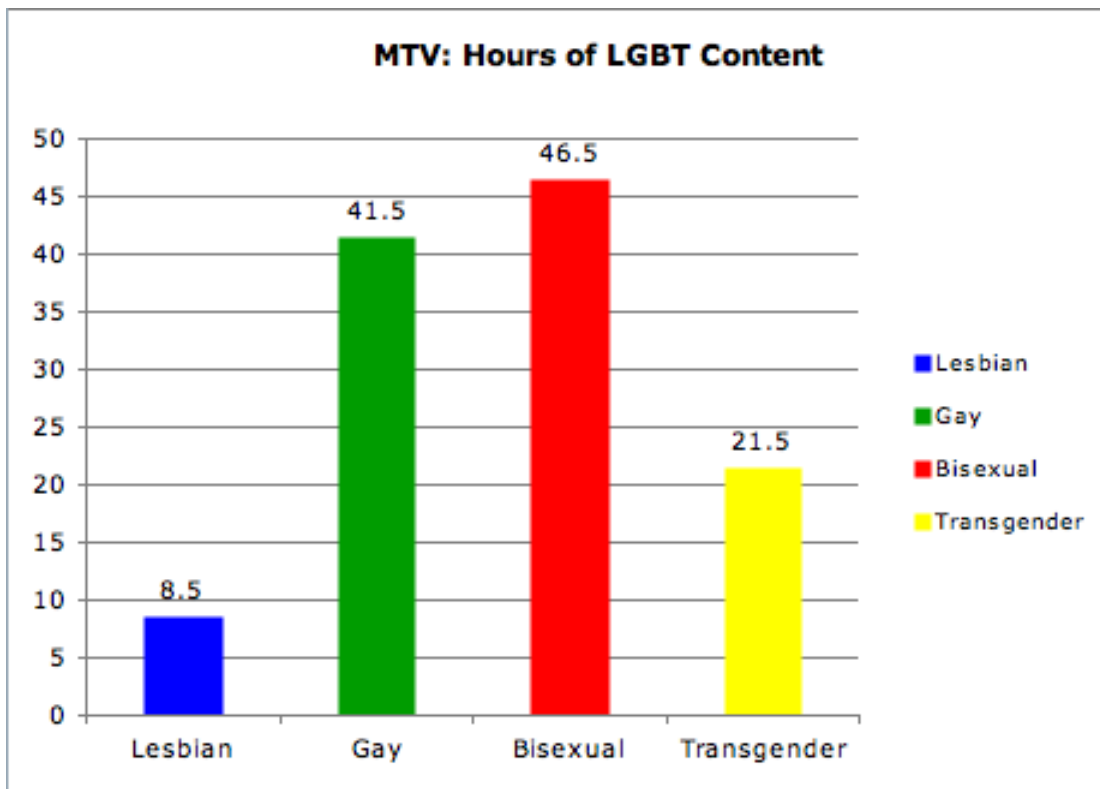
- *Real World/Road Rules Challenge: Fresh Meat 2* featured returning transgender contestant Katelynn Cusanelli and bisexual contestant Sarah Rice. *Real World/Road Rules Challenge: The Ruins* featured lesbian and bisexual contestants Sarah, Eve, and Shauvon. Although these shows are often known for featuring contestants behaving outrageously, the addition of Katelynn to the cast did allow for some thoughtful commentary on transgender issues.

- *True Life: I’m Changing My Sex* featured Ted, a transgender man, and Elle, a transgender woman.

Suggested Areas of Improvement

- Due to its diverse representations of the entire LGBT spectrum, including groundbreaking transgender and racial/ethnic visibility, MTV is the first cable network to receive an “Excellent” rating in GLAAD’s Network Responsibility Index.

- Looking ahead to next year, MTV will not be included in the NRI. For the first time in this report’s history, the network did not rank in the top 8 according to Nielsen Ratings. However, if the upcoming *Real World: Back to New Orleans* is any indication, MTV will continue its tradition of broadcasting diverse LGBT images to homes nationwide.



United States of Tara



Showtime ("Good")



69.5 hours of original
primetime programming
22.5 LGBT-inclusive hours (32%)
Difference from 2008-2009: +6%

Media giant Viacom expanded its service in 1976 when it debuted the premium subscription network Showtime. Showtime has played an important role in increasing LGBT visibility by showcasing original films such as *Losing Chase* (1996), Armistead Maupin's *More Tales of the City* (1988), and *Soldier's Girl* (2003). Showtime has also committed itself to LGBT-inclusive programming through groundbreaking original series like *Queer as Folk* (2000) and *The L Word* (2004), both of which never shied away from physical intimacy, while also addressing multiple facets of the community, like parenting, marriage, and HIV/AIDS.

In the 2007-2008 season, of 71 original primetime programming hours, 23 (32%) were LGBT-inclusive. In the 2008-2009 season, of 77.5 hours of original primetime programming hours, 20.5 (26%) were LGBT-inclusive. Despite the loss of *The L Word*, Showtime actually increased its LGBT-inclusive hours of programming by 6% this past season.

The 2009-2010 Season:

- The cancellation of *The L Word* greatly reduced the amount of lesbian programming, yet the launch of its series *Nurse Jackie* and *The United States of Tara* infused the network with gay characters, helping the network to boost its overall LGBT content. The characters Mo-Mo and Hany on both series were noteworthy for being the only regular or recurring LGBT characters of Middle Eastern descent counted in this report.

- The second season of *The United States of Tara*, which follows a mother and wife with multiple-personality disorder, continued to feature Tara's gay son, Marshall in his

journey towards becoming more comfortable with his sexual orientation. In the program's second season, Marshall tries dating a girl unsuccessfully and after a heated breakup, he comes out to his father. Later in the season, he begins dating his best friend and polar opposite, Lionel. Other gay characters are the Gregsons' neighbors, Ted and Hany, who split before the finale of the second season. Also featured was Pammy, a bartender who has a brief relationship with one of Tara's alternate identities, a male named Buck.

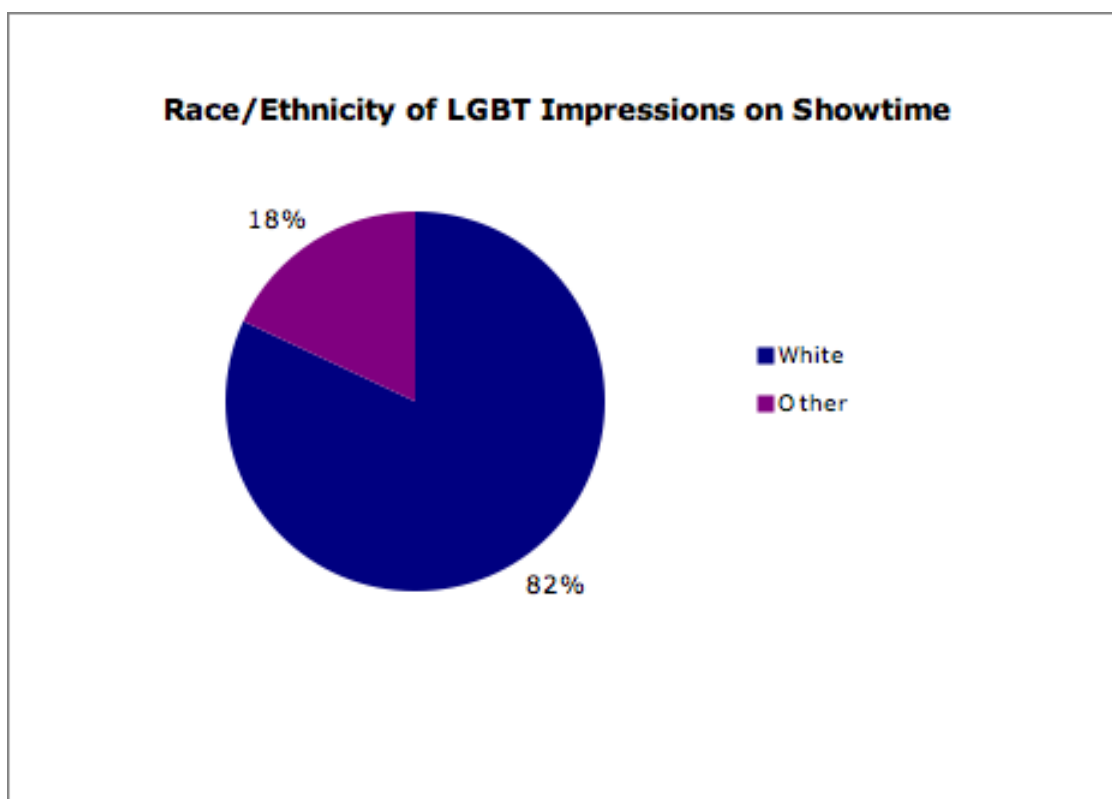
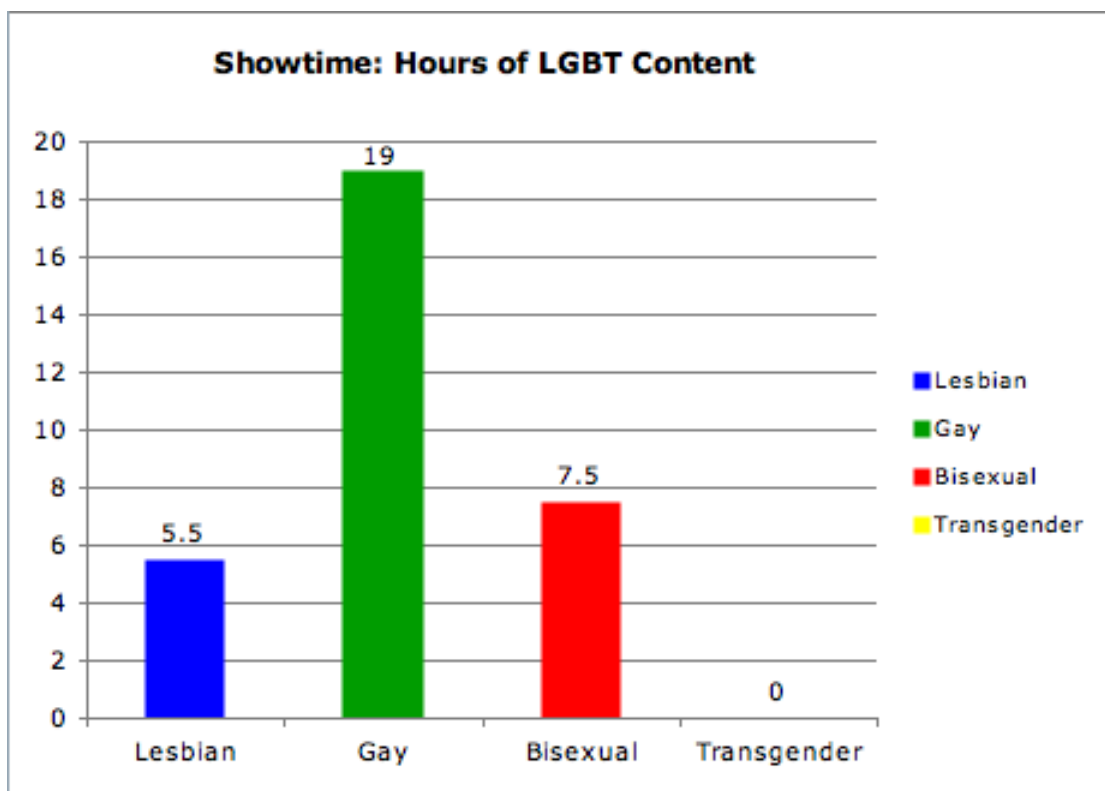
- Both seasons of medical dramedy *Nurse Jackie* aired in the time period counted for this report. The first season introduced Mohammed "Mo-Mo" De La Cruz, a gay nurse and close friend to Jackie. Unfortunately, Mo-Mo's character did not return for the second season. Gay nurse Thor, appeared in the first season, where he has a crush on the sassy Mo-Mo, but remains single in the second season. In the show's sophomore season, it is revealed that Jackie's closest friend and co-worker Dr. O'Hara has an on-again-off-again girlfriend and was counted as bisexual from that point forward.

- The fourth season of *Weeds*, which follows a mom who deals marijuana to support her family, featured several minor LGBT characters, including Celia Hodes' lesbian daughter Isabelle. Celia herself explored a relationship with a woman, much to the chagrin of her daughter. Sanjay, one of Nancy's gay business partners, only appeared in the first episode.

- One episode of *Californication* featured a gay student, Balt, who has a crush on the show's key character, Hank Moody.

• June 20th marked the premiere of Showtime's lesbian reality series, *The Real L Word*, which follows the lives of six lesbians in Los Angeles. The series is produced by out *L Word* creator, Ilene Chaiken. Also premiering this summer is *The Green Room*, a reality series featuring comics in a roundtable setting, and will frequently feature bisexual comic Sandra Bernhard. Both of these series will help considerably in filling the gap in female representation left by the cancellation of *The L Word*.

• While the premieres of *The Real L Word* and *The Green Room* will provide Showtime with some much needed lesbian and bisexual programming, Showtime is lacking racial/ethnic diversity in all of its programming after Mo-Mo failed to appear in season two of *Nurse Jackie*. Opportunities exist to reflect the diversity in the LGBT community with new shows like *The Big C*, which co-stars out actress Cynthia Nixon.



Ellen's Bigger, Wider & Longer Special



TBS ("Failing")

Failing

56 total hours of original
primetime programming
1 LGBT-Inclusive Hour (2%)
Difference from 2008-2009: +1%

Counter to its drama-heavy sister network, TNT, TBS focuses on more lighthearted fare, re-airing popular sitcoms *Seinfeld*, *Family Guy*, and *The Office*, among others. In addition to its acquired sitcoms, TBS features original comedies like Tyler Perry's *House of Payne* and *Meet the Browns*.

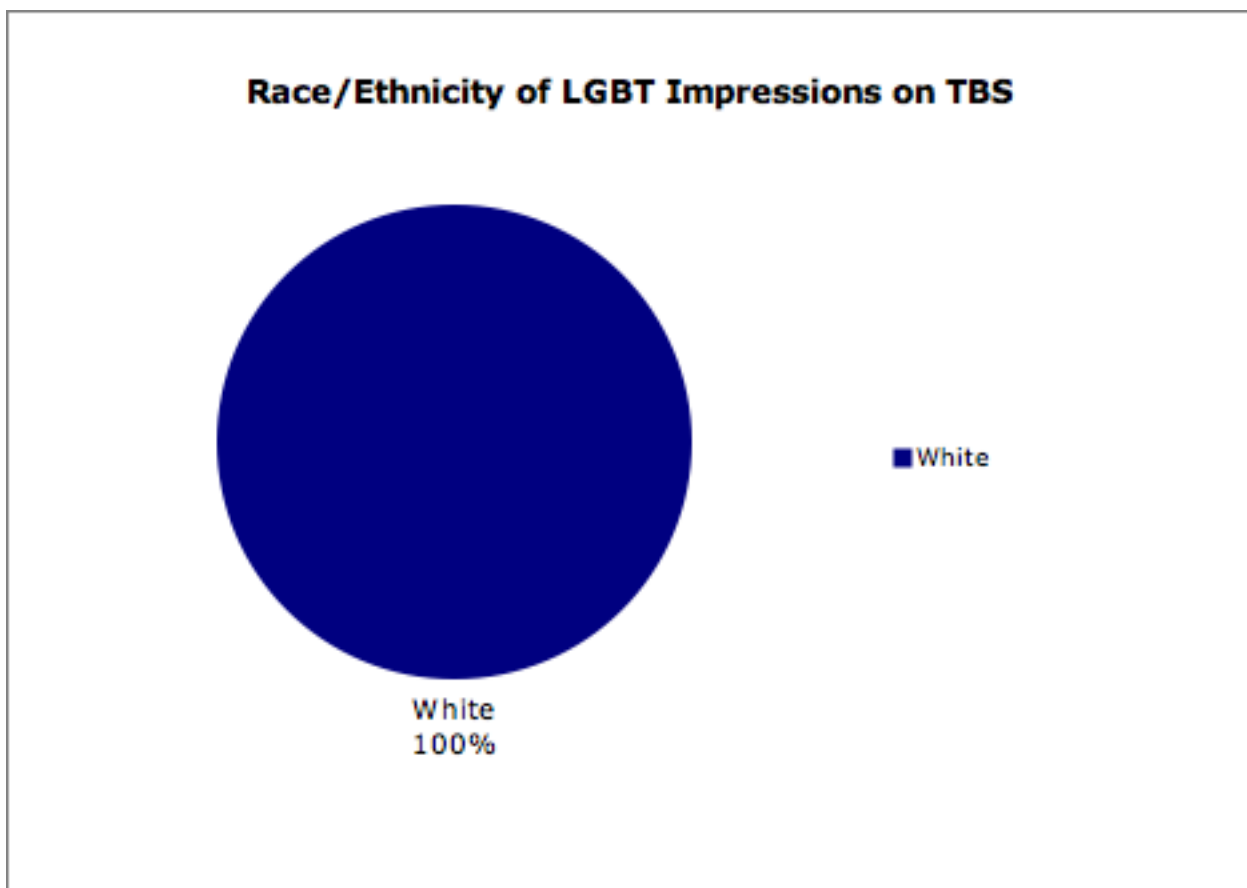
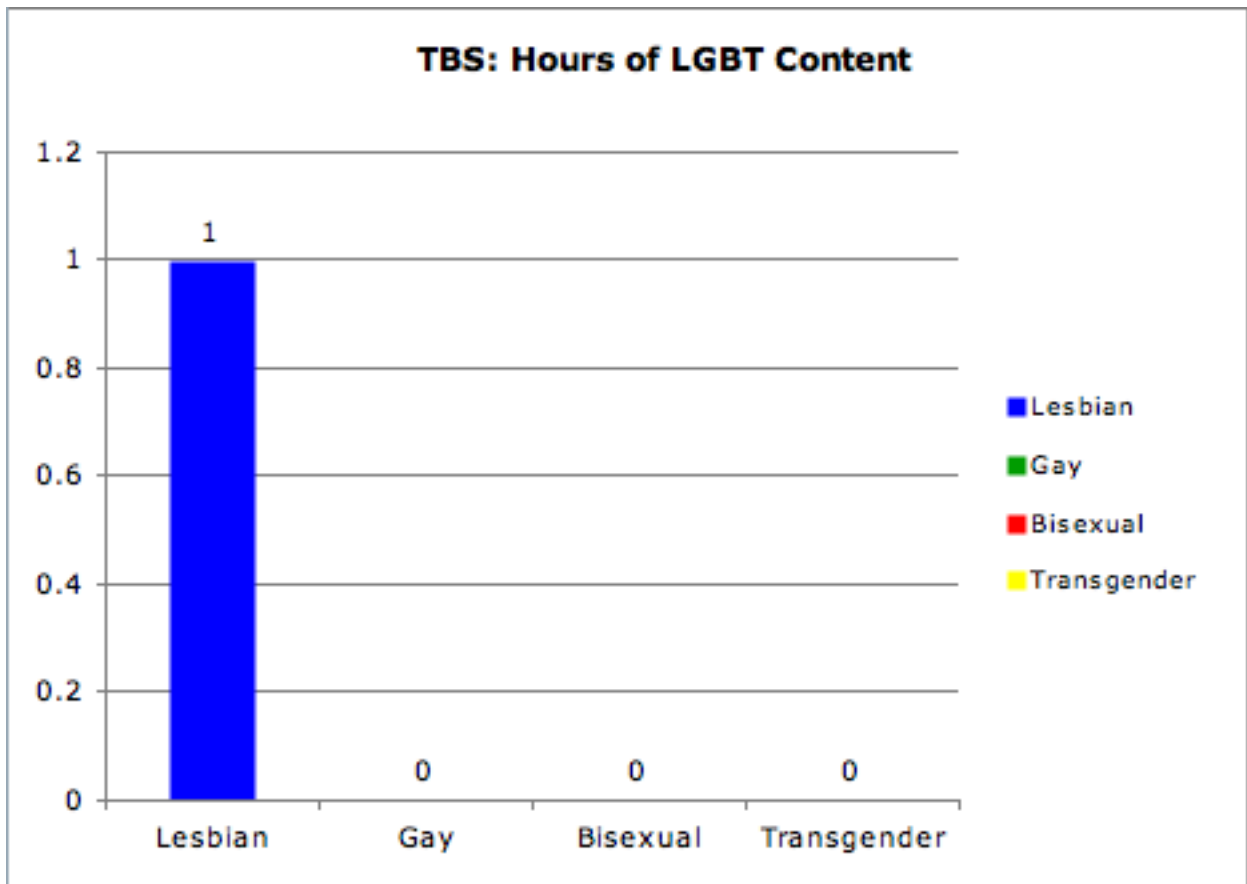
Over the past three years, TBS' inclusion of LGBT characters and storylines has significantly deteriorated from its 2007-2008 LGBT statistic of 7% of all original programming. In the 2008-2009 season, TBS dropped to 1% and increased only to 2% this year.

The 2009-2010 Season:

- Out of the 56 hours of original primetime programming, the one LGBT impression was made by *Ellen's Bigger, Wider & Longer Special*—accounting for 2% of TBS's total airtime.

Suggested Areas of Improvement

- With several scripted series in development, TBS has many opportunities to seamlessly incorporate recurring and non-recurring LGBT characters and storylines into these upcoming shows. TBS proved it could introduce LGBT content into its programming when it aired an episode of *My Boys* in the 2008-2009 season during which the female lead, PJ Franklin, was set up on a date with an African American gay man. Apart from Ellen DeGeneres' comedy special, TBS failed to introduce new LGBT content into its original programming this season.



SOUTHLAND



TNT ("Good")



108 total hours of original
primetime programming
37 LGBT-Inclusive Hours (34%)
Difference from 2008-2009: +15%

Launched in 1988 by media mogul Ted Turner, Turner Network Television (TNT) was originally the destination for live sporting events like NASCAR races and NBA and NFL games. When launched as a cable service, the network also aired movies and reruns of television shows. In 2001, TNT re-branded itself with the tagline "We Know Drama" to emphasize its acquisition of syndicated series like *Law & Order* and *Cold Case*.

Coming a long way since the 2007-2008 season when only 1 of its 91.5 total hours was LGBT-inclusive, TNT has shown some dedicated and consistent improvement in incorporating LGBT characters and storylines into its original programming.

The 2009-2010 Season

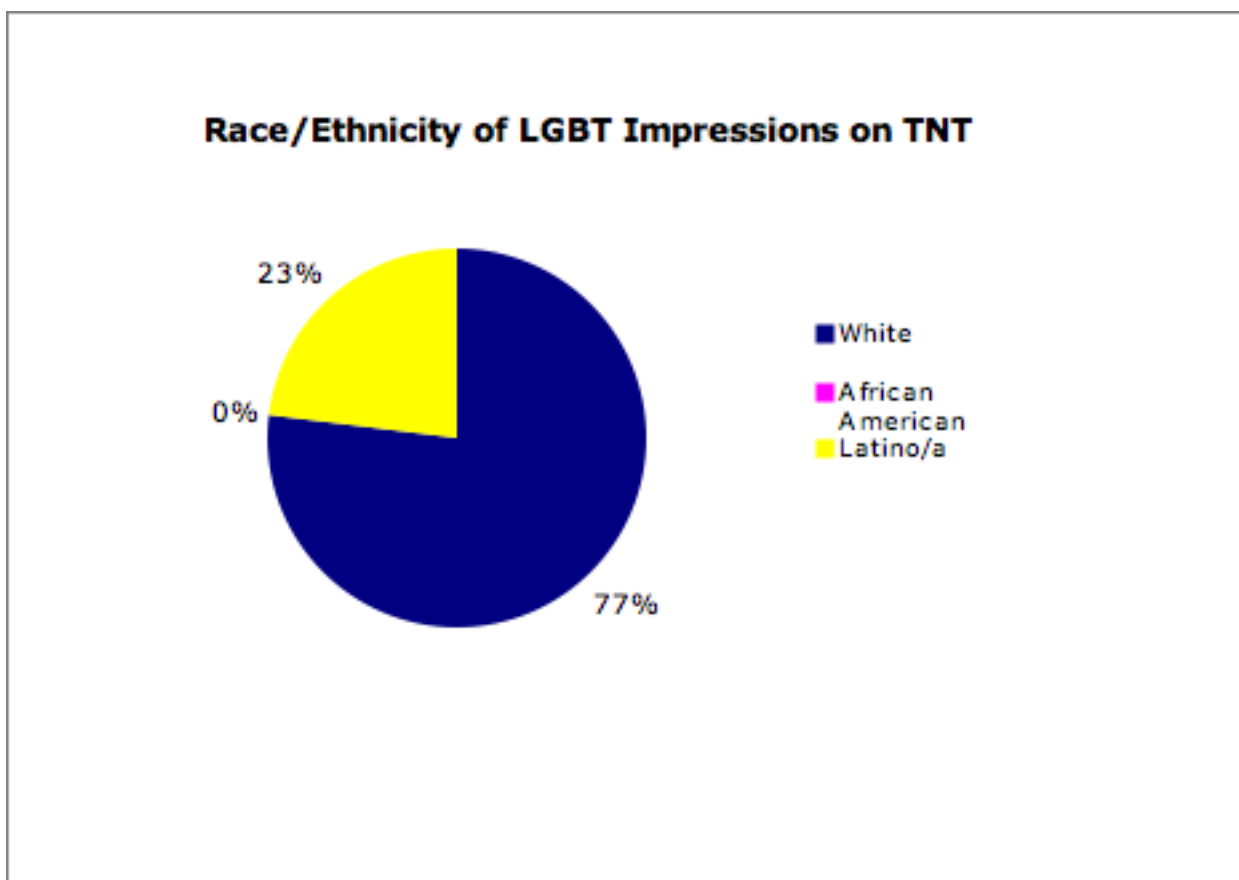
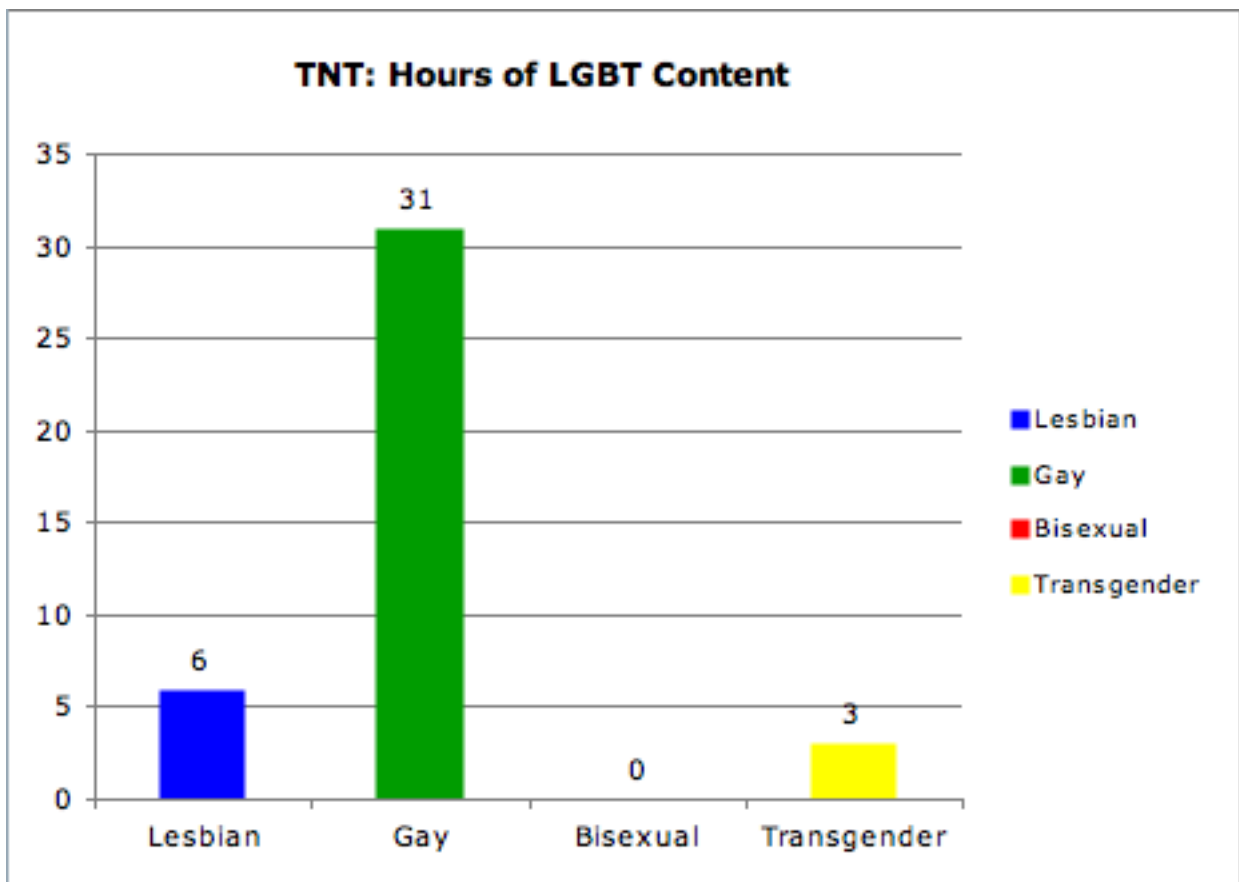
- The bulk of the 37 hours of LGBT-inclusive programming came from the series *Southland*, which featured a regular gay character in LAPD officer John Cooper. *Southland* originally premiered on NBC but was picked up by TNT after being cancelled. That a procedural crime drama featured a gay man as one of its leading cops is indicative of how consciously dedicated TNT has been in leading the way in airing LGBT-inclusive programming.

- The second season of *Raising the Bar* continued to feature the gay law clerk, Charlie Sagansky. While a consistent presence on the show, no significant changes or advances to his storyline were made.

- The rest of TNT's LGBT content was due to recurring appearances by gay deputy medical examiner, Dr. Morales on *The Closer* and Maria on *Men of a Certain Age*.

Suggested Areas of Improvement

- While TNT has infused its programming with LGBT characters, the network needs to be more conscious of making these characters racially diverse and of including more lesbian, bisexual and transgender characters. This upcoming season will see the return of *The Closer*, *Southland*, *Men of a Certain Age*, and *Saving Grace*; however, *Raising the Bar* was cancelled because of falling ratings. TNT would benefit from incorporating the LGBT characters on *The Closer* and *Men of a Certain Age* into more storylines so that they could be as compelling as *Southland*'s Officer Cooper.



WHITE COLLAR



USA
("Failing")

Failing

110.5 total hours of original
primetime programming
4.5 LGBT-Inclusive Hours (4%)
Difference from 2008-2009: - 8%

USA Network started in 1977, when a New York City-based outlet was launched as the Madison Square Garden Network. Three years later, the channel was renamed USA Network to reflect its national reach. Among basic cable networks, USA boasts an enormous potential audience, since it is available in roughly 94 million homes as of 2008. USA plays host to a plethora of original programs, including hits *Burn Notice*, *In Plain Sight*, *Monk* and *Psych*. The network also airs a number of syndicated hits like *House*, *Law & Order: SVU* and *NCIS*. With the slogan "Characters Welcome," USA is committed to a slate that focuses on strong personalities.

Apart from USA Network's short-lived miniseries-turned-series, *The Starter Wife*, which featured Debra Messing as a divorced woman and featured her gay interior decorator friend, Rodney, USA has failed to incorporate any new LGBT characters or content into its original programming. The number of LGBT-inclusive hours jumped from 4% to 12% in 2008-2009, but dropped back to 4% this year.

The 2009-2010 Season

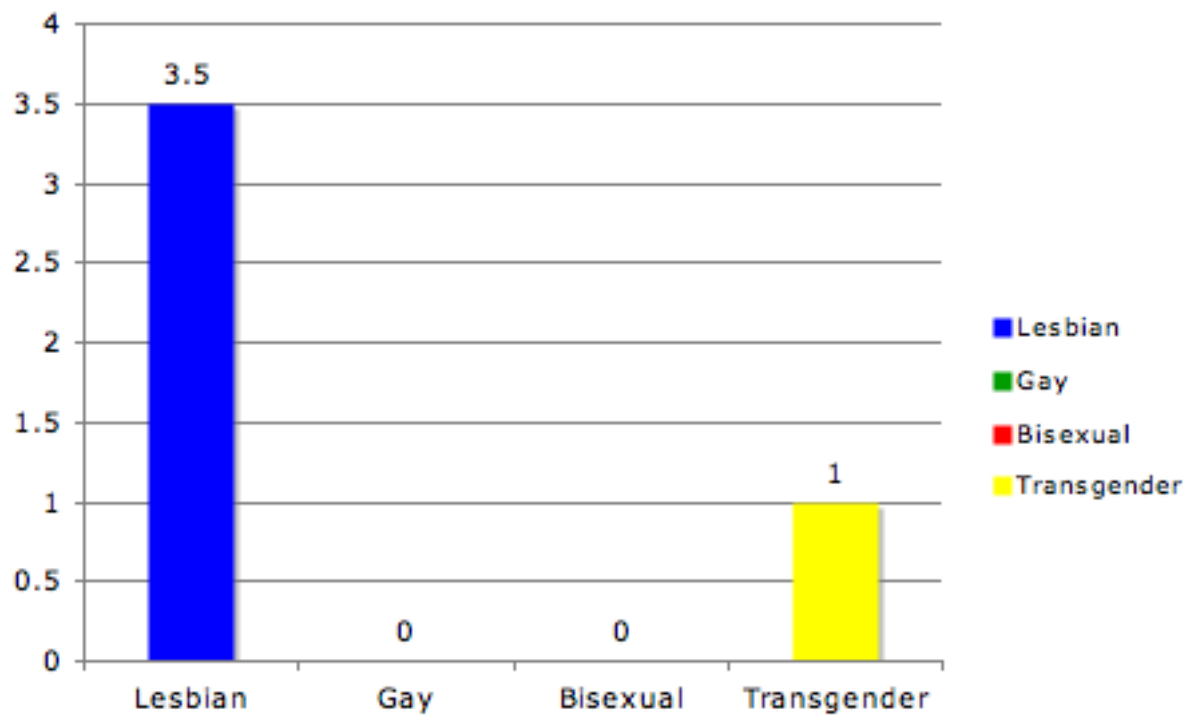
- The most significant LGBT impressions on USA came from *White Collar*'s lesbian FBI agent, Diana Lancing who made a brief appearance in the show's pilot episode, disappeared, and reappeared in the season's finale. Producers have announced that Marsha Thomason will be a series regular for the show's second season, which hopefully, means her role as Diana will be expanded.

- In Plain Sight* featured an episode about a lesbian counterfeiter who discovers her girlfriend and partner-in-crime is cheating on her with one of her male business partners. *Law & Order: Criminal Intent* aired a problematic episode that made a killer's mental instability appear to be due to his unclear gender identity. The episode was also re-aired.

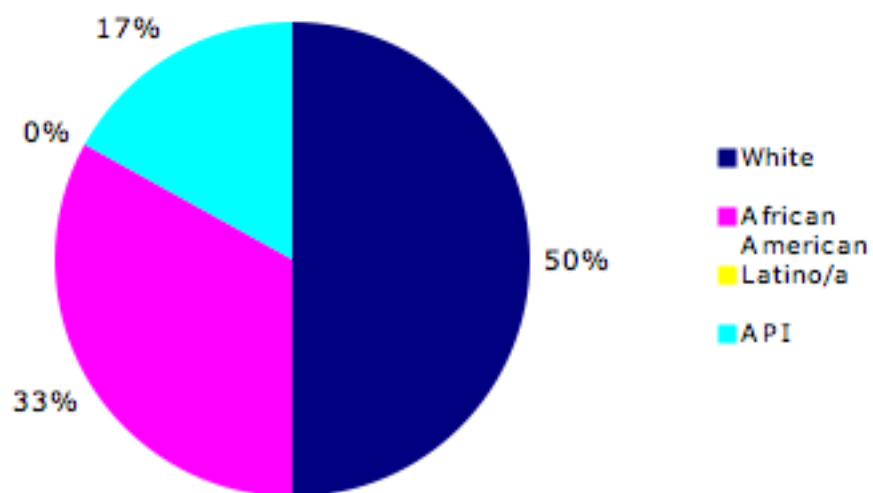
Suggested Areas of Improvement

- With the Diana Lancing character now secure as a series regular on *White Collar* this upcoming season, USA has the opportunity to expand her character and incorporate more LGBT storylines and potentially new LGBT characters into the series. This is particularly important because Diana is also African American and African American lesbians are rarely represented on television.
- However, an expanded role for Diana will not be enough for USA to match the progress being made by other networks. With four new scripted series scheduled to air this upcoming season, USA must use this moment to stay true to their slogan and ensure that all characters—including LGBT ones—are welcomed into its programming.

USA: Hours of LGBT Content



Race/Ethnicity of LGBT Impressions on USA



ADDITIONAL CABLE OVERVIEW

Many cable networks remain at the forefront of the television landscape through their consistent inclusion of lesbian, gay, bisexual and transgender (LGBT) stories within series that have broad and mainstream appeal.

The 2009-2010 Network Responsibility Index evaluated and analyzed primetime original cable programming in addition to the broadcast networks' primetime schedules. GLAAD selected ten of the top basic and premium cable networks, as reported by Nielsen Media Research in June 2009, for review.

GLAAD also created the following review of a select group of networks to acknowledge the considerable quantity and quality of LGBT-inclusive content found outside of the top rated basic and premium cable networks. Though GLAAD did not conduct thorough reviews of the following networks, their contributions in LGBT programming during the 2009-2010 season are worth noting.

BBC America: Part of BBC Worldwide, BBC America has a wide array of programming imported from the United Kingdom. *Skins*, a series that follows a group of misfit teenagers, featured a lesbian relationship between Naomi and Emily in the third season, which aired in September of 2009. The UK's popular gay comedian Graham Norton hosts his own talk show, *The Graham Norton Show*, along with several other reality programs. Doctor Who spin-off *Torchwood* aired a miniseries, *Children of Earth*, that featured Captain Jack and his boyfriend Ianto Jones.

Bravo: A division of NBC Universal, Bravo has been a longtime LGBT-inclusive network, featuring a diverse line of LGBT reality programming. Bravo's 2003 hit, *Queer Eye*, was a groundbreaking series that featured an all-gay cast, advising unsuspecting fashion victims around the country. Series like *Top Chef* and the network's newest series, *Work of Art: The Next Great Artist* feature LGBT contestants who openly address their sexual orientation. The hilarious comic Kathy Griffin continues to star in the hit series *Kathy Griffin: My Life on the D-List*, and features her outspoken views on LGBT issues and marriage equality. The network routinely adds LGBT-inclusive content and increases LGBT visibility with nearly all of its programming.

Comedy Central: A division of MTV, Comedy Central continues to take a no-holds-barred approach to comedy, and often includes LGBT issues or images in its programming. *The Daily Show with John Stewart* as well as *The Colbert Report* often address LGBT issues in a humorous, yet often supportive manner. *The Sarah Silverman Program* featured gay couple Steve and Brian and often tackles issues that many gay couples face in America today, but will not be returning for a fourth season.

Here!: Launched in 2003, this premium subscription network targets LGBT audiences by featuring regular LGBT-inclusive series and films. *Camp here!* is the network's newest project, where anybody with an internet connection can view their exclusive vintage videos including LGBT classics like the series *Cagney & Lacey* and films like *Fame*. Supernatural series *Dante's Cove* follows the lives and relationships of the mostly gay and lesbian residents of the Hotel Dante. Gay vampire series *The Lair* aired its third season in September 2009 and is yet to announce a fourth season.

HGTV: Featuring a variety of original series focusing on home and garden improvement and maintenance, HGTV increases LGBT visibility through its inclusion of openly LGBT hosts and designers. *HGTV Design Star* often features LGBT contestants. The design series *Color Splash* features openly gay host and *Design Star* winner David Bromstad. Moving up in the cable ranks since the 2008-2009 NRI, HGTV belongs to media giant Scripps Networks Interactive and will be one of the ten cable networks evaluated by GLAAD next year.

Logo: One of MTV's sister networks, Logo can be found on basic cable and airs original and acquired programming geared towards the LGBT community. In the past season, Logo premiered *The Robert Verdi Show Starring Robert Verdi*, a pop-culture reality show featuring stylist Robert Verdi and his creative team. The successful reality series, *RuPaul's Drag Race* won a GLAAD Media Award, and will return for its third season in the winter of 2010. Logo also offers frequent re-airings of acquired series such as *The Sarah Silverman Program*, *Queer as Folk*, *The L Word*, and *Beautiful People*.

Teen Nick: A Viacom-owned network, TeenNick airs original and acquired programming targeting teens and young adults. The network continues to air a large variety of original programming and scripted series and has fairly and accurately represented the lives of young lesbian, gay, bisexual, and questioning characters on shows like *Degrassi: The Next Generation*.

Sundance: Sundance Channel, an extension of Robert Redford's Sundance Institute, is primarily devoted to airing independent films and documentaries, but also airs original series and overseas imports. Sundance aired the fifth season of UK dramedy, *Shameless*, which included gay characters, Ian Gallagher and Mickey Maguire, and introduced new ones, like Paddy's gay twin brother. Sundance also aired the reality series *Be Good Johnny Weir*.

SyFy: As a division of NBC Universal, SyFy specializes in science fiction, fantasy, and paranormal programming. The network airs a large variety of television movies, miniseries, and scripted series and has made a more concerted effort to make its programming more LGBT inclusive. *Riverworld*, a four-hour miniseries about the fictional universe of the same name, featured a gay couple, Hal and Antonio, as they struggle to survive a fictional purgatory. In its first season, *Stargate Universe* introduced Camille Wray, the LGBT character in the popular *Stargate* franchise. Also, *Caprica*, the *Battlestar Galactica* prequel spin-off, featured Sam Adama, a gay hitman, and his husband, Larry.

VH1: VH1 continues to show music videos and airs an assortment of music-related and celebrity-heavy reality programming and pop-culture specials. Reality hit, *Tool Academy*, featured its first lesbian couple this season, while, *Transform Me*, a groundbreaking makeover show with a twist, starred three transgender women as they responded to style emergencies with beauty makeovers.

GLAAD's ENTERTAINMENT MEDIA TEAM

GLAAD's Entertainment Media Team not only works with television and film as a resource to encourage fair, accurate and inclusive representation of LGBT people, but also combats problematic content and instances of defamation in these industries. This process is unique to each individual project, but may involve reading scripts, viewing rough cuts, pitching story ideas, consulting with writers and producers, or working with talent to better inform them about portraying LGBT characters. GLAAD also promotes LGBT-inclusive projects through the entertainment section of glaadBLOG.org and the weekly LGBT TV listings, TV Gayed. Contact us at entertainment@glaad.org.

Taj Paxton

Director of Entertainment Media

Taj Paxton is GLAAD's liaison to the entertainment industry, advocating for the inclusion of diverse LGBT stories in films, scripted television and reality programming and collaborating with film festivals like Sundance to launch new LGBT voices. She directs the Entertainment Program's response to acts of anti-LGBT defamation. She oversees the publication of the Network Responsibility Index and Where We Are on TV. Taj is an award-winning producer and screenwriter. Prior to joining GLAAD, she was a television writer, produced two films and was head of production for Forest Whitaker's company. She is a graduate of Georgetown University's McDonough School of Business.

Jonathan Rosales

Entertainment Media Manager

Jonathan Rosales monitors and evaluates LGBT images in television and film, tracking the development of characters and storylines to serve as a resource to journalists and the entertainment industry. He is the lead researcher and writer on the annual GLAAD Network Responsibility Index and Where We Are on TV reports. He is also a contributor to glaadBLOG.org and works with the Media Awards Communications Manager on matters related to the GLAAD Media Awards. Jonathan holds degrees in gender studies and political science from the University of Southern California and has been at GLAAD since 2005, serving first as the Media Awards Intern and then as the Media Awards Communications Associate before moving into his current role.

Lauren Mattia

Entertainment Media Fellow

Lauren Mattia researches and monitors LGBT-inclusive content on television and in film in collaboration with the Entertainment Media Director and Manager. She is the principle author of TV Gayed, GLAAD's weekly guide to LGBT-inclusive television programming, which can be found on GLAADblog.org. Lauren also was a contributing researcher and writer for GLAAD's Network Responsibility Index. Lauren began at GLAAD in September 2009 as the Entertainment Media Intern and began her fellowship in January 2010. She graduated with an honors degree in the Writing Seminars from Johns Hopkins University.

Rob Avruch

Entertainment Media Intern

Rob Avruch joined GLAAD's Entertainment Media Team over the summer, assisting with research and writing for the GLAAD Network Responsibility Index. While working on other varied tasks four days a week, Rob researches and monitors LGBT content and images in television programming. Rob is currently pursuing a B.A. in History modified with Theatrical and Gender Studies at Dartmouth College, where he will return in the fall to finish his senior year.



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