



FY18

**ANNUAL
REPORT**

ALL OF US TOGETHER

**GLAAD
ANNUAL REPORT
FY18**

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KEY GLAAD INITIATIVES

GLAAD NEWS & RAPID RESPONSE

GLAAD serves as a resource to journalists and news outlets in print, broadcast, and online to ensure that the news media is accurately and fairly representing LGBTQ people in its reporting.

GLAAD MEDIA INSTITUTE (GMI)

Through training, consulting, and research—including annual resources like the *Accelerating Acceptance* report and the *GLAAD Studio Responsibility Index*—GMI enables everyone from students to professionals, journalists to spokespeople to build the core skills and techniques that effectuate positive cultural change.

GLAAD CAMPUS AMBASSADOR PROGRAM

GLAAD Campus Ambassadors are a volunteer network of university/college LGBTQ and ally students who work with GLAAD and within their local communities to build an LGBTQ movement to accelerate acceptance and end hate.

GLAAD MEDIA AWARDS

The GLAAD Media Awards recognize and honor media for their fair, accurate, and inclusive representations of the LGBTQ community and the issues that affect their lives.

GLAAD TRANSGENDER MEDIA PROGRAM

GLAAD is reshaping the way Americans see the transgender and gender non-conforming community, working through news, entertainment, and online media to share stories of transgender people that build understanding and support.

&TOGETHER

GLAAD introduced the “&” symbol as a call for solidarity, togetherness, and a recognition of intersectionality at a time when marginalized communities are subject to discrimination both in policy and everyday life.

GLAAD SPANISH-LANGUAGE & LATINX MEDIA PROGRAM

GLAAD works to share stories from the LGBTQ community in Spanish-Language and Latinx Media, helping to increase understanding and support among the Spanish-speaking community, the fastest-growing population in the country.

MISSION

As the world’s largest lesbian, gay, bisexual, transgender, and queer (LGBTQ) media advocacy organization, GLAAD is at the forefront of cultural change by ensuring fair, accurate, and inclusive representation that leads to 100% acceptance.



PRESIDENT & CEO'S MESSAGE

When I consider how the world has changed over the past 30 years—or even since I joined GLAAD as President & CEO five years ago—I can't help but think of the declaration that defines our organization: **GLAAD rewrites the script for LGBTQ acceptance**. Surprisingly, the word that strikes me the most isn't acceptance, which of course is the crux of what we strive for, but *rewrites*. How active it sounds. How dynamic. How ever-changing.

Today, that word gives me as much hope and optimism as anything else in that statement. Because it reminds me that yes, the world and even our own community has evolved...and certainly, both will continue to evolve. But we'll also actively *go on* breaking barriers, reshaping the narrative, and amplifying our voices. It's who we are; it's what we do. New challenges will arise, new forces may come up against us, new identities and allies may join us, but I can say with 100% confidence that we'll never stop in our tireless mission to drive acceptance FORWARD. And how amazing is that?

The past year has brought its setbacks. As monitored by our Trump Accountability Project, the administration continues its damaging crusade of discrimination and hate, from emboldening the voices of our worst opponents like the Family Research Council to initiating a morally wrong ban on the brave transgender heroes openly enlisting in the military. With LGBTQ people being systematically erased from the national policy landscape, it's easier for Americans to turn a blind eye to very real truths in existence, like only 16 states currently banning gay conversion therapy for minors, as well as the very alarming acts of violence still happening every day, like the beating of transgender asylum seeker Roxsana Rodriguez before her death under ICE custody.

Our *Accelerating Acceptance* report remains a key tool for gauging the true impact we are having changing hearts and minds. The great news about the 2019 findings is that we've stemmed last year's decline in comfortability across non-LGBTQ people. But that sigh of relief was tempered by the discovery of a new trend: a significant regression in acceptance among 18-34 year-olds for the second year in a row. Make no mistake—we recognize the sharp and quick rise in divisive rhetoric is having a negative influence on younger Americans, and addressing this critical issue among a generation known for their progressive values is a priority for us in the months to come.

Cultural change doesn't happen in a straight line, my friends. It moves two steps forward and then flies into reverse. But often, that's when the magic happens. I believe it's happening already. One of the greatest gifts we've been given out of this administrative nightmare is that marginalized communities are converging and standing up for each other. Women. People of color. Immigrants and people with disabilities. That intersectionality, that solidarity, is what gives me hope—not just for LGBTQ Americans, but for humankind. It's also a reminder of how vital unity is within our own community, especially during this dark time. L, I, A, G, T, Q, B...any combination of those letters spells ACCEPTANCE.

There's work to be done, but **we are not alone**. By standing louder and prouder with all marginalized groups, and all our collective allies for social justice, **all of us together** are more visible, more empowered, and more amplified than ever before.

Join me as we continue to rewrite the script that drives a more equal and safer world for all.

Sarah Kate Ellis
GLAAD President & CEO

HIGHLIGHTS OF GLAAD ACCELERATING LGBTQ ACCEPTANCE JAN-SEPT 2018

JAN

For the first time since its inception, the fourth annual *Accelerating Acceptance* report, conducted by The Harris Poll, reveals that acceptance of LGBTQ people is slipping and discrimination is increasing in the face of attacks, bias, and erasure by the Trump administration. In the face of this alarming erosion, GLAAD commits to leading the way forward to ensure 100% acceptance.



FEB



GLAAD, The Webby Awards, and Conde Nast present a panel discussion, "Preserving the Digital Lifeline for LGBTQ People," that addresses the unique lifelines and dangers posed by the Internet for our community. At the event, GLAAD announces the launch of the #digitaltaskforce, a coalition of advocacy groups, tech companies, and community leaders that will come together to address systemic problems in online bias.

MAR

An online campaign is launched by GLAAD for *Love, Simon*—the first wide-release romantic comedy about a gay teen. In addition to hosting a Facebook Live interview with the cast, GLAAD members send a message to Hollywood studios that representation matters by posting #LoveSimon and #Love(Your First Name) on social media.



APR



GLAAD co-hosts the first-ever LGBTQ panel during the Kidscreen Summit, which includes GLAAD President & CEO Sarah Kate Ellis alongside an esteemed panel of writers, producers, and programming executives at PBS Kids, Nickelodeon, Disney Channel, and Marvel Entertainment. This coincides with the presentation of the inaugural Outstanding Kids & Family Programming honor at the GLAAD Media Awards (to Disney Channel's *Andi Mack*), further solidifying the organization's work to increase the quality and quantity of LGBTQ characters and stories in Kids & Family entertainment.

MAY

Following the release of the 2018 *Studio Responsibility Index*, which notes a drop in LGBTQ characters and representation during the 2017 studio year, The GLAAD Media Institute unveils a roadmap for Hollywood to grow LGBTQ inclusion in film during an event hosted by global entertainment agency WME and Endeavor Content.



JUNE



In conjunction with Pride Month, global fashion destination ASOS partners with GLAAD once again to release a new gender-inclusive, 22-piece capsule collection focused on the themes of pride, unity, and acceptance, with 25% of the proceeds going to GLAAD.

JULY

Following the release of *The Miseducation of Cameron Post* and trailers for *Boy Erased*—and in the midst of ongoing discussions in state legislatures about conversion therapy—GLAAD teams up with the National Center for Lesbian Rights (NCLR) and their "Born Perfect" campaign. For 16 weeks, GLAAD and NCLR share information on respective websites and social media accounts to increase awareness and understanding around what has become a hot-button topic in news and pop culture.



AUG



GLAAD and 5050by2020 lead the charge to transform Hollywood for trans actors with an open letter, featured in a special issue of *Variety*, urging the entertainment industry to foster and cultivate more transgender-focused narratives. Signed by more than 45 advocacy organizations, talent agencies, and production companies including the ACLU, TIME'S UP, Ava DuVernay's ARRAY Alliance, Shondaland, and more, the letter is widely covered by news outlets like CNN, BuzzFeed, and Huffington Post.

SEPT

In addition to honoring TV personality Ross Mathews and journalist Emil Wilbekin, The GLAAD Gala San Francisco event presents its inaugural Ariadne Getty Ally Award, named after philanthropist and GLAAD Board Member Ariadne Getty and given to a LGBTQ ally who fearlessly works to end the injustices facing marginalized communities. The first recipient is Alyssa Milano, an outspoken advocate for acceptance and awareness around HIV and AIDS, marriage equality, and protections for transgender people.



KEY ACCOMPLISHMENTS



NEWS & RAPID RESPONSE

Ensuring accurate and fair media representation through real-time vigilance and action

Working with journalists and newsmakers across print, broadcast, and digital platforms, this department serves as both a critical resource and an attentive watchdog for mainstream media. From holding elected officials accountable through efforts like the Trump Accountability Project to calling out publications for using the religious freedom misnomer, GLAAD's News & Rapid Response team is dedicated to safeguarding accurate and fair representation, as well as the inclusion of diverse LGBTQ perspectives across news media.

JANUARY

GLAAD releases *Southern Stories: A Guide for Reporting on LGBTQ in Florida* in English and Spanish. The media guide, featuring story leads, a glossary of terms and definitions, and common pitfalls, serves as a valuable go-to resource for journalists and media organizations both in Florida and nationally when reporting on the LGBTQ community.



MARCH

With advanced tips and advice from transgender spokespersons and activists about how to better cover anti-trans violence, GLAAD's *More Than a Number: Shifting The Media Narrative on Transgender Homicides* report aims to evolve the national conversation and work towards fair and accurate reporting of this epidemic.

JUNE

In the wake of the Masterpiece Cakeshop ruling, GLAAD continues to lead the national conversation in asking reporters to fairly and accurately cover the subject of religious exemptions in lawsuits, policy, and legislation, encouraging them to "Drop the F word" instead of perpetuating the "religious freedom" misnomer in the press.

JULY

While spotlighting the anti-LGBTQ record of a number of panelists at the Department of Justice's Religious Liberty Summit, GLAAD denounces Attorney General Jeff Sessions' proposed Religious Liberty Task Force, geared towards upholding the administration's guidance for religious exemptions.

AUGUST

GLAAD encourages members of the Senate and Judiciary Committee to #AskKavanaugh about LGBTQ rights and hold him accountable for the company he keeps during the confirmation hearing for his nomination to the Supreme Court of the United States. Following the campaign and direct outreach, Senator Kamala Harris and Senator Cory Booker question him on LGBTQ issues.



"You're the nominee right now, and so it is probative of your ability to serve on the highest court in your land. So I'm asking you a very specific question. Either you're willing to answer it or not, and if you're not willing to answer it, we can move on."

Senator Kamala Harris, asking Brett Kavanaugh's opinion on a same-sex marriage ruling

GLAAD MEDIA INSTITUTE

Training, consultation, and research to accelerate acceptance

The GLAAD Media Institute is building an army of storytellers, equipped to represent the LGBTQ community by inspiring a deeper understanding and empathy that fosters meaningful growth and change. Whether it's an LGBTQ person being interviewed for the local news, a filmmaker accurately portraying our reality, or a company standing up for equality and acceptance, the GLAAD Media Institute teaches the skills, techniques, and practices to help everyday people around the globe understand the reality of the LGBTQ community.

JANUARY

GLAAD provides media and messaging training to Daniela Vega, the transgender star of the Chilean film, *A Fantastic Woman*, sparking a U.S. press tour that culminates in her presentation at the Oscars.

JANUARY

The GLAAD Media Institute is a partner, supporter, and advisor to the inaugural Better Together conference in Melbourne, Australia, training more than 300 Australian LGBTQ advocates in media engagement, representation on screen, and building a national LGBTQ organization.

FEBRUARY

GLAAD gives background information and talking points to Adam Rippon, both when he represents the USA at the Winter Olympics in Pyeongchang, South Korea, and when he criticizes Vice President Mike Pence's record on LGBTQ people.

MARCH

Detroit Pistons star Reggie Bullock receives GMI training to use his platform to talk about his sister, a transgender woman who was murdered.

APRIL

The GLAAD Media Institute launches *More Than A Number*, an advanced reporting guide for journalists and advocates to improve coverage of homicides of transgender people, with a panel featuring transgender leaders, GLAAD experts, and the Anti-Violence Project.

MAY

GLAAD's sixth annual *Studio Responsibility Index* sees an alarming drop in LGBTQ characters in major studio films, finding that of the 109 releases from major studios in 2017, only 14 (12.8%) of them included LGBTQ characters.

This Woman Offered To Be A Stand-In Mom At Same-Sex Weddings And People Love It

"I'm simply doing what I wish someone would have done when I was trying to figure things out, being a woman of faith and a mother with a gay son."

Handish Robinson
Buzzfeed Staff

Last updated on July 26, 2018, at 10:33 a.m. ET
Posted on July 26, 2018, at 9:52 a.m. ET

[Tweet](#) [Share](#) [Copy](#)

This is Sara Cunningham. She's a mother of two from Oklahoma, who works at an architecture firm.



JUNE

The GLAAD Media Institute advises E! UK on the creation of *The Bi Life*, a dating show focused specifically on the dating lives of bi+ singletons. The show goes on to air in the UK, Ireland, and Australia, bringing attention to the dating joys and challenges bi+ people face.

JULY

GMI alumni Sara and Parker Cunningham are featured on CBS News, HuffPost, The Independent, and BuzzFeed for their work through Free Mom Hugs, an ally organization that provides support for LGBTQ people rejected by their family. Jamie Lee Curtis has purchased the rights to the Cunningham's memoir, so be on the lookout for an adaptation soon!



AUGUST

When California becomes the first state to condemn intersex surgeries on children, InterACT Executive Director and GLAAD Media Institute alumni Kimberly Zieselman is featured in *USA Today*, *Teen Vogue*, *Paper Magazine*, and *The Advocate*, saying "It means for the very first time a U.S. legislative body has affirmatively recognized that intersex children deserve dignity and the right to make decisions about their own bodies—just like everyone else."

SEPTEMBER

The GLAAD Media Institute presents at academic institutions, including Harvard University, the academic journal *Advertising & Society Quarterly*, as well as advocate trainings in West Virginia, California, and New Jersey.



“After she was murdered, I knew I had to use my platform to help Mia and women like her. I will do anything, go to any event, any parade, talk in any locker room about acceptance. I want the world to see what acceptance looks like, and hear that message from a straight guy, a professional athlete. Guess what—athletes have voices and we should be able to stand up for what we believe in. Am I right?”

Reggie Bullock, Detroit Pistons and GLAAD Media Institute alumnus, on stage at The GLAAD Media Awards

SPANISH-LANGUAGE & LATINX MEDIA AND COMMUNITIES

Empowering voices and advancing representation in both English- and Spanish-language media

Whether it's Spanish-language media, the cultural significance of which cannot be denied, or English-speaking television and film, LGBTQ Latinx people want to see their lives reflected in the media around them.

GLAAD works to make this happen—not only through the education of media professionals in news and entertainment about the importance of creating accurate and inclusive stories, but by helping them do so with story ideas and consultations, terminology guides, trainings, and so much more.

We also train community members across the country and internationally as a key part of The GLAAD Media Institute's driving vision to help people find their voices and tell their stories in any language.

JANUARY

Media trainings include more than 50 activists at the Creating Change conference in Washington, D.C., presenting to media professionals at Telemundo and local activists in Miami, and working with the cast and creators of the hit show *Vida* on Starz.

APRIL

As part of The GLAAD Media Institute's initiative to get tools and knowledge into the hands of future media creators and leaders, dozens of Spanish-language and/or Latinx journalism students at California State University Northridge and California State University Fullerton are trained.

MAY

For the second consecutive year, GLAAD travels to Orlando to help prepare members of the community to tell their stories on the after-effects of the Pulse nightclub shooting. Attendees are guided through practice interviews to grow their confidence and media skills, resulting in numerous media interviews in English as well as Spanish. GLAAD also creates media tip sheets in English and Spanish, sent to reporters well ahead of the year mark, to ensure fair, accurate, inclusive coverage.



JUNE

GLAAD creates and distributes a tip sheet to news organizations and journalists and conducts interviews in Spanish-language media to ensure inclusive and accurate coverage of soccer's World Cup festivities.

JULY

GLAAD convenes a group of Latinx LGBTQ writers, directors, and creators to create a support system that empowers and helps elevate their brilliant work.

JULY

Latinx activists are supported in raising their voices on the treatment of migrants at the border. GLAAD works to bring attention to the film *Ice Box*, organizing a screening and community talk-back.



We want to send another THANK YOU for championing House of Mami's, which has really jump started our careers!

Lauren Calsada, co-director of *House of Mami's*

YOUTH ENGAGEMENT

Engaging, informing, and inspiring the next generation

With 20% of 18-34 year-olds identifying as LGBTQ, GLAAD's groundbreaking work is teaching and activating tomorrow's changemakers. At GLAAD, this includes our Campus Ambassadors—students who volunteer on a local level to champion acceptance and end hate at their respective colleges and universities—as well as through our amp digital platform, designed to amplify the voice and vision of young content creators.

By building networks of LGBTQ and ally activists in youth communities nationwide to help leverage media and build a more inclusive culture, GLAAD ensures these young voices are leading the charge to accelerate acceptance—and feeling supported every step of the way.



DECEMBER

GLAAD Campus Ambassadors Kali Villarosa and Tony Hernandez pen op-eds calling for millennial participation in HIV and AIDS advocacy on World AIDS Day.

FEBRUARY

GLAAD Campus Ambassadors pen letter to Congress, calling for sensible gun reform after the Marjory Stoneman Douglas High School shooting that took the lives of 17 young students.

MARCH

Olympic medalist Adam Rippon launches a fundraising campaign to support GLAAD's culture-changing LGBTQ youth programs. The announcement is made during Rippon's appearance on *The Ellen DeGeneres Show*, where Ellen surprises him with a check for \$10,000 from Shutterfly to kick off his GLAAD campaign.

APRIL

The GLAAD Rising Stars Grant Program honors recipients Akila Prayaga, Gio Bravo, Kosoko Jackson, Leah Juliett, Priscila Alegria Nunez, and Shayna Warner at The GLAAD Media Awards for their work in media advocacy. The program celebrates young people's commitment to enhancing LGBTQ representation within their communities and culture at large.

MAY

GLAAD campaigns on May Day, advocating for immigrant rights and shining a light on the unique challenges experienced by LGBTQ immigrants.

MAY

Amp series #WeStan is launched, honoring LGBTQ figures in media who are making a difference in representation. GLAAD Campus Ambassadors, interns, and staff share personal stories about their heroes, including advocates like Lady Gaga, Lena Waite, Troye Sivan, and more.

JUNE

GLAAD partners with BuzzFeed for BuzzFeed Prom in New York, NY, a safe space for people of all gender identities and sexual orientations to come together for the party they always dreamed of.

JULY

GLAAD celebrates International Non-Binary Day on amp and social media. GLAAD Campus Ambassador Leah Juliett shares vital information on non-binary identities in the amp piece, "Debunking 6 internet comments about non-binary identities."



AUGUST

GLAAD Campus Ambassador Tony Hernandez hand-delivers questions to the U.S. Senate Judiciary Committee, urging them to ask then-nominated Supreme Court Justice Brett Kavanaugh about LGBTQ rights and to hold him accountable during the confirmation hearings.



SEPTEMBER

GLAAD expands Campus Ambassador Program, beginning its third year by welcoming 143 students from 42 states and 113 college campuses across the U.S.

“Growing up, I couldn't talk about my queerness at all, but after my sophomore year, I became a GLAAD Campus Ambassador, and that changed my life...I met people who broadened my views and challenged my activism. GLAAD taught us how to tell our stories, and more importantly, that our stories are worth telling.”

Adrian Vega, Stanford University

EVENTS

Celebrating, honoring, and fundraising in the name of LGBTQ acceptance and equality

Recognizing excellence in media and significant contributions across entertainment and news channels to push LGBTQ acceptance forward is at the core of GLAAD's mission. Throughout the year, a series of nationwide events shine the spotlight on icons, role models, and leaders who represent the LGBTQ community in a positive light and with an authentic voice.

From intimate dinners discussing plans for the years and decades ahead to the international announcements of those plans; from a holiday house party with the local community to the bi-coastal GLAAD Media Awards honoring fair, accurate, and inclusive LGBTQ representation, these fêtes are a chance to come together and celebrate the achievements and supporters of acceptance while making strides to move the world forward.



GLAAD partners with country music singer Ty Herndon to present the only LGBTQ concert during CMA Fest. Featuring performances by Vince Gill, Tanya Tucker, Michael Ray, and more, GLAAD brings a night highlighting LGBTQ acceptance to Nashville, hosted by out CMT host Cody Alan.



Honoring television personality Ross Mathews; actress, producer, and activist Alyssa Milano; and journalist Emil Wilbekin, The GLAAD Gala San Francisco brings together powerhouses from the worlds of tech, media, and politics who lead change through new media. Hosted by Leslie Jordan, the evening features guest appearances by Michele Visage, MJ Rodriguez, Kim Petras, and more.



2018 GLAAD RISING STARS GRANT PROGRAM



Youth recipients Daniel Downer, Jackson Bird, and Zizi Bandera are acknowledged at The GLAAD Gala San Francisco for their work in digital media advocacy. The Rising Stars Grant for digital innovation honors and supports young people's commitment to culture-changing work in the fields of social media, digital media, and technology.

“And that has always driven me—to be the example I didn’t have so that kids everywhere who don’t have a community of support can turn on their TV and see someone like me... And perhaps that scared kid somewhere out there will realize that if people can welcome me into their living rooms, then maybe—just maybe—they’re gonna be okay, too.”

Ross Mathews



TRANSGENDER MEDIA PROGRAM

Fairly and accurately telling the stories of transgender lives

Most Americans learn about transgender people through the media, so when the media talks about transgender issues, it's imperative that they get it right. GLAAD's staff, which has included transgender people for more than 20 years, is committed to working with national news outlets, TV networks, film studios, and Spanish-language media to ensure the most fair and accurate representation. GLAAD also collaborates closely with transgender people and transgender advocacy groups to raise awareness about their challenges, and provides free trainings to empower transgender people to share their stories in the media.

JANUARY

GLAAD provides media and messaging training to Daniela Vega, the transgender star of the Chilean film, *A Fantastic Woman*, sparking a U.S. press tour that culminates in her presentation at the Oscars. GLAAD also places an op-ed in *The Hollywood Reporter* in support of the film receiving an Oscar nomination.

FEBRUARY

GLAAD sits down with transgender director Yance Ford for a Facebook Live discussion covering his Oscar-nominated documentary, *Strong Island*, and his intersectional perspective on filmmaking.

MARCH

GMI trains Detroit Pistons star Reggie Bullock to use his platform to talk about his sister, a transgender woman who was murdered. Bullock later speaks about the violence transgender women of color face in the media and on The GLAAD Media Awards stage.

JUNE

GLAAD offers its expertise on what it means to be transgender and how transgender characters have been portrayed in video games inside Sony Interactive Entertainment. The presentation is repeated for the Los Angeles employees of Sony in September.

JUNE

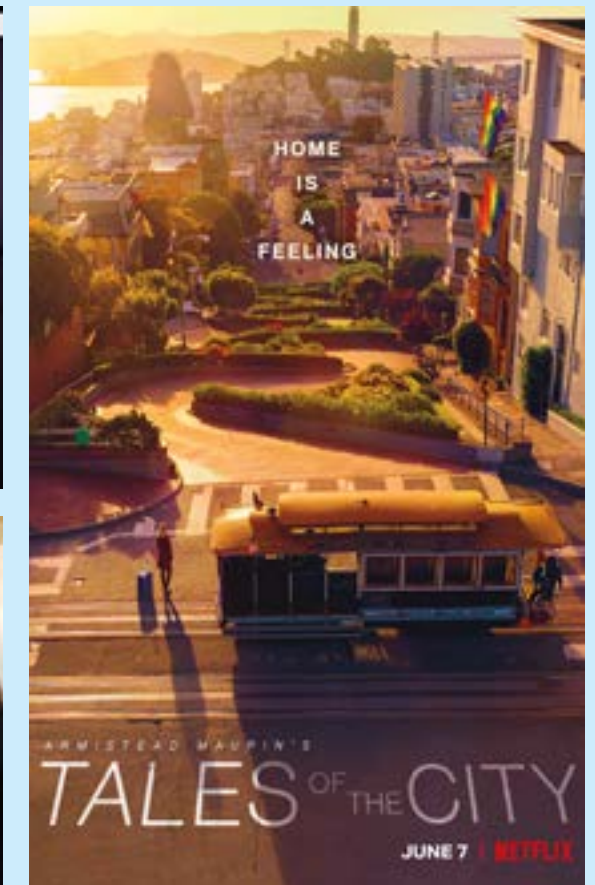
Netflix collaborates with GLAAD for the second iteration of their "First Time I Saw Me" campaign, featuring people talking about when they first saw themselves reflected in the media. Seven trans celebrities, plus a GLAAD staff member, are featured in the videos. GLAAD also launches a website where people can submit their own experiences directly.

JULY

GLAAD leads three separate trainings for members of the International Alliance of Theatrical Stage Employees (IATSE), a labor union representing more than 140,000 technicians, artisans, and craftspersons in the entertainment industry. Topics include what it means to be transgender, a retrospective of trans portrayal in films and TV over the past sixty years, and how to be respectful of trans people on-set.

AUGUST

The producers and cast members of Netflix's upcoming *Tales of the City* series work with GLAAD staff to ensure they have the information they need to speak respectfully and accurately about the trans actors in the series.



“Transgender stories are powerful but they’re most powerful when transgender people tell them.”

Nick Adams, GLAAD Director of Transgender Media and Representation, in the Netflix "First Time I Saw Me" campaign

VOTER EDUCATION & ENGAGEMENT

Driving LGBTQ Americans and allies to vote for acceptance

The November midterm elections were the chance for the LGBTQ community and its supporters to stand up against an administration characterized by hateful rhetoric, discriminatory actions, and exclusionary worldviews. In the months leading up to November 6, GLAAD rallied from coast to coast, mobilizing LGBTQ Americans and allies to do their part by registering to vote, staying informed, and spreading the word.



JUNE

GLAAD empowers LGBTQ youth to take the issues that matter most to them to the polls with the launch of its “Amp Your Voice” voter engagement campaign. A traveling billboard is sent across the country, from New York City to San Francisco, touring Pride festivals in major cities to raise awareness for the campaign, register new voters, and inspire the next generation of LGBTQ youth to make their voices heard in the midterm elections.

JUNE

An online action center for the “Amp Your Voice” campaign also launches, where young voters are encouraged to register to vote, contact their representatives in Congress, and participate in GLAAD’s calls to action for video submissions sharing why they are energized to vote in November. GLAAD’s President & CEO Sarah Kate Ellis heralds the campaign launch and the next generation of LGBTQ leaders as her “heroes” in a powerful HuffPost OpEd.

JULY

Continuing the momentum towards the midterms, GLAAD announces its inaugural “Electing Acceptance” candidate survey, assessing the degree to which candidates running for U.S. House and U.S. Senate seats, as well as Governor and Lieutenant governor, are accepting of LGBTQ people. “Electing Acceptance” is the first candidate survey in the organization’s 30+ year history and the only national candidate survey dedicated to LGBTQ acceptance.

SEPTEMBER

In a Digital action, GLAAD closely watches D.C.’s Value Voters Summit, calling out how the convention gives a platform to anti-LGBTQ activists like Tony Perkins, head of the hate group Family Research Council, a main sponsor of the event. Via Twitter, GLAAD also calls attention to VP Mike Pence—the first sitting VP to speak at Value Voters Summit—and the part he’s played in the rollback of LGBTQ protections since the Trump administration entered the White House.



“Americans deserve to know if the candidates they are putting in positions to make important decisions about their lives, their families, and their communities match their own levels of comfort and acceptance when it comes to LGBTQ people...LGBTQ Americans are among marginalized communities who will progress or be in peril based on the midterm election results. We must support candidates who support us.”

Sarah Kate Ellis, GLAAD President & CEO

GLAAD BY THE NUMBERS



GLAAD AT WORK



613k
LIKES*



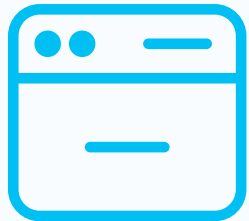
402k
FOLLOWERS*



125k
FOLLOWERS*



19k
FOLLOWERS*
2.7M
VIEWS



596
POSTS ON
GLAAD.ORG*



413
EMAIL
CAMPAIGNS*



1775
HOURS OF
TELEVISION REVIEWED

4.4M
UNIQUE PAGE
VIEWS*

34.3M
RECIPIENTS*

180
FEATURE FILMS
REVIEWED*

LETTER FROM THE TREASURER

On behalf of the Board of Directors of GLAAD, we are excited to share a summary of our Financial Statements for the year ended September 30, 2018 (FY 2018). GLAAD continued on a path of tremendous growth in FY 2018. GLAAD's strong financial performance has been an historic highpoint for the organization, which has allowed us to lead and move forward towards our mission of accelerated acceptance of LGBTQ + community, not just in the US, but also globally.

FY 2018 was an extraordinary year of significant milestones for GLAAD. Our Revenue increased to its highest level, grossing at \$23.5M, largely due to a \$15M Grant from The Ariadne Getty Foundation payable over the next 15 years. This general support grant marks a turning point for our organization and goes to show the continued commitment of the community in GLAAD's mission and victories over the past years. In FY 2018, our total Net Assets increased by 156% and our income exceeded our expenses by more than \$9.8M. This surplus gives GLAAD the flexibility to continue to invest in its strategic initiatives well into the future

Our FY 2018 Financial results and our FY 2019 outlook not only validates our consistent planned growth over the past years but also grows the confidence of our donors, supporters, volunteers and our community at large in the work and mission of GLAAD.

We thank you for your continued support of GLAAD—you make everything we do possible!

Respectfully submitted,
Nicholas Hess
Treasurer

GLAAD is committed to meeting the highest ethical standards in every aspect of our work. Our annual financial statements have been audited by the Harrington Group, Certified Public Accountants, LLP, an independent audit firm with substantial expertise in nonprofit accounting. A copy of our full Financial Statements is available by request or on our website at glaad.org.

FINANCIAL SUMMARY

Year	Income	Expense	Change in Net Assets
2013	3,716,710	4,942,244	(1,224,534)
2014	4,953,326	4,674,432	278,874
2015	5,158,050	5,433,676	(275,626)
2016	7,291,488	5,728,863	1,562,625
2017	9,035,073	8,847,865	187,208
2018	19,673,634	9,871,030	9,802,604

STATEMENT OF FINANCIAL POSITION SEPTEMBER 30, 2018

with comparative totals at September 30, 2017

	2018	2017	2016
TOTAL ASSETS	17,030,908	\$7,325,162	\$6,689,656
TOTAL LIABILITIES	929,961	1,026,819	578,521
TOTAL NET ASSETS	16,100,947	6,298,343	6,111,135

STATEMENT OF ACTIVITIES FOR THE TWELVE-MONTHS ENDED SEPTEMBER 30, 2018

with comparative totals for the twelve-months ended September 30, 2017

	Twelve-Months 2018	Twelve-Months 2017
REVENUE AND SUPPORT	19,673,634	9,035,073
EXPENSES	9,871,030	8,847,865
CHANGE IN NET ASSETS	9,802,604	187,208
NET ASSETS, BEGINNING OF YEAR	6,298,343	6,111,135
NET ASSETS, END OF YEAR	\$16,100,947	\$6,298,343

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ADDITIONAL HIGHLIGHTS & ACCOMPLISHMENTS

OCTOBER 2018–MAY 2019



**ADDITIONAL
HIGHLIGHTS &
ACCOMPLISHMENTS
OCT 2018–MAY 2019**

- 02** News & Rapid Response
- 03** GLAAD Media Institute (GMI)
- 04** Spanish-Language and Latinx Media
- 06** Spirit Day
- 11** 2018 GLAAD Atlanta Gala
- 12** 30th Annual GLAAD Media Awards
- 14** Transgender Media Program
- 15** Voter Education & Engagement
Yields Rainbow Wave
- 16** GLAAD at work

NEWS & RAPID RESPONSE

DECEMBER

GLAAD emphatically condemns Utah Senator Mike Lee for stalling the reappointment of Chai Feldblum to the Equal Opportunity Commission because of her being LGBTQ. Not only does his opposition buck tradition, it has the potential to grind all sexual harassment or discrimination complaints to a halt, threatening the safety and well-being of many Americans, including numerous LGBTQ people.

DECEMBER

Prior to his confirmation to be the next U.S. Attorney General, GLAAD exposes William Barr’s history of anti-LGBTQ positions, including his insistence that Georgetown University’s equal footing for LGBTQ rights groups was an attack on morality, and his bemoaning “the homosexual movement” in a 2017 paper.

JANUARY

In a pre-emptive strike, GLAAD calls on Rice University to rescind a rumored invitation to Dmitry Rogozin, head of Russian space agency Roscosmos. Citing disparaging tweets made about gay and transgender people, GLAAD warns the university against bringing a speaker who could alienate LGBTQ students.

FEBRUARY

The Trump Administration’s announcement to create a campaign to decriminalize homosexuality across the globe is debunked as hypocritical and a direct contradiction by GLAAD, who challenges, “We’d believe (they’ll) work to protect LGBTQ people around the world if they had not attacked LGBTQ people in the U.S. over 90 times since taking office.”



CNN GLAAD expresses concern over Barr as pick, citing anti-LGBTQ history

CNN NASA rescinds invitation to Russian space agency chief to visit US after backlash

MARCH

After calling out U.S. Senator Joe Manchin for his opposition to the Equality Act, which would provide nondiscrimination protections for LGBTQ Americans, GLAAD launches a digital campaign asking West Virginians to demand his support.

APRIL

GLAAD calls out the University of Texas Board of Regents after they unanimously vote in favor of historically anti-LGBTQ Heather Wilson to be the next president of the University of Texas at El Paso, labeling the move a “slap in the face” to LGBTQ students and the local community.

MAY

A month-long campaign spearheaded by GLAAD ultimately results in Brazilian president Jair Bolsonaro cancelling a planned trip that would include attending a gala in New York City. Bain & Co., Delta Air Lines Inc., and the *Financial Times* withdrew their sponsorship of the dinner in response to GLAAD.

GLAAD Media Institute (GMI)

OCTOBER

The GLAAD Media Institute works with Luis Sandoval, a correspondent for Univision’s *Despierta América*, who comes out as gay during a live broadcast. In an emotional and moving moment, that includes a surprise appearance by his mom, he shares, “I’m happy. I’m a full person, a respected person...I’m fine, thank God, but there are many who are not,” referring to LGBTQ youth who feel trapped.

NOVEMBER

In New York, GMI continues our partnership with the State Department and hosts a group from Kazakhstan learning about LGBTQ issues in the U.S. GLAAD also presents to USC’s School of Cinematic Arts.

DECEMBER

Following the Rainbow Wave in the U.S. midterm elections, GMI staff present to elected officials at the Victory Institute.

JANUARY

Two GLAAD Media Institute Alumni, Amazin LeThi and Park Cannon, take part in a panel regarding LGBTQ inclusion sports as part of the Atlanta Women in Sports Luncheon and Awards. Following a 2018 public training by GMI, Bloomington, IN hosts a PRIDE film festival that receives positive media coverage.

FEBRUARY

GMI leaders speak at the Minnesota Lavender Bar Association and host a public 101 course in Minneapolis. GLAAD also gives a presentation to the New York Public Library as they kick off their Stonewall 50 programming.

MARCH

Three GMI representatives present our Representation 101 workshop publicly for the first time at Warner Bros.



Spanish-Language and Latinx Media and Communities

OCTOBER

GLAAD trains dozens of young Latinx people at the Models of Pride conference for youth, as well as the cast and crew of a new film about a transgender Latina.

OCTOBER

GLAAD Director of Spanish-Language and Latinx Media & Representation is interviewed on *Despierta América* in conjunction with West Coast correspondent Luis Sandoval's coming out.

OCTOBER

In the wake of media attention focused on Angela Ponce, a trans woman who represented Spain in the Miss Universe contest, GLAAD calls out Spanish-language show *El Gordo y la Flaca* after defamatory comments are made on-air. GLAAD subsequently trains presenters, writers, and producers of the popular show, enhancing their understanding of the transgender community, and sends out Spanish-language media tip sheets ensuring accurate, respectful coverage of Ponce.

NOVEMBER

More than 200 film and TV production students at the University of Southern California are trained; GLAAD is asked to return and present again in 2019.

DECEMBER

GLAAD trains more than 26 news staff at Univision's national headquarters in Miami.



JANUARY

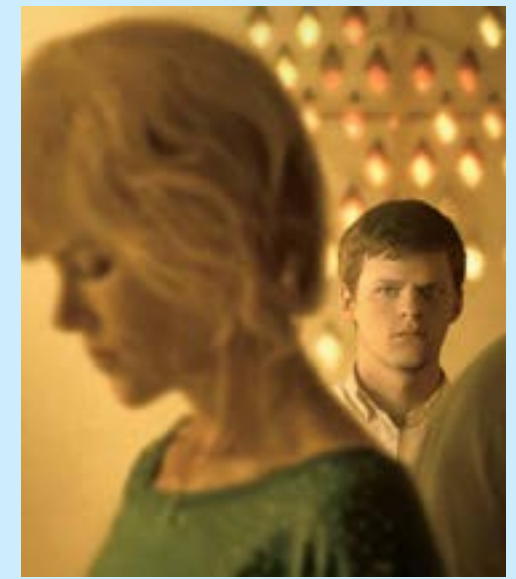
GLAAD works with the Los Angeles Football Club, a new high-profile soccer club, on a strategy to eradicate a chant sometimes used in soccer that includes anti-gay slang.

FEBRUARY

Prior to the Mexico City premiere of *Boy Erased*, GLAAD trains more than 30 local media influencers and advocates, empowering them to speak out on the dangers of so-called "conversion therapies" during red-carpet interviews. That same month, GLAAD Director of Spanish-Language and Latinx Media & Representation appears on Telemundo's *Un Nuevo Día* discussing the importance of family acceptance, a segment she collaborated on closely with producers.

MARCH-APRIL

GLAAD outreach to Journalism schools continues with trainings to the National Association of Hispanic Journalists chapters at Northwestern's Medill School of Journalism and Florida State University via Skype.



spirit day

Since its inception in 2010, Spirit Day has become the largest, most visible anti-bullying campaign in the world and continues to gain momentum as a multi-platform phenomenon. Millions around the world went purple with GLAAD on October 18, 2018, taking a powerful stand against bullying while offering a show of support for lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth. GLAAD also releases a video starring its Campus Ambassadors to bring awareness to anti-LGBTQ bullying; it's featured on CNN affiliate, HLN, on Spirit Day.

social media



Twitter reached a record 906,181,049 people.



Instagram posts garnered 2,197,960 likes.



Facebook collected 208,447 engagements.

global impact

Recognition spanned across all six inhabited continents.

corporate engagement

Kellogg Company launches a special edition "All Together" cereal in collaboration with GLAAD, supporting inclusion and a stand against bullying.

Target features original Spirit Day content on its Instagram and Snapchat channels and lights up their Minneapolis headquarters in purple lights.

Hilton emphasizes its commitment to the LGBTQ community and to cultivating a diverse and inclusive workplace with efforts across its social media platforms, including corporate team members taking photos of themselves wearing purple with #SpiritDay and #WeAreHilton hashtags.

In addition to lighting its Duke Energy Tower in Charlotte, NC purple, **Wells Fargo** offers purple ribbons tied to Spirit Day at its museums, and hosts a live chat with Regional Banking Executive and longtime ally, Lisa Stevens, where team members ask questions and engage in company-wide conversations about Spirit Day issues and awareness.

Clothing retailer **ASOS**, **Johnson & Johnson's**, **Kirkland & Ellis**, and **Barilla** also debut Spirit Day initiatives to show their support.



star power

More than 300 leading influencers and entertainers participated:

Justin Tranter holds second GLAAD benefit concert, "BEYOND," backed by celebrities like **Nick Jonas**, **Dan Reynolds** (of Imagine Dragons), **Derek and Julianne Hough**, **Darren Criss**, **VINCINT**, **Shea Diamond**, and **Sara Aarons**.

TV shows and entire networks come out to support the day, including **Billions**, **Mom**, **Instinct**, **Shameless**, **The Fosters**, **Shondaland**, **Full Frontal with Samantha Bee**, **The Amazing Race**, **The Bold and the Beautiful**, **The Price Is Right**, **Young Sheldon**, **Charmed**, **NCIS**, **POSE**, **Star Trek: Discovery**, **Suelta la sopa**, **The View**, **Will & Grace**, and **HBO**, **FOX**, **VH1**, **Hulu**, and **Nickelodeon**.

From out athletes like **Stephen Rhodes**, **Adam Rippon**, **Chris Mosier**, and **Tadd Fujikawa** to allies like **Jenna Burkert**, **Johnny Stanton**, **Sacha Kljestan**, and **Lori Lindsey**, sports stars rally against bullying. This also includes **WWE**, entering its fifth year of Spirit Day support, as well as **Major League Baseball**, **Major League Soccer**, **the NBA**, and **WNBA**. **Reggie Bullock** of the Detroit Pistons leads the charge by donating \$25,000 to GLAAD in memory of his sister, Mia Henderson, who was transgender.

Additional celebrity support brings together LGBTQ people and allies from all ethnic and religious backgrounds, including **Tyra Banks**, **Candice Bergen**, **Mayim Bialik**, **Sterling K. Brown**, **Mariah Carey**, **Laverne Cox**, **Wilson Cruz**, **Viola Davis**, **Asia Kate Dillon**, **Jay Harrington**, **Sean Hayes**, **Jazz Jennings**, **Jimmy Kimmel**, **Mario Lopez**, **Trace Lysette**, **Ellen Pompeo**, **Jeff Probst**, **Kelly Ripa**, **Ryan Seacrest**, **Sia**, **George Stephanopolous** and **Barbra Streisand**.





2018 GLAAD Atlanta Gala

Celebrating the national and local leaders working to accelerate acceptance of the LGBTQ community in the South, GLAAD Atlanta honors **Amiyah Scott** with the Rising Star Award. **Kat Graham**, **Angelica Ross**, and more join, where the evening is rounded out by a performance by the **Atlanta Gay Men's Chorus**.

30th Annual GLAAD Media Awards

The biggest GLAAD Media Awards in history certainly did not disappoint. **Sean Hayes** shares the stage with **Beyoncé** and **JAY-Z** in Los Angeles, topped off with performances by **LIZZO** and **Shangela**. Hosted by **Ross Mathews**, the evening features appearances by **Lena Waithe**, **Adam Lambert**, **Gwyneth Paltrow** and more as **Queer Eye**, **Vida**, and **Love, Simon** are honored with on-stage awards.

Madonna finally receives her GLAAD award in New York, presented by **Anderson Cooper**, **Mykki Blanco**, and **Rosie O'Donnell**, along with **Andy Cohen's** award presented by **Sarah Jessica Parker**. The **cast of The Prom** brings Broadway to GLAAD's stage for an emotional performance, and the night is rounded out with appearances by **Don Lemon**, **Billy Porter**, and a surprise appearance and speech by **Chelsea Clinton**.

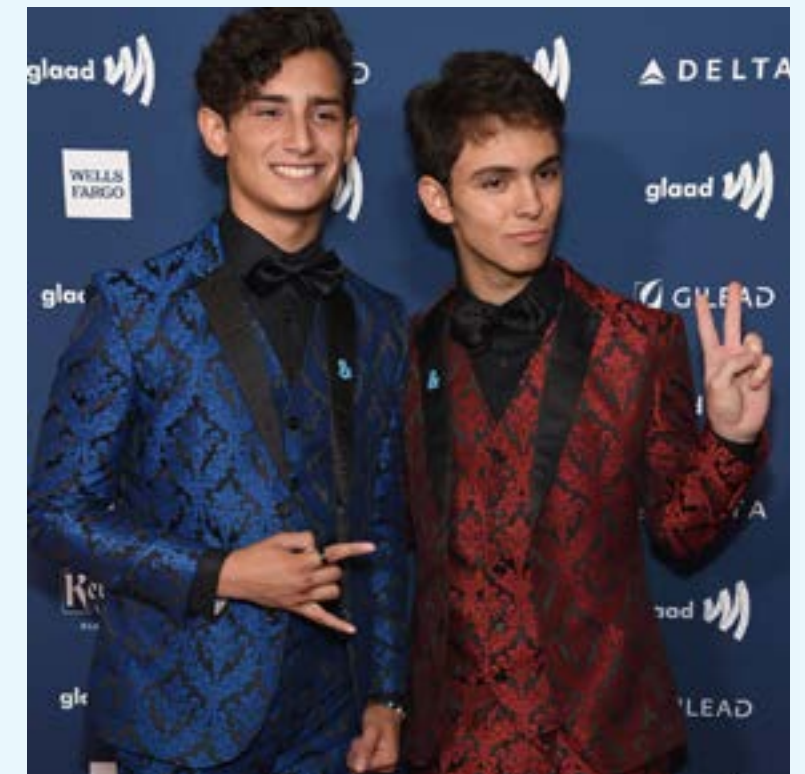


“Why have I always fought for change? That’s a hard question to answer. It’s like trying to explain the importance of reading, or the need to love.”

Madonna

“I hope that [my Uncle’s] struggles serve to open pathways for other young people to live more freely. LGBTQI rights are human rights. To choose who you love is your human right. How you identify and see yourself is your human right.”

Beyoncé



Transgender Media Program

NOVEMBER

GLAAD speaks about what it means to be transgender to more than 100 Netflix employees. Our seasoned storytellers also cover trans representation throughout TV and film history, offering these key industry players valuable insight as to how it can be even further improved.

DECEMBER

A presentation on how to report respectfully about transgender people and issues is given to more than 100 people at *The New York Times*. GLAAD also speaks to more than 60 creatives and publicists at YouTube Originals on transgender representation past, present, and hope for the future.

JANUARY

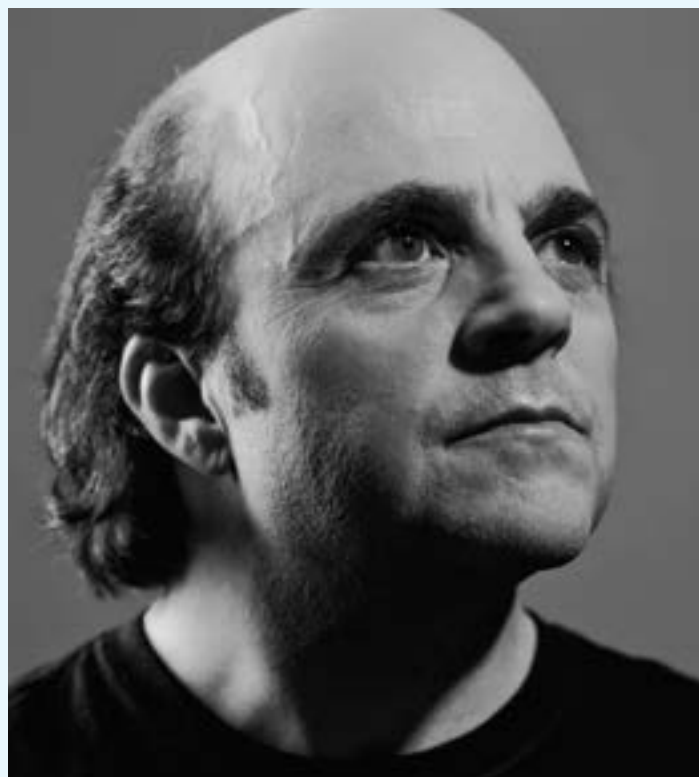
As part of the Sundance Film Festival, GLAAD creates and moderates a panel entitled, "Beyond the Transition Narrative: Transgender Storytelling in the 21st Century." The two-hour conversation with panelists Rhys Ernst, Rain Valdez, Alexandra Grey, and James Schamus focuses on how to tell stories about trans people that move beyond transition narratives and other tired tropes, and creates a dialogue about how to improve trans representation in film.

FEBRUARY

GLAAD continues moving the dial by offering its meaningful perspective on the history of trans portrayal in entertainment to more than 80 executives at CBS, and later, to 60 executives creating original content at Netflix.

MAY

After several years helping him prepare to tell his story, GLAAD successfully pitches *TIME Magazine* on writing a story about Michael D. Cohen, an actor on Nickelodeon's *Henry Danger* who transitioned 20 years ago. GLAAD works with Nickelodeon executives to help them express their support for Michael in a way that respects him and other trans people.



Voter Education & Engagement Yields Rainbow Wave

It was called one of the most important elections in a generation, and thanks in part to the support of GLAAD supporters and allies, the 2018 midterm elections were historic for LGBTQ Americans, people of color, and women candidates. Several swept to victory in a wave of opposition to the Trump Administration's hate-fueled and discriminatory policies. In addition to efforts earlier in the year such as the "Amp Your Voice" voter engagement campaign and online action center, GLAAD continues its strong presence leading up to November 6.

OCTOBER

GLAAD releases the first-ever "Electing Acceptance" report, a survey of candidates running for House, Senate, Governor, and Lieutenant Governor seats in November. The survey asks candidates to measure their acceptance and comfortability with LGBTQ people. 99% of the 240 Democratic candidates who respond are categorized as allies, while only 32 Republican candidates deign to answer the survey at all. 93% of GOP candidates refuse to answer whether they support LGBTQ rights.

NOVEMBER

Joining forces with YouTube, Lyft, ICM Partners, and Michelle Obama's "When We All Vote," GLAAD is part of an effort to produce *The Telethon for America*, aimed at turning out voters. Created by comedian/actor and TV host Ben Gleib, the telethon is a non-partisan get-out-the-vote initiative featuring more than 50 top actors, comedians, and online influencers. It streams live on YouTube, Facebook Live, and Comedy Central Online the evening before Election Day.

NOVEMBER

GLAAD celebrates the LGBTQ-affirming wave of elections in the U.S. House of Representatives, as well as key victories in Governorships and Statehouses nationwide. As of November 7, 2018, the LGBTQ Victory Fund notes that LGBTQ people won eight federal office seats, 86 state office seats, and 34 local office seats.

NOVEMBER

Voters in Massachusetts make history for upholding a state law protecting transgender people from discrimination in public spaces like restaurants, hotels and hospitals. The victory marks the first statewide popular vote in favor of rights for transgender Americans.

Voters overwhelmingly support Question 3 on transgender rights
By Stephanie Ebbert Globe Staff
Updated November 7, 2018, 7:08 a.m.



GLAAD AT WORK



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*as of May 17, 2019