



LEADING the
CONVERSATION for
LGBT EQUALITY
glaad.org

A portrait of Herndon Graddick, a man with dark hair, wearing a dark sweater over a white shirt and a striped tie. He is looking directly at the camera with a serious expression. The background is a warm, orange-brown gradient.

WHY IS GLAAD MORE RELEVANT THAN EVER?

AND HOW CAN OUR WORK LEAD TO FULL
EQUALITY FOR LGBT PEOPLE?

HERE'S YOUR ANSWER.

This spring, Herndon Graddick took the reins of GLAAD and began to transform the organization. GLAAD is going back to its roots, to its strengths, to what the LGBT community needs most at a time when equality has never been closer.

GLAAD is returning to critical communications and culture-changing work—rapid response to breaking news, strategy for culture change, and hard-hitting, results-driven tactics. GLAAD's work, and the support of people like you, has never been more critical.

**"THE NEW GLAAD IS GOING ON THE OFFENSIVE—
NOT JUST SITTING BACK AND WAITING
FOR SOMEBODY TO SAY SOMETHING NEGATIVE ABOUT US,**

**BUT REALLY FIGHTING BACK,
BECAUSE WE'VE GOT AMERICA ON OUR SIDE.**

IT'S FINALLY TIME FOR THE LGBT MOVEMENT TO GRAB OUR POWER AND REALLY USE IT."

HERNDON GRADDICK, PRESIDENT, GLAAD

**"UNDER GRADDICK'S LEADERSHIP,
IT APPEARS THAT THE 'NEW' GLAAD IS BACK
TO ITS ORIGINAL WATCHDOG MISSION OF
TAKING NAMES, KICKING ASS,
AND RECLAIMING FAMILY VALUES
FOR LGBT PEOPLE."**

- KAREN OCAMB
VETERAN LGBT JOURNALIST & ADVOCATE

You wouldn't run a political campaign or national corporation without a strong communications war room to build public support for your cause. The LGBT community shouldn't be run without one either.

Enter GLAAD: **Leading the Conversation for LGBT Equality.**

In a few short months, Graddick has re-energized the organization, led significant change, and guided his team through many successes:



Permanently removing José Luis Sin Censura from Spanish-language daytime TV after guests and audience members were repeatedly encouraged to violently beat LGBT guests and chant anti-LGBT slurs. GLAAD is sending the message that violence against LGBT people is not entertainment.



Leading the conversation on anti-gay discrimination in the Boy Scouts of America, activating hundreds of thousands of Americans to take action and sharing vital stories like that of kicked-out openly gay troop leader Jennifer Tyrrell and Eagle Scout Zach Wahls. GLAAD has moved the Boy Scouts closer to ending the ban.



Educating cable TV news reporters, editors, and bookers about the violently anti-LGBT rhetoric used by anti-LGBT guest commentators, resulting in trusted journalists calling out extremists like Tony Perkins on-air.



Expanding conversations between LGBT people and faith communities, like that of Evangelical gay Christian Matthew Vines, whose YouTube video about acceptance in the Bible went viral and led to a profile on the front page of the Sunday Style section of *The New York Times*.

LEARN MORE AT GLAAD.ORG

EXAMPLES LIKE THIS POP UP EVERY DAY, AND GLAAD OPERATES RIGHT ALONGSIDE — **AND OFTEN AHEAD OF —** THE 24-HOUR NEWS CYCLE.

Facebook, Twitter, and blogs can spur global news stories in a matter of seconds. As the election approaches, the LGBT community counts on GLAAD as its communications strategists – to call out misinformation and push the stories that grow public support for LGBT people and their families. GLAAD counts on support from generous people like you.

"Issues are built in a matter of minutes online. GLAAD is both nimble and strategic enough to take advantage of opportunities to shape the national conversation on LGBT equality online. Through social media and blogger engagement, they get it done like nobody else. Spurring everyday Americans to take meaningful action online, influencing media to make changes – GLAAD is always one step ahead in new media."

BOBBY CLARK, VICE PRESIDENT, THE GILL FOUNDATION



"Graddick has helped to hold the organization together through challenging times and helped it emerge into one that is on-point, respected, and impactful."

DAVID BADASH, BLOGGER, NEWCIVILRIGHTSMOVEMENT.COM

"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."

PAULA SHUGART, PRESIDENT,
MISS UNIVERSE ORGANIZATION



GLAAD'S DIRECT IMPACT FOR THE LGBT MOVEMENT IS CRITICAL: STRATEGICALLY LEADING THE CONVERSATION, SHAPING THE MEDIA NARRATIVES, AND CHANGING CULTURE.



There's no doubt about it, LGBT issues will continue to be pushed to the forefront in the media, politics, and entertainment. GLAAD's vital influence—from Spanish-language media to sports, Hollywood to schoolyards, newspapers to Facebook pages, newsrooms to boardrooms—is keeping steady the drumbeat for equality.

"Millions have heard our story through the media because of GLAAD. They've amplified my voice and helped me share my story. What's moved me most about all the news coverage is not just the possibility of changing the Boy Scouts of America, but giving America a chance to see what a family with two moms looks like."

JENNIFER TYRRELL,
FORMER BOY SCOUTS TROOP LEADER



"Relationship statuses like civil union or domestic partnership reflect real relationships. We really value the partnership we've had working with GLAAD on issues like this and other things like bullying prevention."

SHERYL SANDBERG, CHIEF OPERATING OFFICER, FACEBOOK



Each October, Graddick and his team lead Spirit Day. Millions of Americans wear purple on Spirit Day, creating a national symbol of the overwhelming support that exists for LGBT youth and to speak out against bullying. In 2011, thanks to GLAAD's work, The White House, Good Morning America's anchors, Yahoo!, MTV, NBCUniversal, and millions of everyday Americans supported LGBT youth by "going purple" on Spirit Day. **glaad.org/spiritday**

WITH SUPPORT FROM PHILANTHROPISTS AND LEADERS LIKE YOU,

GLAAD IS

LEADING THE CONVERSATION FOR

LGBT EQUALITY:

Framing conversations on marriage in each state where the freedom to marry is on the ballot, and guiding Americans through announcements like the NAACP and the President's supportive statements.



Elevating transgender spokespeople in the media and meeting with editorial boards to create real understanding of transgender stories and lives.

Educating the public about who anti-gay activists really are and holding anti-gay organizations like the One Million Moms and Family Research Council accountable for their lies about our community.

Training professional athletes from the NBA, NHL, and MLB to speak out about their support for LGBT players and fans.



Joining forces with local organizations, bloggers, young people, seasoned advocates, and people of all political persuasions to take on cultural institutions, media outlets, and anti-equality powers—sending a strong message that now is the time to support equality.



**BECAUSE OF GENEROUS SUPPORT FROM
PEOPLE LIKE YOU,
GLAAD WILL BE ABLE TO PLAN,
SPEARHEAD,
AND EXECUTE CRITICAL,
CULTURE-CHANGING CAMPAIGNS
IN THE UPCOMING YEAR.**



LEAD THE CONVERSATION

SHAPE THE MEDIA NARRATIVE

CHANGE THE CULTURE



LEADING THE CONVERSATION
FOR LGBT EQUALITY

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