



IMAGES ^{of} EQUALITY

glad  words and images matter

2011-2012 Performance Report
glad.org/images



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FROM THE PRESIDENT



We're getting closer.

One story at a time, lesbian, gay, bisexual and transgender (LGBT) people are getting closer to equality.

And for more than 25 years, GLAAD has worked through news, entertainment and online media to share those stories that make a difference. Stories that don't just make headlines, but which move Americans toward full acceptance.

It's an extraordinary honor to now be at the helm of that work. Since coming to GLAAD, I have had the privilege of both witnessing and taking part in this organization's incredible power to generate change.

Today, I speak to you on the heels of some great victories in the pursuit of equality.

After Ohio mom Jennifer Tyrrell was ousted as leader of her son's Boy Scouts troop because she's gay, GLAAD helped bring her story to outlets including The New York Times, The Los Angeles Times, CNN, MSNBC and The Associated Press – introducing millions of Americans to a loving gay mom, cast out her son's life simply because of who she is. Today, over 300,000 people have joined Jennifer and GLAAD to call on the Boy Scouts to end its discriminatory policies, and we're now closer than ever before to seeing that change become a reality.

When the anti-gay hate group One Million Moms – a project of the American Family Association – called on J.C. Penney to fire Ellen DeGeneres as the company's spokesperson simply because she's gay, GLAAD helped tens of thousands of Americans speak out in support of Ellen and condemn employment discrimination that still casts a shadow over LGBT workers in a majority of states today.

The Miss Universe Organization later reversed course and opened the competition to transgender contestants after GLAAD worked with the group to ensure the world's most renowned beauty competition continues to be a celebration of all women.

And anti-gay commentators, whose only qualification seems to be the badge of hate they carry for their LGBT neighbors and colleagues, are today finding it more difficult to spew their hate on national airwaves in the wake of GLAAD's Commentator Accountability Project, a tool distributed to the country's top news outlets that exposes these so-called "spokespeople" for who they really are: anti-LGBT demagogues.

It's stories like these that are leading us closer to equality. And it's stories like these that GLAAD needs your support to share.

Herndon Graddick, President
GLAAD

FROM THE BOARD



Six and counting.

That's six states and the District of Columbia which have now put into law what most Americans already know in their hearts: every committed couple should be able to marry the person they love.



And when elected officials take to the legislature floor to explain their support, they say time and time again that it's the stories of loving couples – their gay and lesbian constituents, neighbors and friends – which move them to embrace equality. It's those stories that are casting the final vote, and it's GLAAD that's working to share them.

You see, for some people, the only gay or transgender people they know are those they meet on their favorite TV shows, while at the movies, or when sitting down to read the Sunday paper. And for some people, it's those images they bring with them to the ballot box come voting time.

That's why GLAAD works through news, entertainment, and online media to build support from the ground up. GLAAD brings images of LGBT people and allies to America's living rooms, dining tables, and water coolers – helping people understand that LGBT people are just like them and want the same opportunities to love and protect their families.

When networks or newspapers miss the mark in fair and accurate representation, it's GLAAD that holds them accountable, helping media better understand the concrete harms that stem from misinformation and stereotypes.

GLAAD is at work in states across the nation, on the ground in places where LGBT equality is being debated, assisting grassroots advocates and organizations with media strategy which keeps thoughtful stories from the LGBT community above the fold.

It's those stories and images we are pleased to share with you here, because it's those stories and images that continue to change hearts and minds.

On behalf of GLAAD's National Board of Directors, we thank you for your ongoing support and commitment to helping us share the stories that matter most – those that build support for equality.

Sheri Fults
Co-Chair, National Board of Directors

John F. Stephens
Co-Chair, National Board of Directors

glaad AT A GLANCE

2011



IN 2011 GLAAD
TRAINED 794
PEOPLE AT 155
MEDIA TRAININGS.

GLAAD HAD
933 MEETINGS
WITH
605
INDIVIDUAL MEDIA OUTLETS.

JAN

GLAAD works with Univision.com to remove an offensive poll asking readers whether it's appropriate to call gay people "fa**ots."

FEB

Facebook works with GLAAD to add 'In a Civil Union' and 'In a Domestic Partnership' options to user profiles, making the site more inclusive for tens of millions of LGBT people across the globe.

MAR

World Wrestling Entertainment (WWE) partners with GLAAD to stand up against bullying and help put an end to homophobia in sports.

APR

Los Angeles Lakers player Kobe Bryant speaks out against the harms of anti-gay language after GLAAD calls on the basketball icon to address his use of a homophobic slur. NBA joins GLAAD to combat homophobia on the court.

MAY

GLAAD convenes its first-ever People of Color Media Training Institute to elevate diverse LGBT voices in mainstream media.

SEPT

Bloomberg Businessweek partners with GLAAD to publish a multi-page spread about equality in the workplace, spotlighting hurdles still facing LGBT employees.



OR GLAAD works alongside Basic Rights Oregon to unveil a new statewide commercial series to increase understanding about gay and lesbian couples.

CA GLAAD releases the "Talking About LGBT Equality with Latinos & Hispanics" guide to build support for equality in the Spanish-speaking community.

JUN

OCT

glaaad ON THE GROUND

GLAAD WORKS IN STATES ACROSS THE COUNTRY to train local LGBT people and allies how to speak out in their communities – whether at church, in a PTA meeting, at community gatherings or in local media.

TN GLAAD convenes advocates from across Tennessee for a statewide training on how to build support for equality through the media.

PA GLAAD helps share the story of Brian Andersen and Anton Tanumihardja, a bi-national couple facing deportation under DOMA. In historic move, immigration officials later grant the couple a stay.

MA Boston radio station KISS 108 airs PSAs underscoring the importance of transgender-inclusive anti-discrimination protections after working with GLAAD.

NC The Charlotte Observer publishes its first-ever wedding announcements for same-sex couples after GLAAD challenges outdated, anti-gay practices.

OH GLAAD joins Equality Ohio and GLSEN to take a stand against bullying after video surfaces of a local teen being beaten because of his sexual orientation.

NY GLAAD shares the stories of dozens of couples and LGBT-affirming faith leaders in both English and Spanish-language as marriage equality finally becomes a reality in the Empire State.

GA GLAAD works with the Atlanta Journal-Constitution to correct coverage about a local transgender boy facing discrimination from his elementary school.

TX GLAAD works with the El Paso Times to publish an op-ed featuring 11 LGBT-affirming voices of faith after the paper runs anti-gay ads from a local priest.

TX Local high school overturns ban on a Gay-Straight Alliance (GSA) after GLAAD shares the story of student and GSA founder Nikki Peet in national media.

NE GLAAD works with a local TV station to correct and improve coverage about the tragic death of a local transgender woman.

MI GLAAD teams up with the Michigan Department of Civil Rights to train local advocates and allies on how to voice support for equality in local media.

AZ Arizona Superintendent of Public Instruction John Huppenthal apologizes for anti-gay remarks after GLAAD and Equality Arizona speak out.

HI GLAAD helps share the stories of loving couples as the Aloha State readies to begin Civil Unions for gay and lesbian couples.

GLAAD ALSO SERVES AS A COMMUNICATIONS CONSULTANT to many local LGBT organizations, which lack the resources necessary to focus on this important work when equality is being debated on the local level.

Comedian Tracy Morgan meets with homeless LGBT youth in New York City after GLAAD works with the '30 Rock' star to underline the importance of family acceptance.

JUL

GLAAD elevates the stories of LGBT and allied Presbyterians as the Presbyterian Church (USA) ratifies its constitution to allow for the ordination of LGBT clergy.

AUG

GLAAD works with Christian magazine Sojourners to print a full-page ad highlighting the disproportionate rates of homelessness facing LGBT youth.

From Times Square to local schools and all the way to the White House, millions 'go purple' in support of LGBT youth for GLAAD's second annual Spirit Day.

NOV

Film director Brett Ratner partners with GLAAD to combat anti-LGBT images in Hollywood. GLAAD and Ratner later announce a new PSA series featuring celebrities coming out in support of LGBT equality.

DEC

GLAAD takes a stand against ABC's transphobic series *Work It*, publishing a full-page ad with HRC in *Daily Variety* about the tremendous hurdles transgender Americans still face in the workplace. ABC cancels the series after just two episodes.



AMPLIFY YOUR VOICE

**glaad takes a stand
against bullying**

No one should be bullied or called names simply for being who they are. Still, millions of lesbian, gay, bisexual and transgender (LGBT) youth are made to feel like they don't fit in every day; some even feel unsafe.

In 2011, GLAAD and the American Federation of Teachers (AFT) teamed up to take a stand against bullying.

With the help of celebrities like Russell Simmons, Kristin Chenoweth, Amy Poehler, Rashida Jones, Shaquille O'Neal, Chaz Bono, Mario Lopez, Naya Rivera, Vinny Guadagnino, Tori Spelling, stars of the WWE and more, GLAAD brought messages of empowerment to over 20 million homes in its new PSA series, "Amplify Your Voice."

Building on the success of GLAAD's 2009 "Be an Ally" PSA series, the new nationally televised spots – which feature the stories of LGBT youth who were bullied because of who they are – encourage support from equality allies and direct viewers to anti-bullying resource kits on glaad.org. There, parents, teachers and students can find invaluable tools from organizations

including GLAAD, AFT, GLSEN, PFLAG and The Trevor Project, among several others.

Launched in conjunction with Spirit Day 2011, the PSAs served to remind millions of young people that "no matter who you are, you have the power to make a difference."

**"NO MATTER WHO YOU ARE,
YOU HAVE THE POWER
TO MAKE A DIFFERENCE."**

A NATION IN PURPLE #SPIRITDAY

From Times Square, to LAX and all the way to the White House, millions of people went purple in 2011 for Spirit Day in support of lesbian, gay, bisexual and transgender (LGBT) youth.

Created in 2010 by high school student Brittany McMillan, Spirit Day encourages people to wear purple in a stand against anti-LGBT bullying and as a visible show of support for equality.

What began as an idea posted to Brittany's Tumblr has, with GLAAD's help, become an international phenomenon, attracting the participation of celebrities, news programs, media outlets, websites, corporations, universities, churches, local communities, and even national landmarks.

Among those who 'went purple' and spoke out in support of LGBT youth on Spirit Day 2011: the White House; Facebook; hosts of the Today Show, Good Morning America, The View, The Talk, Live! with Regis & Kelly, Anderson Cooper 360, NBC Nightly News, ABC World News, Access Hollywood, Conan, The Late Late Show; celebrities including Chaz Bono, Cher, Fran Drescher, Nancy Grace, Kathy Griffin, Goldie Hawn, Sean Hayes, Adam

Lambert, Ricky Martin, Kylie Minogue, Julianne Moore, Rosie O'Donnell, Joan Rivers, Paulina Rubio, Scissor Sisters, Tori Spelling, Jesse Tyler Ferguson, stars of the WWE and dozens of others.

For just the second time in the network's history, MTV turned its on-air logo purple for Spirit Day, as well as sister channels MTV2, mtvU, MTV Hits, and MTV Jams.

Through GLAAD's online tool, hundreds of thousands of Facebook and Twitter users also turned their profile pictures purple in an overwhelming display of support for LGBT young people.

Spirit Day touches the lives of millions of Americans, with messages of hope and encouragement. This year, Spirit Day will continue with GLAAD once again working with entertainers, media, entire cities and everyday people to take a stand against bullying and show our support for LGBT young people.

For more information on how you can participate, visit glaad.org/spiritday

EQUALITWEETS: #SPIRITDAY



@JESSETYLER
JESSE TYLER-FERGUSON

I'M WEARING PURPLE TONIGHT ON @CONANOBRIEN TO SUPPORT LGBT TEENS ON #SPIRITDAY. ARE YOU WEARING PURPLE TODAY TOO? GLAAD.ORG/SPIRITDAY



@SANDRABERNHARD
SANDRA BERNHARD

SPIRIT DAY, WEAR YOUR PURPLE! EVERYONE JOIN ME IN SUPPORT OF LGBT YOUTH, AND IN OPPOSITION OF BULLYING: GLAAD.ORG/SPIRITDAY



@CHAZBONO
CHAZ BONO

HELP @GLAAD END ANTI-LGBT BULLYING - MAKE YOUR PROFILE PIC PURPLE FOR #SPIRITDAY AT [#SPIRITDAY](http://GLAAD.ORG/SPIRITDAY) [#LGBT](http://GLAAD.ORG/SPIRITDAY)



@TYRABANKS
TYRA BANKS

JOIN ME 2SHOW UR SUPPORT 4 THE LGBT COMMUNITY ON #SPIRITDAY - OCT 20! CHANGE UR PROFILE PIC 2 ONE W/FIERCE PURPLE! GLAAD.ORG/SPIRITDAY



@RICKY_MARTIN
RICKY MARTIN

END ANTI-LGBT BULLYING - WEAR PURPLE & MAKE YOUR PROFILE PIC PURPLE FOR #SPIRITDAY 10/20 AT [#LGBT](http://GLAAD.ORG/SPIRITDAY)



@GOLDIEHAWN
GOLDIE HAWN

JOIN ME! WEAR PURPLE FOR #SPIRITDAY TO SUPPORT GAY YOUTH & STAND AGAINST BULLYING: GLAAD.ORG/SPIRITDAY NO CHILD SHOULD BE BULLIED!



@WHITEHOUSE
THE WHITE HOUSE

.@WHITEHOUSE GOES PURPLE FOR #SPIRITDAY!

WORKING PROBONO

CHAZ TAKES ON DANCING WITH THE STARS



Transgender visibility on television got quite a boost in 2011, following the announcement that author and advocate Chaz Bono would join the cast of ABC's hit series *Dancing With the Stars*. Beginning in September, Chaz joined 11 other celebs – including openly gay fashion guru Carson Kressley – in putting his fancy footwork to the test on the ballroom floor.

While most media outlets and personalities celebrated Chaz's inclusion on the show, offering strong words of support, anti-LGBT activists reacted with hateful messages and dangerous misinformation about the transgender community, encouraging viewers not to vote for Chaz simply for having the courage to be who he is.

In response, GLAAD galvanized the support of tens of thousands, encouraging people to go #ProBono on Twitter and Facebook in a stand against transphobia. GLAAD also worked through national

media outlets – including The New York Times, Entertainment Weekly and The Hollywood Reporter – to speak out in support of Chaz and highlight the tremendous hurdles still facing transgender Americans today.

GLAAD also assembled a panel of five prominent transgender advocates for a feature segment on the entertainment news show *The Insider*. The first-of-its-kind panel underlined the impact of Chaz's inclusion on the show, as well as the growing acceptance of transgender equality.

In 2012, Chaz was honored with the Stephen F. Kolzak Award at the 23rd Annual GLAAD Media Awards, where he spoke about GLAAD's work and impact:

"WE REALLY, REALLY HAVE COME A LONG WAY [...] AND I BELIEVE THAT CHANGE HAPPENS FIRST CULTURALLY, AND THAT'S WHERE GLAAD HAS THE GREATEST IMPACT ON OUR SOCIETY [...] FOR MY PERSONAL JOURNEY, SINCE I TRANSITIONED, GLAAD HAS BEEN THERE FOR ME EVERY STEP OF THE WAY.

FROM WHEN IT FIRST CAME OUT THAT I WAS TRANSITIONING, **GLAAD WAS RIGHT THERE,** OUT FRONT IN THE MEDIA. AND REALLY, EVERYTHING THAT I'VE DONE SINCE THEN, THEY'VE BEEN A PARTNER FOR ME TO GO TO – WHEN ONE MILLION MOMS IS COMING OUT AGAINST ME OR WHEN KEITH ABLOW IS TELLING PEOPLE THAT ME BEING ON DANCING WITH THE STARS IS SOMEHOW DAMAGING TO CHILDREN – THEY'VE REALLY BEEN A PARTNER FOR ME

ALL THE WAY."



SHARING STORIES



TIFFANY AND MEREDITH

After spending four inseparable years together, and while snacking at their favorite taco shop, Brooklyn-based couple Tiffany Peckosh and Meredith Soffrin promised to spend the rest of their lives together.

Months later, the pair joined 823 other loving and committed couples in exchanging 'I dos' in New York City on July 24, 2011, the first day it became legal for gay and lesbian couples to marry in the Empire State.

"It feels amazing – it was such a touching moment," Meredith told the BBC after tying the knot. "We're hoping for this visibility to create more understanding about the love that we share and about our relationship."

GLAAD worked tirelessly in the weeks leading up to the historic day, connecting brides-and-grooms-to-be with media outlets and shining light on stories of love and commitment. That day, GLAAD was on the ground in New York City as journalists from

all over the world descended on City Hall to capture the momentous occasion.

Equipping couples with key talking points about the vital protections that only marriage can afford, training couples on interview techniques and best-practices, and offering journalists a wide variety of spokespeople – including faith leaders, Spanish-speaking couples, and couples of color – GLAAD brought diverse stories of love and commitment to staterooms across the nation through outlets such as The Associated Press, The New York Times, USA Today, NBC Nightly News, The Today Show, CNN, and the BBC, among hundreds of others.

By introducing Americans to couples like Tiffany and Meredith – couples who simply want to take care of and be responsible for each other – GLAAD continues to change hearts and minds in living rooms, at water coolers and around dining tables across the country, moving more and more people to support equality for all.



EQUALITY

EN ESPAÑOL

Growing acceptance through Spanish-language media

The Spanish-speaking population remains one of our nation's fastest growing communities, with the U.S. Census Bureau reporting Spanish as the primary language of nearly 37 million Americans.

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

In 2011, GLAAD and the National Hispanic Media Coalition (NHMC) teamed up to take a stand against the anti-LGBT talk show José Luis Sin Censura, filing a joint complaint with the Federal Communications Commission (FCC) calling on the body to take action against the show's repeated use of anti-gay slurs and anti-LGBT violence.

More than 30 organizations joined GLAAD's call, and advertisers including AT&T, Dish Latino, McDonald's, and Time Warner Cable even pulled their support from the program.

This year, as the campaign continued, GLAAD President Herndon Graddick joined NHMC President & CEO Alex Nogales to deliver thousands of petition signatures to the show's distributor, Liberman Broadcasting, Inc. (LBI), demanding an end to its inflammatory anti-LGBT content. There, GLAAD and NHMC also held a press conference announcing a new call for advertisers to re-evaluate their support of the show.

Finally, after 18 months of sustained effort from GLAAD and NHMC, José Luis Sin Censura was taken off the air. In a letter addressed to the organizations, the show's distributor wrote, "We are confident that we can build upon this experience and work together to create positive experiences for the LGBT, Latino and Spanish-speaking communities."

Through GLAAD's Spanish-Language Media Program, positive images and stories of LGBT people are also standing in the face of shows like José Luis Sin Censura - reaching people across communities and helping to build support and understanding in Spanish-speaking homes across the nation.

glaad 
national
people of
color
media institute

glaad.org/pocmedia

Now in its second year, GLAAD's People of Color Media Institute brings together advocates of color for a multi-day advanced spokesperson-training program. GLAAD staff, leading journalists and key media professionals help participants cultivate skills vital to speaking about equality in both English and Spanish-language news outlets. To date, more than 100 stories have featured or have been authored by a GLAAD People of Color Media Institute graduate.

TRANSFORMING ENTERTAINMENT

DIVERSIFYING LGBT IMAGES ON TV



In its tenth season, TeenNick's hit series *Degrassi* introduced Adam – the first transgender teen character to appear as a series regular on a scripted TV show.

GLAAD and TeenNick worked together in 2010 to craft Adam's storyline and ensure that his representation was authentic and sensitive to the transgender experience. GLAAD worked side by side with scriptwriters and producers, equipping them with vital resources like style and terminology guides – helping to reshape the way television depicts not just trans people, but trans youth.

Together, GLAAD and TeenNick also created a public service announcement (PSA) to accompany Adam's debut episodes, which directed

young audiences to important resources and support while also encouraging viewers to be allies to their LGBT peers.

In 2011, the George Foster Peabody Awards recognized *Degrassi* for the trailblazing plotline. Among the most prestigious of honors in the media, the Peabodys extolled the program for its inclusion and authenticity, saying "True to its history, the durable high-school serial's two-parter about a transgender teen neither trivializes nor overdramatizes its subject."

Adam's enrollment at *Degrassi* Community School not only helped his fellow students better understand what it means to be transgender, but brought positive messages to countless teens across the globe, who – perhaps for the very first time – got to know a transgender person.

That's GLAAD at work.

"FOR THE PEOPLE IN THIS BUILDING,
IT'S ALMOST LIKE GETTING NOMINATED
FOR AN EMMY OR AN OSCAR.
IT'S BIG NEWS AROUND HERE.
WE DO PRIDE OURSELVES
ON TRYING TO TELL
REALLY TRUTHFUL STORIES."

- *DEGRASSI* STAR STEFAN BROGREN ON THE SHOW'S
2012 GLAAD MEDIA AWARD NOMINATION



media awards

HELD IN 2011 FOR IMAGES PRESENTED IN 2010

VITO RUSSO AWARD

Ricky Martin

EXCELLENCE IN MEDIA AWARD

Russell Simmons

VANGUARD AWARD

Kristin Chenoweth

STEPHEN F. KOLZAK AWARD

NBC Entertainment Chairman
Robert Greenblatt

GOLDEN GATE AWARD

Kim Cattrall

CORPORATE LEADER AWARD

AT&T

LOCAL HERO AWARD

Kara Swisher

SPECIAL RECOGNITION

Bianca "Nikki" Peet

OUTSTANDING FILM - WIDE RELEASE

The Kids Are All Right (Focus Features)

OUTSTANDING FILM-LIMITED RELEASE

I Love You Phillip Morris (Roadside Attractions)

OUTSTANDING DRAMA SERIES

True Blood (HBO)

OUTSTANDING COMEDY SERIES

TIE: Glee (Fox) and Modern Family (ABC)

OUTSTANDING INDIVIDUAL EPISODE (IN A SERIES WITHOUT A REGULAR LGBT CHARACTER):

"Klaus & Greta" 30 Rock (NBC)

OUTSTANDING DOCUMENTARY

8: The Mormon Proposition (Red Flag Releasing)

OUTSTANDING REALITY PROGRAM

Project Runway (Lifetime)

OUTSTANDING TALK SHOW EPISODE

"Ricky Martin Coming Out as a Gay Man and a New Dad" The Oprah Winfrey Show (syndicated)

OUTSTANDING TV JOURNALISM

Newsmagazine: "Gay Teen Suicides" (series) Anderson Cooper 360 (CNN)

OUTSTANDING TV JOURNALISM SEGMENT

"Fort Worth Speech" The Last Word with Lawrence O'Donnell (MSNBC)

OUTSTANDING NEWSPAPER ARTICLE

"Rutgers Student Tyler Clementi's Suicide Spurs Action Across U.S." by Judy Peet (The Star-Ledger [Newark, N.J.]

OUTSTANDING NEWSPAPER COLUMNIST

Frank Rich (The New York Times)

OUTSTANDING NEWSPAPER OVERALL COVERAGE

Denver Post

OUTSTANDING MAGAZINE ARTICLE

"What Happens When You Find the One... And He's Nothing - Nothing - Like You Expected?" by Allison Cooper (O, The Oprah Magazine)





CELEBRATING 25 YEARS

The GLAAD Media Awards recognize and honor media for their fair, accurate and inclusive representations of the lesbian, gay, bisexual and transgender (LGBT) community and the issues that affect their lives. The GLAAD Media Awards also fund GLAAD's work to share stories from the LGBT community that build support for equality.

OUTSTANDING MAGAZINE OVERALL COVERAGE:

The Advocate/Out

OUTSTANDING DIGITAL JOURNALISM ARTICLE

"View From Washington" (series) by Kerry Eleveld (Advocate.com)

OUTSTANDING DIGITAL JOURNALISM - MULTIMEDIA

"Bridal Bliss: Aisha and Danielle" by Bobbi Misick (Essence.com)

OUTSTANDING BLOG

Joe. My. God. (<http://joemygod.blogspot.com/>)

OUTSTANDING MUSIC ARTIST

Scissor Sisters, Night Work (Downtown Records)

OUTSTANDING COMIC BOOK

X-Factor by Peter David (Marvel Comics)

OUTSTANDING LOS ANGELES THEATER

Something Happened by L. Trey Wilson

OUTSTANDING NEW YORK THEATER

Broadway & Off-Broadway: The Pride by Alexi Kaye Campbell

OUTSTANDING NEW YORK THEATER

Off-Off Broadway: When Last We Flew by Harrison David Rivers

SPANISH-LANGUAGE CATEGORIES

OUTSTANDING NOVELA

¿Dónde está Elisa? (Telemundo)

OUTSTANDING DAYTIME TALK SHOW EPISODE

TIE: "Mamá vístete de hombre" Casos de Familia (Univision) and "La Proposición 8" Caso Cerrado (Telemundo)

OUTSTANDING TALK SHOW INTERVIEW

"Saliendo del closet después de los 30" El Show de Cristina (Univision)

OUTSTANDING TV JOURNALISM - NEWSMAGAZINE

"En nombre del amor" Primer Impacto (Univision)

OUTSTANDING TV JOURNALISM SEGMENT

"Aumenta el hostigamiento" Despierta América (Univision)

OUTSTANDING NEWSPAPER ARTICLE

"Acosados hasta el punto del suicidio" by Rubén Moreno (La Opinión)

OUTSTANDING MAGAZINE ARTICLE

"Estoy feliz de ser quien soy" by María Morales (People en Español)

OUTSTANDING DIGITAL JOURNALISM ARTICLE:

"Fedro llegó para quedarse" by Amy Linares (PadrisimoMagazine.com)

OUTSTANDING SPANISH-LANGUAGE MUSIC ARTIST

Christian Chávez, Almas transparentes (EMI)





2012

COMMENTATOR Accountability PROJECT

Time and time again, media outlets turn to anti-gay activists in an effort to provide so-called “balance” to news stories. What journalists may not realize, however, is that these sources often espouse extreme, anti-LGBT animus – sometimes even advocating violence.

Launched in March 2012, GLAAD’s Commentator Accountability Project (CAP) provides a comprehensive set of online resources detailing the homophobic, racist, and misogynistic sentiments of nearly three-dozen of the nation’s most vitriolic anti-LGBT activists.

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

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

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

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

#GLAADCAP PROFILES



PAT ROBERTSON
FOUNDER AND CHAIRMAN, THE CHRISTIAN BROADCASTING NETWORK, THE AMERICAN CENTER FOR LAW & JUSTICE (ACLU), AND REGENT UNIVERSITY (AMONG OTHERS)

- Said: “I don’t really believe homosexuals want to get marriage, what they want to do is destroy marriage and some of the other things we have in our society.”
- Of LGBT advocacy groups: “Some of these radical gay groups are willing to do anything in the world to have their way of doing sex legitimized by this country. They’ll tear down any institution, the church – the Episcopal Church, for example – in order to have their way, and it’s basically wrong.”
- Robertson compared gay people with Satanists and tried to link gay people to Adolf Hitler: “Many of those people involved with Adolf Hitler were Satanists, many of them were homosexuals. The two things seem to go together.”



TONY PERKINS
PRESIDENT OF THE FAMILY RESEARCH COUNCIL

- Says that gay young people “have a higher propensity to depression or suicide because of that internal conflict; homosexuals may recognize intuitively that their same-sex attractions are abnormal.”
- The Family Research Council has distributed a pamphlet that erroneously depicts gay men and lesbians as physically and mentally ill pedophiles who can be cured.
- The Family Research Council has distributed a pamphlet that begins by likening the logic behind same-sex marriage to the logic behind man-horse marriage (complete with horse graphic).
- Paid \$82,500 to use the phone bank of former Ku Klux Klan Grand Wizard David Duke for an election run-off.
- Claims “blood of young marines” is on hands of legislators who voted to repeal Don’t Ask Don’t Tell.



MAGGIE GALLAGHER
FOUNDER AND FORMER PRESIDENT AND BOARD PRESIDENT OF THE NATIONAL ORGANIZATION FOR MARRIAGE

- Internal memos obtained by the Human Rights Campaign reveal that Gallagher’s organization, the National Organization for Marriage, was actively attempting to—in its own words—“drive a wedge between gays and blacks” and “provoke the gay marriage base into responding by denouncing (black) spokesmen and women as bigots.” A 2008–2009 Board Update also revealed that one of NOM’s goals was “fanning the hostility” between the LGBT community and the black community.
- Referred to being gay as “a sexual disability preventing certain individuals from participating in the normal reproductive patterns of the human species.”
- Compared winning the fight to ban marriage for gay couples with the fall of communism and believes that if it is made legal, it will mean “losing American civilization.”

FOR FULL LIST OF PROFILES, VISIT GLAAD.ORG/CAP

MISSING

2012

VOICES

a study of religious voices in mainstream media reports about LGBT equality

glaad.org/missingvoices

Time and time again, anti-gay activists cite faith traditions when speaking out against equality, casting a gulf between God and His LGBT sons and daughters that seems unbridgeable.

Support for equality continues to grow, however – not just among the secular public, but across faith communities and congregations. The myth that people of faith do not accept their LGBT brothers, sisters, neighbors and friends is simply untrue.

That's why GLAAD and the University of Missouri Center on Religion & the Professions teamed up to publish "Missing Voices," a study that analyzes religious messages presented in national news outlets about LGBT people and the issues that affect their lives.

The research, a three-year analysis of 316 news stories about LGBT issues, using 1,387 different religious sources on national television and print news media, showed a disproportionate reliance on anti-LGBT religious voices commenting on LGBT people and issues. Three out of four religious messages came from people whose religions have formal policies opposing LGBT equality, despite the fact that acceptance of LGBT people is growing across faith traditions.

GLAAD found that news media is largely omitting a pro-LGBT religious perspective and ignoring individuals who identify as both LGBT and religious, particularly those who identify as Christian. As a result of this framing, it is likely that audiences have distorted views of the relationship between LGBT people and religion and follow a false 'gay vs. religion' frame.

GLAAD's efforts did not go unnoticed. Quickly after releasing the new study, GLAAD's Director of Religion, Faith & Values Ross Murray appeared in various media outlets, including The Washington Post and The Huffington Post. Murray was quoted, "Today's media has a responsibility to reflect the diversity of religious voices, rather than just those who choose not to support LGBT people [.] By elevating select anti-LGBT voices who are out of touch with so many in their own churches, media is falsely representing views of entire religious groups and contributing to a climate that isolates LGBT youth and adults from their faith, a false dichotomy that no one should have to make."

3 out of 4
of the messages with some religious identification were communicated by people affiliated with faith groups that have formal church policy, religious decrees or traditions opposing equality for LGBT people.

The study also inspired a feature segment on MSNBC's Last Word with Lawrence O'Donnell, which profiled two prominent Catholic equality advocates and highlighted the growing disconnect between the Roman Catholic hierarchy and everyday Catholics in America who support LGBT people.

GLAAD continues to urge mainstream media to make more consistent use of LGBT-affirming religious sources, instead of turning to more negative or non-affirming religious voices. By overlooking LGBT-affirming spokespersons, journalists can contribute to – and even perpetuate – the idea that those who are religious are, by definition, opposed to equality.

Media have a responsibility to report fairly and accurately. 'Missing Voices' allows them to do just that, equipping journalists with the resources they need in order to realize that communities of faith are largely in support of equality for all.

Messages Presented by Religious Spokespeople



evangelical christian
total messages: 125



roman catholic
total messages: 108



mainline protestant
total messages: 63



black church
total messages: 41



jewish
total messages: 20



other
total messages: 9



muslim
total messages: 4

negative

neutral

positive

2012

I SUPPORT
TRANS WOMEN

MISS UNIVERSE

TRANSFORMING IMAGES OF BEAUTY

Pageant contestant Jenna Talackova attracted international headlines in early 2012 after she was booted from the Miss Universe Canada competition because she's transgender.

GLAAD immediately got in contact with the Miss Universe Organization and urged officials there to reshape the competition's policies to accept and celebrate all women. Just days later, the Miss Universe Organization released a statement announcing that Jenna would be allowed to compete and that the world's most prestigious beauty competition would work with GLAAD to make the pageant more inclusive.

After weeks of consultations, the Miss Universe Organization lived up to that promise, reinstating Jenna and vowing to end its rules barring transgender contestants.

In announcing the news, President of the Miss Universe Organization, Paula Shugart said, "We want to give credit where credit is due, and the decision to include transgender women in our beauty competitions is a result of our ongoing discussions with GLAAD [...] We have

a long history of supporting equality for all women, and this was something we took very seriously."

Following work on Jenna's case, GLAAD worked with media outlets such as CNN and The Huffington Post to profile leading transgender advocates like Janet Mock and Laverne Cox, as well as highlight the tremendous hurdles still faced by the transgender community.

Jenna went on in the Miss Universe Canada pageant to finish in the top twelve and to win the Miss Congeniality award. And with GLAAD's help, Miss Universe has reshaped what it means to be beautiful – not just at home, but in countries all across the globe.

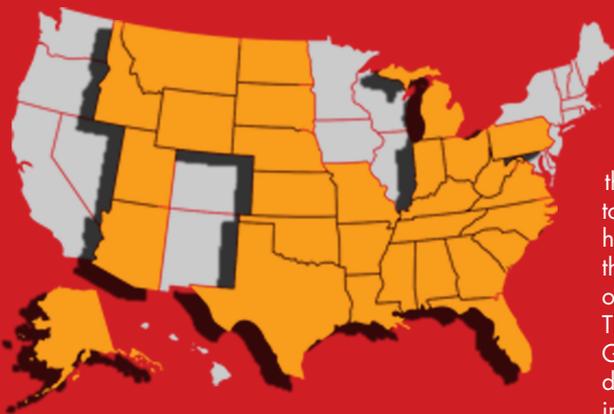


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#STANDUPFOR ELLEN

Retail giant J.C. Penney tapped America's favorite talk show host, Ellen DeGeneres, as the company's new spokesperson in 2012, drawing the ire of anti-gay fringe group One Million Moms, a project of the American Family Association.

States where it is legal to fire Ellen just for being gay.



YOU CAN BE FIRED JUST FOR BEING GAY IN THESE 29 STATES. IN 34 STATES, YOU CAN BE FIRED JUST FOR BEING TRANSGENDER.

In an open letter, OMM wrote that DeGeneres "is not a true representation of the type of families that shop" at J.C. Penney and that "by jumping on the pro-gay bandwagon," the company would "lose customers with traditional values."

In response, GLAAD launched the #StandUpForEllen campaign to expose OMM's anti-gay witch-hunt, garnering support from tens of thousands of Americans who spoke out against the group's anti-gay vitriol. Through sweeping media coverage, GLAAD also shed light on the gross discrimination LGBT people still face in the workplace, where in 29 states a person can be fired simply for being gay, while in 34 states, a person can be fired simply because they're transgender.

After nearly 50,000 people joined GLAAD to take a stand for Ellen and show their support, J.C. Penney re-affirmed that the company "stands behind its partnership with Ellen DeGeneres," with J.C. Penney President Michael Francis announcing his unwavering support

of the company's new spokesperson. "Importantly, we share the same fundamental values as Ellen," he said. "We'll be focused on being in sync with the rhythm of our customers' lives and operating in a 'Fair and Square' manner that is rooted in integrity."

OMM later abandoned its call for Ellen's removal, announcing that the group would be "moving on."

GLAAD President Herndon Graddick spoke of the effect that #StandUpForEllen had: "Turns out 'one million' anti-gay activists just can't compare to the millions more – moms, dads, sons and daughters alike – who agree with J.C. Penney that no person should be fired simply for being gay. As a result of this failed attempt to oust Ellen, more people than ever are now speaking out against the injustices faced by hardworking LGBT Americans in the workplace."

Since joining GLAAD to take a stand for Ellen, J.C. Penney has continued its commitment to inclusion, releasing ads throughout 2012 that feature gay and lesbian couples and their families – helping to show America that families take many forms, all of which deserve to be celebrated, to be seen, to be employed, and to look good in affordable clothing.

2012

SCOUTS FOR ALL

When the Boy Scouts of America told Ohio mom Jennifer Tyrrell that she could no longer be the leader of her seven year-old son's Tiger Scouts pack because she's gay, Jennifer was devastated. But she also wasn't willing let the discrimination continue.

of Americans to a loving gay mom and her family.

Under mounting pressure, the Boy Scouts revealed that a resolution was introduced to possibly end the ban in 2013.

But that simply wasn't enough. Jennifer worked with GLAAD to start another Change.org petition, calling on leaders within the Scouts to take a stand. In response, Boy Scouts Board member and Global Chairman & CEO of Ernst & Young, James Turley, announced that he would work from within the organization to end the anti-gay policies.

The Girl Scouts of the USA, the 4H Club, the Boys & Girls Club, and even the United States military accept and welcome gay members – it's time the Boy Scouts follow their lead and end its long history of discrimination.

After getting in touch with GLAAD, Jennifer launched a Change.org petition, calling on the Boy Scouts of America to end its ban on gay scouts and LGBT leaders. In a matter of weeks, the petition garnered over a quarter million signatures, as well as support from celebrities like Ricky Martin, Julianne Moore, Josh Hutcherson, Dianna Agron, Perez Hilton, Fran Drescher, Benicio Del Toro, and more.

GLAAD helped share Jennifer's story across mainstream news media, including The Associated Press, The New York Times, The Los Angeles Times, MSNBC, and CNN among several others – introducing millions



SUPPORT ALL MOMS

For Mother's Day, GLAAD launched a digital campaign to draw support for Jennifer and share her story. GLAAD asked followers to send e-cards and Mother's Day messages to the Boy Scouts of America asking them to support all moms and #SCOUTSFORALL.



EQUALITWEETS: #SCOUTSFORALL



@RICKY_MARTIN
RICKY MARTIN

COME ON EVERY1 RT AND TELL @BOYSCOUTS: ON MOTHER'S DAY TO SUPPORT JENNIFER AND ALL MOMS, #SCOUTSFORALL
CHANGE.ORG/SCOUTS



@_JULIANNEMOORE
JULIANNE MOORE

DEAR @BOYSCOUTS, ON MOTHER'S DAY I SUPPORT JENNIFER & ALL MOMS, GAY & STRAIGHT!
#SCOUTSFORALL
CHANGE.ORG/SCOUTS



@PEREZHILTON
PEREZ HILTON

RT & TELL @BOYSCOUTS: ON MOTHER'S DAY I SUPPORT JENNIFER & ALL MOMS, GAY & STRAIGHT
#SCOUTSFORALL
CHANGE.ORG/SCOUTS



@FRANDRESCHER
FRAN DRESCHER

READ JENNIFER'S STORY & SIGN THE PETITION. SUPPORT JENNIFER & ALL MOMS, GAY & STRAIGHT!
#SCOUTSFORALL @BOYSCOUTS
CHANGE.ORG/SCOUTS

@GLAAD

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FINANCIAL STATEMENT

DEAR GLAAD SUPPORTERS:

On behalf of the Board of Directors of GLAAD, we are proud to deliver the following audited financial statements for GLAAD for the year ended 12/31/11. As you will see in the attached financial statements, it was a difficult fundraising year for GLAAD. Like most non-profit institutions, GLAAD suffered from the weak economic conditions in 2011, which resulted in lower donations from our supporters. In addition, for more than half of 2011, GLAAD was operating without a permanent president, as the search committee did its work in finding a new permanent leader for GLAAD. The uncertainty around who was going to lead GLAAD through its next phase also impacted our ability to attract major donors.

In response to these factors, GLAAD's Board and staff took some proactive steps to mitigate the revenue pressure we were witnessing last year. We are proud to say that these actions have positioned GLAAD to reap benefits today and in the near future. We are also excited about the prospects for growth with our new leader, Herndon Graddick. To be more specific, we thought it was important to highlight a few of the steps we took in 2011 to better position us for growth in 2012 and beyond. Some of the most important actions we took included:

- 1) Proactively writing off over \$500,000 of bad debt associated with pledges from previous years which were unrealistic
- 2) Reducing our fixed and variable cost structure by over \$1m annually
- 3) Realigning our operations to take advantage of outsourced and in-house efficiencies
- 4) Changing our budgeting process to be more accurate (on a cash basis) and more nimble

In summary, we are pleased with the progress that GLAAD has made over the past 12 months, and we are confident that the organization is very well positioned for growth and success as we continue changing the hearts and minds on behalf of the LGBT community.

Respectfully submitted,
Sheri Fults
Co-Chair

John Stephens
Co-Chair & Treasurer

INDEPENDENT AUDITOR'S REPORT

TO THE BOARD OF DIRECTORS GAY & LESBIAN ALLIANCE AGAINST DEFAMATION, INC.

We have audited the accompanying Statement of Financial Position of Gay & Lesbian Alliance Against Defamation, Inc. (a nonprofit organization) as of December 31, 2011, 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, 2010 financial statements and, in our report dated April 22, 2011, 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, 2011, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Harrington Group, Certified Public Accountants, LLP
Independent Auditor for the Gay & Lesbian Alliance Against Defamation

FOR THE YEAR ENDING DECEMBER 31, 2011

REVENUE

CONTRIBUTIONS	2,779,585
ANNUAL MEDIA AWARDS (NET OF DIRECT COSTS)	1,123,676
OTHER EVENTS (NET OF DIRECT COSTS)	174,381
INVESTMENT INCOME	30,045
TOTAL REVENUE	4,107,687

EXPENSES

PROGRAM SERVICES	4,718,931
MANAGEMENT & GENERAL	513,159
FUND DEVELOPMENT	1,467,232
TOTAL EXPENSES	6,699,322

NET ASSETS

CHANGE IN NET ASSETS	(2,591,635)
NET ASSETS AT 12/31/10	9,593,830
NET ASSETS AT 12/31/11	7,002,195

FUNCTIONAL EXPENSES AS A PERCENTAGE OF TOTAL EXPENSES

PROGRAM SERVICES	70%
FUND DEVELOPMENT	22%
MANAGEMENT & GENERAL	8%

JOIN THE MOVEMENT

GLAAD IS OUR

WATCHDOG STORYTELLER ADVOCATE

for more than 25 years, glad has fought defamation and homophobia in the media, working to ensure fair, accurate and inclusive coverage across media platforms.

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

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

GLAAD

NEEDS YOU!

Join thousands of members in making GLAAD a powerful force for change. We are bringing stories of every day LGBT people into millions of homes and workplaces. And as a result, we are positively shaping public opinion on LGBT issues one news cycle and one television show at a time.

But there is still so much work to do. LGBT Americans can still be fired in 29 states for being gay, young LGBT people are still taking their own lives, and anti-gay groups continue to spread lies and misinformation. Because of this, GLAAD is more important than ever in creating a better and more inclusive tomorrow.

TO LEARN MORE AND JOIN OUR GROWING MOVEMENT FOR FULL EQUALITY, PLEASE VISIT WWW.GLAAD.ORG/DONATE

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



GLAAD.ORG/CONNECT