

**FULL  
EQUALITY  
CANNOT BE  
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UNTIL OUR  
CULTURE  
EVOLVES AND  
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OF OUR  
COMMUNITY  
BECOMES  
WIDESPREAD.**

glaad   
*gay & lesbian  
alliance against defamation*

2008  
PERFORMANCE  
REPORT

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## LETTER FROM THE PRESIDENT



2008 was a year of great hope for Americans and today we stand at the threshold of full equality for lesbian, gay, bisexual and transgender people.

For nearly 25 years, GLAAD has been influencing the perception of LGBT people, truly creating the cultural change that leads to obtaining equal rights. While our adversaries fought this growing acceptance, GLAAD was telling our stories and raising our visibility in all forms of media to a level never before seen.

Our results in 2008 illustrate how GLAAD's influence and work is changing our culture. We saw more LGBT characters on broadcast TV than ever before; we saw much less political rhetoric that fed on the most divisive kinds of anti-gay politics; movie audiences saw our lives in a new way through films like *Milk*; and marriage protections extended to same-sex couples in Connecticut, with Vermont, New Hampshire and Iowa on deck to do the same. We faced setbacks too, with four states taking away or prohibiting rights for LGBT people; we conducted more "calls to action" than ever before on defamation against transgender people in the media; and we were called upon to bring attention to stories of members of our community who we lost as results of hate violence. As one can tell, our work is far from over.

We have so much more to do as polls continue to shift in favor of equal protections under the law. As you will see in this 2008 Performance Report, GLAAD has been there every step of the way in our movement toward equality—advocating for fair, accurate and inclusive representations of our lives.

As I step down as President of GLAAD, after serving as President since September 2005, it's an honor to look back and see how GLAAD has increased in influence as an agent for cultural change. We have expanded our work to include media advocacy for LGBT young adults, athletes, communities of religion and faith and to the online and digital world—while increasing outreach and media relations support to local, regional, statewide and other LGBT advocacy organizations through an engaged field team. Our Advertising Media Program was conceived in 2008 and will launch in mid-2009. The continued growth and expansion of GLAAD's work and influence is only possible with your continued support, and I am grateful for all you contribute to enable our success.

At GLAAD we know words and images matter and that we each must each do our part to strengthen our visibility; that is what truly changes hearts and minds.

It has been a privilege to lead GLAAD at such an important time in our movement for LGBT equality. This report exhibits the hard work that goes into changing hearts and minds and ensuring that our lives are accurately portrayed in the media. Always remember: how the LGBT community is portrayed in the media doesn't make a bit of difference; it makes all the difference.

In service,

Neil Giuliano



# OUR SUCCESSIONS ARE GROWING.



## LETTER FROM THE NATIONAL BOARD CO-CHAIRS

On behalf of the GLAAD National Board of Directors and our senior volunteers across the country, we are proud to share this 2008 Performance Report. Looking back over the year, GLAAD's influence is seen in all types of media—from ensuring accurate reporting among the local news outlets in Greeley, Colorado, after the murder of a transgender teenager, to receiving an on-air apology from the FOX News Channel after anti-LGBT defamation occurred. GLAAD's advocacy work in our nation's media is needed more than ever to ensure that our lives are accurately portrayed and that people get to know the common ground we share. Only by doing this work to change our culture do we truly achieve full equality under the law.

Last year, we continued our strategic efforts to ensure the viability of GLAAD through this historic time in our movement. We developed and announced our 2009-2013 strategic plan, with the pro-bono contribution of Bain & Company, which will focus on increased awareness, diversified fundraising support, development of volunteer involvement, new and focused media programs, and communicating our results. The strategic plan will allow for GLAAD to expand our work and influence as a cultural change agent and ensure we meet our long term organizational goals.

Moving forward, our community faces a new set of challenges and increased opposition from anti-gay activists. As the country begins to experience hope and change, it is crucial that we maintain and promote fair and accurate discussion of our lives in the media and offer a strong voice against the defamation our communities still face.

A special thank you to outgoing GLAAD President Neil Giuliano for leading GLAAD to new heights in our programmatic, outreach and operational activities. By promoting fair, accurate and inclusive images of LGBT people in these new areas, we're sparking discussions about our lives and bringing images of our community to new audiences. It's increased visibility in these new communities that will help change hearts and minds and work towards equality. GLAAD's new strategic plan, database and web community capacity will allow us to grow and strengthen for an even brighter future.

We look forward to reaching even greater success under the leadership of Jarrett Barrios. It is only with your support as a stakeholder and investor in GLAAD's work that allows us to expand our media advocacy and anti-defamation work, fostering further cultural change. As we do so, we invite your greater involvement and deeply appreciate your continued support.

**Dr. Yvette Burton**  
CO-CHAIR

**Laurie Perper**  
CO-CHAIR

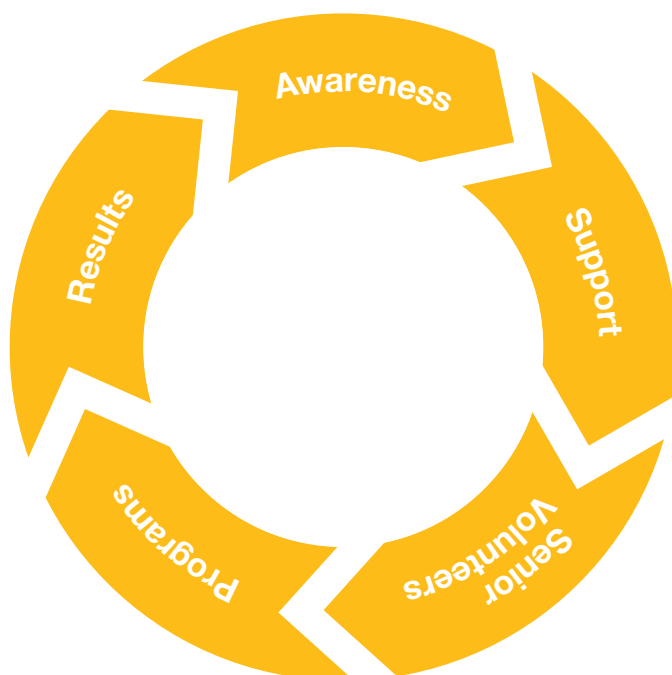
# STRATEGIC PLAN

The National Board of Directors unanimously approved GLAAD's 2009 – 2013 Strategic Plan in October. It will serve as the lead planning document by which all GLAAD activity will be measured and reviewed over the next five years. The plan looks to optimize growth and assure we meet the full potential of our media advocacy and anti-defamation mission as our cultural change influence expands.

With this vision and guidance of the National Board of Directors, and the careful implementation with GLAAD's senior staff, we will reach new heights as we work towards LGBT equality.

## Sectors

The plan identifies five major sectors that will focus GLAAD's strengthening efforts: Awareness, Support, Senior Volunteers, Programs and Results.



## Awareness

The goal of the awareness sector is to have GLAAD better communicate who we are and what we do as an organization using new media vehicles and enhanced communication tools. Our ability to communicate our mission will result in greater recognition as the media resource for the LGBT movement and as an influential cultural change agent.

## Support

The goal of the support sector is to develop a diversified, dynamic and integrated development plan that maximizes the full opportunities of planned, corporate and individual giving, special events and grants. Working to maximize resources in today's trying economic times, GLAAD will identify new fundraising opportunities in order to support and increase our programmatic work.

## Senior Volunteers

The goal of the GLAAD volunteer structure is to create highly productive and mutually beneficial relationships between GLAAD staff and our volunteer leaders. Our senior volunteer activity ranges from engaging in programmatic work on the local and national level, to hosting events and receptions for our Alliance and Media Circle, or serving on a Leadership Council or the National Board of Directors. The Strategic Plan streamlines our volunteer base, providing clear role definitions and responsibilities at each level of service. By leveraging our strong volunteer base, GLAAD will better facilitate fundraising, program implementation and build awareness of GLAAD.

## Programs

In order to ensure that GLAAD remains the leader in changing hearts and minds to support full equality for the LGBT community, we must adapt to the changing media landscape. GLAAD's new online and digital media program is already developing relationships with influential bloggers and online reporters so that when instances of defamation occur GLAAD can respond quickly. The new Advertising Media Program will further GLAAD's influence in this important industry. The Programs team will be working closely with GLAAD's Public Relations Department to keep GLAAD's constituents continuously updated about our portfolio of media programs work.

## Results

The results sector will coordinate and synchronize the other sectors of the Strategic Plan to ensure consistent data that will illustrate progress on key initiatives across all of the other four sectors of the Strategic Plan. It will create and implement dashboards and other reporting tools to provide accurate information for sound decision-making.

## PULSE OF EQUALITY SURVEY RESULTS

As our movement for LGBT equality advances, we are reminded time and time again that equality cannot be achieved until the culture evolves and acceptance of our community is widespread. Words and images matter. Every day, GLAAD works within the LGBT movement, across all forms of media and with individuals to ensure personal stories of our communities are told in a fair, accurate and inclusive manner.

This year GLAAD conducted our first survey on attitudes of Americans towards LGBT issues. Following the election, we commissioned the Pulse of Equality survey by Harris Interactive. The results showed that majorities of Americans favor legal protections for gay and transgender Americans; our culture has clearly changed.

The findings suggested, according to Laura Light, Vice President of Public Relations Research for Harris Interactive, “that public sentiment in the U.S. is trending toward greater acceptance of gay- and transgender-related policy issues.”

We know that what people see in the media shapes how they view LGBT people. Inclusive images help people embrace their family members, friends and neighbors with understanding and acceptance. According to the survey, nearly 20 percent of Americans say their feelings toward gay and lesbian

people have become more favorable over the past five years. Respondents whose views have become more favorable cited the following as the reasons for their evolving views:

**Knowing a gay or lesbian person (79%)**

**Opinions of family or friends (45%)  
and religious leaders (21%)**

**News coverage of gay and lesbian issues (41%)**

**Seeing gay or lesbian characters on television (34%) and in movies (29%).**

As GLAAD has said for many years, living openly and raising visibility of our community is galvanizing a majority of Americans’ support for equality for gay and transgender Americans. And yet, there is a lot of work to be done. It’s more vital than ever that we tell our stories, illustrate the injustices we face, and remind people of the common ground we share.

In this performance report for 2008, you will see additional survey results and snapshots of just some of GLAAD’s successes that are shaping the culture and growing the public support of our community to lay the groundwork for full equality. And we couldn’t do what we do without your support.

# SHAPING IMAGES THAT SHAPE EQUALITY.



GLAAD worked on media coverage for rallies taking place across the country after Proposition 8 passed in California.

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Left: ESPN invited LGBT student athletes to speak to ESPN employees about their experiences after GLAAD worked with ESPN to display Jeff Sheng's Fearless, a series of photographs of openly LGBT student-athletes.

GLAAD's op-ed project for the 10-year remembrance of the murder of Matthew Shepard resulted in op-eds in nearly every state to raise visibility of the state of anti-LGBT hate crimes.



## MEDIA ADVOCACY

Polls and surveys demonstrate that Americans are influenced by what they see in news and on television. Portrayals of well-rounded and authentic LGBT people and issues in news, comedies, dramas and unscripted television help bring about better understanding of LGBT people. GLAAD has worked closely with a range of media outlets – online and traditional – to ensure that the diversity of the LGBT community is represented and our stories are told.

The GLAAD Network Responsibility Index shines a light on which networks are inclusive and which networks need to do more work. The second annual edition was released in June 2008 and evaluated the quantity, quality and diversity of images of LGBT people on television. Prime time programming for five broadcast and 10 highly rated cable networks were examined for the 2007–2008 television season. Included in the index is important statistical information networks can use as a guide as they create and develop new shows or add characters and plot lines to returning shows.

While the GLAAD Network Responsibility Index examines the previous year's LGBT representation, the 13th annual *Where We Are on TV* report looks at the upcoming television season for the five broadcast networks and all mainstream cable networks. The report looks at the number of LGBT characters, and provides data by race, gender and ethnicity.

In 2008, GLAAD reported that there were more LGBT characters on TV than ever before. As a result, national media outlets reported on the unprecedented results and highlighted the growing move towards acceptance and understanding of LGBT people in our culture.

GLAAD continued to bring the stories and awareness of our lives to new audiences – including stories of LGBT people that are often isolated or silent, such as local communities, Latino communities and LGBT athletes and sports fans.

Matthew Shepard's tragic death 10 years ago brought new visibility to the role of hate violence and sparked conversations around the country. GLAAD launched an op-ed project working with local residents of communities across the country to discuss anti-gay hate crimes 10 years ago, where we are today, and where we need to go. GLAAD supported local organizations and individuals in telling their stories and pitching editorials and op-ed pieces to newspapers in nearly every state in the nation.

The Spanish-Language Media Program established an unprecedented partnership with MapiTV and Telemundo Nueva York. GLAAD now works with producers of "Las Comadres con Gloria B.," the only locally produced Spanish language morning talk show serving thousands of Latinos in New York, New Jersey and Connecticut, to develop a segment on LGBT issues, five days a week. *Las Comadres con Gloria B.* is the only mainstream Spanish language show to have a consistent segment about the LGBT community, and it's the first and only show to have a transgender person (GLAAD-trained spokesperson Fabiola Golden) participating daily as a TV personality in Spanish language media.


GLAAD's National Sports Desk and Media Program worked with ESPN, the Worldwide Leader in Sports, to showcase an art exhibit and raise visibility of LGBT high school and college student athletes for LGBT History Month. The exhibit was prominently displayed at the entrances of many of ESPN's main buildings, including the entrance to ESPN's visitors' area and studios to drive awareness of including this group in media coverage. ESPN also presented, for its employees, a panel discussion with several of the student athletes and the photographer.

By advocating for images of our lives in TV, film, news and across so many genres of media, GLAAD's work is advancing fair and accurate representations of LGBT people to a higher level and enabling new audiences to get to know our stories and the common ground we share.



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FAVOR  
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THE ARMED  
FORCES.**





Angie Zapata



Lawrence King



Duanna Johnson

## FIGHTING DEFAMATION

Drawing a clear line and demanding fair, accurate and inclusive coverage of the LGBT community is a crucial part of the work of GLAAD. Our staff, along with members nationwide, monitor media and implement effective strategies to guarantee we are being represented accurately. Through calls to action, press releases, op-eds and letters to the editor, we demand fair and accurate coverage. This year defamation came in many forms: campaign ads, fictional TV and movies, elected officials, and even journalists reporting on our lives. GLAAD was agile and quick to respond, and this year GLAAD received an on-air apology from FOX News Channel host Gregg Jarrett, providing awareness that anti-LGBT insults are offensive and will not be tolerated. Only when we stand up, state that such defamation won't go unchallenged and demand apologies or corrections do people understand that maligning our community or spreading misinformation about our lives is unacceptable.

The murders in 2008 of Duanna Johnson and Lawrence King were tragic reminders of the hate that still exists and poses a very serious danger to members of our community. After these brutal murders, GLAAD worked with local advocates, organizations and media outlets to ensure the victims' stories were told and included the importance of LGBT-inclusive hate crime laws. The emergence of a possible "gay or transgender panic" defense was negated with focused and diligent work by our Media Field Strategy Team to send the message that anti-LGBT violence is never okay.

Following the July 17 murder of Angie Zapata, a Latina transgender woman in Greeley, Colo., GLAAD was contacted by the Colorado Anti-Violence Program to help ensure accurate coverage of Angie's life and this tragic crime. The local paper, the *Greeley Tribune*, had published several stories that incorrectly used Zapata's birth name and referred to her using male pronouns. GLAAD and COAVP worked with the paper, advocating that they use The Associated Press standards for reporting on the murder and transgender

issues, including honoring Zapata's name and using the appropriate pronoun. On July 23, the *Greeley Tribune* published a story identifying Zapata as a transgender woman and ran an announcement saying all future coverage would be following AP Stylebook guidelines which, in 2006, GLAAD advocated changes to. With this fair and accurate coverage, Colorado citizens will better understand and talk about transgender issues in a fair and accurate way.

Headlines were made in March 2008 when Oklahoma state Representative Sally Kern told a group of supporters outside the Capitol that "the homosexual agenda is destroying our nation." She went on to say that the gay community is "the death knell in this country" and "the biggest threat that our nation has, even more so than terrorism." GLAAD provided media training and media outreach support to local Oklahoma groups to ensure that LGBT advocates were included in local media coverage and balanced the harmful effects of such hateful remarks from an elected official.

During election season, the campaign to pass Proposition 8 in California utilized a series of deliberately misleading commercials about the impact of Proposition 8, which eliminated the right to marry for loving and committed same-sex couples in California. The ads relied on scare tactics and spread inflammatory lies, which included saying that the defeat of Proposition 8 would lead to changes in schools and churches. These ads used misinformation to shape public opinion, and GLAAD was hard at work to correct these inaccuracies about Proposition 8 in mainstream media coverage.

Fox News Radio Host John Gibson made several tasteless, anti-gay jokes on his program. GLAAD first issued a Call to Action after he mocked the passing of actor Heath Ledger by making anti-gay jokes about his role in *Brokeback Mountain* on Fox News Radio's *The John Gibson Show*. As a result of the response by GLAAD's members, Gibson apologized for these remarks, but continued using anti-gay jokes. During a clip of MSNBC's

Rachel Maddow on May 2, Gibson cut to an audio clip of someone saying, "Oh, lesbians! Yummy!" resulting in another call to action for community members to let Gibson and his listeners know that anti-gay jokes are not funny and make it difficult for LGBT people to live their lives.

During an episode of *Rome is Burning* on ESPN, host Jim Rome referred to transgender people using derogatory phrases including "trannies," "he-she," and "she-males." GLAAD immediately reached out to Rome to explain that the words used were outrageous and dehumanizing. Rome replied, "You're right. I'm sorry I said that. I should not have said that. And I will not do it again." Rome also promised to familiarize himself with GLAAD's Media Reference Guide so that future commentary about the LGBT community would be fair and accurate for listeners of his sports program.

**2009 Update.** As we did for numerous incidents of violence against LGBT people, GLAAD was on the ground before, during and after the murder trial of Angie Zapata to ensure media outlets covering the trial did so in a fair and accurate manner. This marked the first time a defendant accused of murdering a transgender person was tried under Colorado's hate crime law. GLAAD's Senior Media Strategist worked with local advocacy organizations to coordinate local media efforts and to help Zapata's family and friends share Angie's story. GLAAD worked with national cable channel TruTV, the *Denver Post*, and Pam's House Blend contributor Autumn Sandeen (who live blogged and used Twitter for instant updates) among many other media outlets. Resulting coverage not only raised visibility for the need for LGBT-inclusive hate crime laws, but helped share Angie's life as a loving aunt, sister and friend who happens to be transgender.

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# CHANGING HEARTS AND MINDS

Presidential election years certainly raise visibility for a variety of issues and GLAAD's work spanned several media program areas as LGBT issues caught the attention of a national audience during 2008.

In March, GLAAD launched Newsroom '08 – an online resource on how media should talk about LGBT issues as they pertain to the local, state and national elections. GLAAD monitored political discourse – correcting coverage and ensuring that a multitude of voices were heard among the conversations occurring.

Using our newly launched gladBLOG, constituents and the press were able to see pictures, video and special reports about the various speeches while GLAAD was on the ground during the Democratic National Convention in Denver, Colorado and other media coverage related to LGBT issues as it happened. On Election Day, GLAAD's 24-hour news monitoring system posted videos to GLAAD.org and gladBLOG as a resource for journalists, and GLAAD staffed a rapid response system for instances of inaccuracies or defamation.

GLAAD's Religion, Faith and Values program assisted leaders of California Faith for Equality with press materials, talking points, spokesperson training and statewide media pitching to ensure inclusive faith voices were included in media coverage on the anti-gay Proposition 8. Episcopalian, Jewish, Lutheran, Methodist, Presbyterian and other inclusive faith leaders held press conferences, wrote op-eds, assisted at phone banks and generated hundreds of stories to counteract anti-gay faith leaders.

GLAAD Senior Media Strategist Andy Marra speaks to corporations and GLAAD members about a research project on the future of the LGBT market in China. (Photo by Peter Lau)



GLAAD trained local community members in San Antonio, Texas including members of the Metropolitan Community Church, local chapters of PFLAG and local transgender advocates about sharing their stories and advocacy efforts with local media.



GLAAD continued to ensure LGBT issues were talked about in a fair and accurate way in post-election coverage. Following the passage of California's Proposition 8, co-hosts of ABC's *The View* discussed Proposition 8 on the November 7 show. Misleading statements were made, including the false claim that clergy could be jailed for refusing to perform wedding ceremonies for gay couples if Proposition 8 was not enacted. GLAAD reached out to *The View*, provided producers with the facts on Proposition 8 and asked that the errors be addressed. Host Whoopi Goldberg read the factual clarifications and attributed them to GLAAD on the November 10 broadcast.

When President-elect Obama announced anti-gay Rick Warren was to lead the invocation at the Presidential inauguration, GLAAD distributed an *Eye on the Media* for journalists and bloggers highlighting his history of using the media as a platform to spread divisive anti-gay rhetoric. Warren spread inaccuracies about Proposition 8, saying that it would "prevent him from getting up on the pulpit and speaking out against same-sex marriage" on *Dateline*. He also participated in a video interview with *The Wall Street Journal* on December 18 where he said that marriage for gay and lesbian couples was the equivalent of "having a brother and sister be together," "an older guy marrying a child" and "one guy having multiple wives." GLAAD shined a bright light on his anti-gay attitudes with the *Eye on the Media* resource so that media could debunk his defamatory statements and provide fair and accurate coverage.

GLAAD's work around the 2008 Election is just one example of our ability to influence and shape the images that then help change our culture and raise visibility of the LGBT community.

Our 2008 Timeline of Accomplishments in the pull-out poster documents other stories of GLAAD's work to change hearts and minds and bring about full equality.

# 2009 UPDATE.



## LETTER FROM THE INCOMING PRESIDENT

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I could not be more excited to start my time at GLAAD in September 2009 and there has never been a time when GLAAD's work is needed more than today. I come to GLAAD having been a part of the LGBT community and movement for many years, having served as a Massachusetts state Senator where I fought for marriage equality and legal recognition of families like mine and yours. I have had the privilege of living in Massachusetts, a state where mine and my husband's relationship and our two children are recognized by law.

Our work does not stop until all of us can say the same.

We're making progress toward equality, but we'll only achieve full equality if we build the public support for our community – and that's what GLAAD is all about. We're working for the day when every one of us is accepted, respected and valued for the contributions we make to this country by raising awareness and understanding of our relationships and families. It's an ambitious goal, but I know we can do it. I believe in our community, and I believe in our country.

I look forward to leading GLAAD in this vital time for our community. Thank you for your continuing support of GLAAD's work.

In Service,

A handwritten signature in black ink, appearing to read "Jarrett Barrios".

**Jarrett Barrios**  
PRESIDENT

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# 2009 UPDATE.

## MARRIAGE EQUALITY



GLAAD Senior Media Strategist Adam Bass was on the ground with members of the New Hampshire State House of Representatives and Mo Baxley (R) of NH Freedom to Marry Coalition. GLAAD worked on communication strategy and coordinating media opportunities for LGBT couples and advocates.

2009 has been a time of progress for marriage equality in a number of states, and GLAAD has been in action on the ground to share the stories of the loving and committed couples at the heart of these decisions. GLAAD was in Iowa with Lambda Legal to support One Iowa with media relations, spokesperson training, messaging and constituent communications. GLAAD media trained same-sex couples who received their marriage licenses the first day possible, April 27, 2009. With GLAAD's assistance, these couples shared their stories on all local TV stations in Des Moines, and in print and broadcast stories across the state, country and world. GLAAD also trained Iowa couple Maryfrances and Stephanie Evans who were featured on The Oprah Show. They shared their heartwarming commitment to each other and spoke about their wedding, which took place right after the show.

GLAAD also worked with Lambda Legal and One Iowa to coordinate One Iowa's official press conference the day marriage licenses became available for same-sex couples. Media outlets — from international broadcast to local print — were on hand for the event, where Carolyn Jenison, Executive Director of One Iowa who GLAAD media trained, spoke to the press about what this day meant for Iowans.

In June, GLAAD's Senior Media Field Strategist traveled to New Hampshire for the week immediately preceding the passage and signing of marriage equality legislation — to provide communications support to the New Hampshire Freedom to Marry Coalition. GLAAD worked with the coalition to develop a communication strategy and coordinate media opportunities leading up to and through the legislative and gubernatorial actions. Working with key spokespeople — from families that will be affected by the change in the law to legislators advocating the change — GLAAD helped develop key messaging ideas, and trained spokespeople on how to communicate their messages to the media.

GLAAD's work to raise awareness and understanding of these loving and committed couples is helping residents of these states get to know and accept the newly married couples.

## ONLINE MEDIA

Nearing its one-year anniversary, GLAAD's Online & Digital Media Program continues to exponentially expand GLAAD's outreach. GLAAD now interacts with supporters through Facebook, Twitter, MySpace and via [glaadBLOG](#).

The growth in traffic from January to May on [glaadBLOG](#), which features commentary by GLAAD staffers, has increased 135 percent. GLAAD is also producing digital advocacy content including a video produced after FOX News host Sean Hannity bemoaned that there were "too many shots of men kissing" on the Academy Awards telecast.

GLAAD responded with a viral video debunking that myth — there were three kisses by gay couples as opposed to 14 kisses by straight couples and asking why the same-sex kissing was questioned.

Visit the [glaadBLOG](#) at [www.glaadBLOG.org](#), friend our official group on Facebook and follow us on Twitter at [twitter.com/glaad](#) for updates about our work.

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# FINANCIAL REPORT

Each year, GLAAD engages an independent auditor to review our financial records to determine that we have recorded all financial information and reported this information completely and accurately. The auditing firm conducts their audit by reviewing our internal controls and our actual financial records. At the end of their audit, they issue a report relative to our financial records. The entire financial statement along with the opinion report from the CPA firm that performed the audit may be obtained upon request. We are pleased to report the auditing firm provided a favorable opinion upon completion of the audit for 2008. The auditors' report, dated April 10, 2009, included the following statement:

"We have audited the accompanying Statement of Financial Position of Gay & Lesbian Alliance Against Defamation, Inc. (a nonprofit organization) as of December 31, 2008, 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, 2007 financial statements and in our report dated March 25, 2008, 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, 2008, 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."

## Financial Statements

The condensed statement of activities was extracted from audited financial statements. Complete audited financial statements are available upon request.

For the year ending December 31, 2008

### Revenue

Contributions	12,550,108
Annual Media Awards (Net)	1,730,178
Other Events (Net)	179,022
Investment Income	-266,520
Loss on Disposal of Assets	-14,693
<b>Total Revenue</b>	<b>14,178,095</b>

### Expenses

Program Expenses	6,596,431
Management & General	748,023
Fundraising	1,484,644
<b>Total Expenses</b>	<b>8,829,098</b>

### Net Assets

Change in Net Assets	5,348,997
Net Assets at 12/31/2007	5,927,840
<b>Net Assets at 12/31/2008</b>	<b>11,276,837</b>

### Functional Expenses as a Percentage of Total Expenses

Programs	75%
Fundraising	17%
Management & General	8%

# SUPPORT

## The Visionary Circle

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

**The Arcus Foundation**  
**The David Bohnett Foundation**  
**The Gill Foundation**  
**The Michael Palm Foundation**  
**Terry K. Watanabe Charitable Trust**  
**Ric Weiland**

## The Alliance Circle

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

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GLAAD sincerely thanks the following individuals and companies for hosting and underwriting GLAAD Community Events, membership events and appreciation gatherings for Media and Alliance Circle members and their guests in 2008. By way of this generosity, dollars raised at these events directly support the vital programmatic work of GLAAD.

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The success of the 19th Annual GLAAD Media Awards would not have been possible without the dedication and hard work of our GLAAD Media Awards Co-Chairs.

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Founded in 2002, the GLAAD Leadership Councils are core groups of committed senior volunteers who serve as emissaries in their communities and provide inspiration, support and information about GLAAD's vital, ongoing work to current and prospective Media Circle and Alliance Circle members. Leadership Council members are major donors themselves, and they play an essential role in helping GLAAD build and sustain the financial support needed to fulfill its mission.

We sincerely thank the following Leadership Council members for their dedication, leadership and support in 2008.

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