

# ANNUAL REPORT

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2014–2015



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## MESSAGE FROM THE CEO & PRESIDENT



My first year as GLAAD's CEO & President was an unforgettable one as it was marked by significant accomplishments for the LGBT movement. Marriage equality is now the law of the land, the Boy Scouts ended its discriminatory ban based on sexual orientation, and an LGBT group marched in New York City's St. Patrick's Day Parade for the very first time. And as *TIME* noted, our nation has reached a "transgender tipping point." Over 20 million people watched Caitlyn Jenner come out, and ABC looked to GLAAD as a valued resource for that game-changing interview.

But even with these significant advancements, at GLAAD, we still see a dangerous gap between historic policy advancements and the hearts and minds of Americans—in other words, a gap between equality and acceptance. To better understand this disparity, GLAAD commissioned a Harris Poll to measure how Americans really feel about LGBT people. The results, released in our recent *Accelerating Acceptance* report, prove that beneath legislative progress lies a dangerous layer of discomfort and discrimination.

The reality is, you cannot legislate acceptance. Laws alone cannot end discrimination; people must end discrimination. That's why GLAAD's call to action is to accelerate acceptance.

Here is how GLAAD does just that:

**GLAAD NEWS MEDIA** works with print, broadcast, and online news sources to bring people powerful stories from the LGBT community that move acceptance forward. And when news outlets get it wrong, GLAAD is there to respond and advocate for fairness and accuracy.

**GLAAD'S ENTERTAINMENT PROGRAM** works with entertainment media platforms to encourage fair, accurate, and inclusive representations of LGBT people.

**GLAAD'S TRANSGENDER MEDIA PROGRAM** works with entertainment and news media to bring stories from the trans community to living rooms across America.

**GLAAD'S GLOBAL VOICES** works across media platforms to bring international stories affecting LGBT people to the forefront of global conversation and trains advocates on the ground in places like Nigeria, Ireland, the Philippines, and Brazil to capture and share powerful stories.

**GLAAD SOUTHERN STORIES** is a new program that accelerates acceptance in the American South.

And **GLAAD'S SPANISH-LANGUAGE & LATINO MEDIA PROGRAM** shares LGBT stories and builds understanding among members of the Spanish-speaking community, the fastest-growing population in the United States.

These programs target critical communities where GLAAD's work to increase visibility and understanding is closing the gap to full acceptance: faith communities, communities of color, young people, the sports world, and LGBT allies.

GLAAD's initiatives are far reaching, and there remains so much work ahead. Because LGBT people still get beaten up for holding hands, even though we can legally marry. We can get fired from our jobs because of who we are. Homelessness and suicides among our youth remain a national disgrace. And trans women are still being murdered at horrific rates.

We have to move quickly. Without acceptance, the LGBT community is more than unequal—we are unsafe.

Achieving full acceptance is my commitment, and I know it's why you support GLAAD. We'll measure acceptance in every headline we read, every story we share, every hand we hold, and every life we save.

The way I see it, true acceptance can't come quickly enough.

Sarah Kate Ellis  
CEO & President

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# HIGHLIGHTS

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2014-2015

The Boy Scouts of America (BSA) opens its ranks to gay youth after GLAAD, Scouts for Equality, and others successfully work to overturn the BSA's discriminatory ban on gay Scouts.

GLAAD works with Facebook to expand its gender options, making the platform more inclusive of transgender and gender-nonconforming users.

GLAAD launches *GLAAD Global Voices: 2014 Winter Olympic Playbook*, a resource guide for journalists covering the 2014 Winter Olympic Games in Sochi, Russia. The guide equips reporters with critical information about the country's draconian anti-LGBT laws.

GLAAD works with football player Michael Sam to announce to the world that he is gay. Sam's story draws headlines across the globe, changing the game for LGBT athletes everywhere.

GLAAD successfully urges Heineken and Guinness to drop their sponsorships of the NYC St. Patrick's Day Parade due to its ban on LGBT participants. Parade organizers later announce that they will allow an LGBT group to march for the first time ever in 2015.

The 25th Annual GLAAD Media Awards amass over three billion media impressions, bringing messages of acceptance to people around the world. Among the culture-changing headlines: supermodel and fashion icon Naomi Campbell calls for more inclusion of transgender models in the fashion industry; global superstar Jennifer Lopez speaks about the impact of GLAAD's Spanish-Language Media work; and Academy Award-winner Lupita Nyong'o voices support for LGBT Ugandans.

GLAAD meets with over 30 senior executives at NBC News, MSNBC, Bravo, and Oxygen to discuss fair, accurate, and inclusive media representations of transgender people in both news and entertainment.

GLAAD publishes the 9th edition of the *GLAAD Media Reference Guide*, a resource for journalists and media creators seeking information that will help them write fair, accurate, and inclusive stories about the LGBT community. The new edition includes an updated transgender terminology section and two "In Focus" sections with information about best practices for covering the bisexual and transgender communities.

GLAAD's Spanish-Language Media program launches the #StopTheSlurs campaign, prompting ESPN and Univision to speak out against anti-gay slurs at the FIFA World Cup.

JAN

FEB

MAR

APR

MAY

JUN



JUL

AUG

SEP

OCT

NOV

DEC

GLAAD unveils the second annual *Studio Responsibility Index*, a report that maps the quantity and quality of LGBT images on film. Entertainment media outlets including *The Hollywood Reporter*, *Variety*, *Entertainment Weekly*, *E! Online*, *The Los Angeles Times*, and dozens more report on GLAAD's findings, calling on the film industry to do better.

GLAAD ignites a national conversation about the dangers of anti-bisexual rhetoric following the publication of a harmful advice column on *Slate*, which encourages a bisexual woman to stay in the closet. The columnist, "Dear Prudence," later affirms support for the bisexual community and encourages visibility in safe spaces.

Following work with GLAAD, Symantec—the world's fourth-largest software company—eliminates web filters that block LGBT-related content, helping millions of young people access potentially life-saving resources.

GLAAD unveils a groundbreaking resource guide to challenge the "God v. Gay" trope in mainstream news media. The guide, released in advance of the midterm elections, helps reporters challenge candidates' anti-LGBT platforms.

For the fifth consecutive year, GLAAD leads millions in a united stand against bullying on Spirit Day. In historic firsts, the Empire State Building lights up in support of LGBT youth, and NBC changes its iconic peacock logo to purple to share the message that it's okay to be who you are.

GLAAD launches *GLAAD: All Access*, a new online video series that features interviews with newsmakers, hit-makers, and people accelerating acceptance of the LGBT community.

GLAAD works alongside Judy and Dennis Shepard—parents of slain 21-year-old college student Matthew Shepard—and the filmmakers of *Matt Shepard Is a Friend of Mine* to bring Matt's harrowing story to Russia and voice opposition to the country's anti-LGBT laws.

Following GLAAD's groundbreaking work, the International Olympic Committee (IOC) announces 40 recommendations that lay out the strategic roadmap for the future of the Olympic Movement. Among the recommendations is the addition of "sexual orientation" to the IOC's non-discrimination statement.

Following GLAAD's 13-month media campaign advocating for fairness, New York Governor Andrew Cuomo announces that transgender New Yorkers will have equal access to Medicaid.

# 2015 HIGHLIGHTS

More than 125,000 people join GLAAD in speaking out against TLC's dangerously misleading show, "My Husband's Not Gay." GLAAD ignites national conversation in top news outlets, including *Good Morning America*, *The Today Show*, *The View*, CNN, *The Los Angeles Times*, *The New York Times*, and hundreds more, about the harms of so-called "reparative therapy." The show subsequently tanks in the ratings.

GLAAD unveils its groundbreaking *Accelerating Acceptance* report, which measures how Americans really feel about their LGBT neighbors and co-workers.

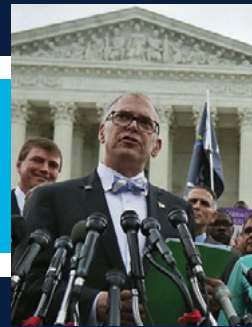
GLAAD partners with GMHC to debut the #CelibacyChallenge, a humorous education campaign about the FDA's discriminatory policy requiring gay and bisexual men to remain celibate for one year in order to donate blood.

In partnership with the Elizabeth Taylor AIDS Foundation and AIDS United, GLAAD releases its first-ever HIV & AIDS reference guide for journalists reporting on the epidemic.

## JAN

## FEB

## MAR



## APR

## MAY

## JUN

While researching and reporting the groundbreaking interview with Olympian Caitlyn Jenner, ABC turns to GLAAD as a valuable source of information on the issues affecting the transgender community. GLAAD works with journalists across the world to spotlight the discrimination transgender people still face.

As Caitlyn Jenner introduces herself to the world on the cover of *Vanity Fair*, GLAAD releases a tip sheet for journalists on how best to share Caitlyn's story. GLAAD's tip sheet is viewed over 200,000 times and GLAAD staff field hundreds of media requests, leading to a fair and accurate national dialogue that accelerates acceptance.

GLAAD kicks off a six-state, ten-city tour of the American South in Nashville, TN, at the first-ever *Concert for Love and Acceptance* during CMA Fest. GLAAD's #SouthernStories Summer Tour spotlights the trials and triumphs of LGBT Southerners to accelerate acceptance in the region.

GLAAD leads national dialogue about the road ahead for LGBT acceptance following the Supreme Court's historic marriage equality ruling.

# OUR WORK



## NEWS MEDIA



GLAAD works with print, broadcast, and online news sources to bring people powerful stories from the LGBT community that accelerate acceptance. And when news outlets get it wrong, GLAAD is there to respond and advocate for fairness and accuracy.

### MEETINGS WITH TELEVISION NETWORKS & STUDIOS

In 2014, GLAAD met with over 30 senior executives at MSNBC and NBC News and with NBCUniversal's Chief Diversity Officer for a discussion about fair, accurate, and inclusive media representations of transgender people in both news and entertainment. GLAAD shared ways in which news coverage may begin to move beyond some of the clichés often seen in even the best coverage, such as "before and after" pictures of transgender people and questions about medical procedures. GLAAD also pitched story ideas about issues important to the trans community.

### LAUNCHING 9TH EDITION OF THE GLAAD MEDIA REFERENCE GUIDE

In August 2014, GLAAD released the 9th edition of the *GLAAD Media Reference Guide*, which includes an updated transgender terminology section and two new "In Focus" features with information on covering the bisexual and transgender communities. The "In Focus" sections on marriage, LGBT parents, religion, hate crimes, HIV and AIDS, so-called "conversion therapy," and LGBT people in sports were updated with new information and guidance on covering these topics.

### RESPONDING TO DEFAMATORY MEDIA COMMENTARY ABOUT TRANS PEOPLE

GLAAD received reports about an inaccurate and transphobic segment on a Rochester, NY, radio station, 98.9 "The Buzz," following the city's announcement that it would provide healthcare coverage for transgender city employees. The station took quick action by suspending, and ultimately firing, the hosts Kimberly Ray and Barry Beck, who referred to trans people as "nut jobs." GLAAD connected the station with transgender advocates in Rochester, who went on air to correct the inaccuracies about transgender healthcare that Ray and Beck had promoted.

After GLAAD spoke to editors at the *Chicago Sun-Times* and launched a campaign, the newspaper removed an op-ed originally written for the *National Review* by Kevin D. Williamson, claiming that Laverne Cox is not a woman and that transgender people are delusional. The editorial page editor also issued a statement apologizing for including the inaccurate and defamatory essay.

As news spread about Chelsea Manning's request for transition-related health services, GLAAD sent a reminder to the media on how best to report respectfully about transgender people. It included basics like using appropriate name (Chelsea), pronouns (she/her), and provided referrals to experts in transgender issues, transgender people in the military, transgender people in the prison system, and legal experts.

### COMMENTATOR ACCOUNTABILITY PROJECT

After Indiana passed its "license to discriminate" law in March 2015, the state's Governor Mike Pence repeatedly claimed that the law did not target LGBT people or same-sex couples. However, Twitter user @seamonkey237 used a photo of the signing ceremony and information from GLAAD's Commentator Accountability Project (an online resource providing critical information on anti-LGBT spokespeople) to demonstrate otherwise. The graphic made note of three leading anti-LGBT activists photographed with the governor at the bill's signing ceremony—Micah Clark, Curt Smith, and Eric Miller—and the extreme anti-LGBT comments they have made. The graphic appeared on FOX Business, MSNBC, and CNN. GLAAD CEO & President Sarah Kate Ellis joined the *Indianapolis Star's* Matthew Tully and Tim Lanane, Democratic leader in the Indiana State Senate, to discuss the law on MSNBC's "Now with Alex Wagner."

### ALLIES

In April 2015, GLAAD worked with reporter Edward Wyckoff Williams on an interview for *The Advocate* with outgoing Attorney General Eric Holder, in which Holder explained his own journey to become an LGBT ally. Holder spoke about the gap between legal protections and cultural acceptance, for both the LGBT and African-American communities. GLAAD worked with Williams to prepare for the interview, including providing a briefing on GLAAD's *Accelerating Acceptance* report. a GLAAD launched the #GotYourBack campaign, which empowers allies and LGBT people to show their support for the LGBT community. Since the campaign's launch, thousands of people have voiced their support for LGBT acceptance on social media using hashtag #GotYourBack, and celebrities including Kerry Washington, Tyra Banks, Channing Tatum, Zoe Saldana, and others have participated as well.

## FAITH

GLAAD and the Human Rights Campaign Foundation released *In Focus: Faith, LGBT People, & the Midterm Elections*, a groundbreaking resource guide that empowers journalists to challenge anti-LGBT commentators who mask bias as a “tenet of faith.” The guide was designed to help the media provide accurate information about LGBT people and faith in the lead-up to the 2014 midterm elections.

GLAAD worked with LGBT Faith Leaders of African Descent to place an ad in the *Amsterdam News*, a New York City-based newspaper that focuses on African and African-American news, in response to an offensive church sign that was making the rounds in the media in early 2014. The ad reminded readers that LGBT people have always been part of the Harlem, African-American, and faith communities. Signatories included the Ali Forney Center, Harlem Pride, Bishop Yvette Flunder, the historic Riverside Church, the National Black Justice Coalition, and GLAAD.

After the Presbyterian Church (USA) ratified the decision to affirm marriage equality in June 2014, GLAAD’s Director of Programs Ross Murray wrote for *The Daily Beast* about what this decision means for the continued relationship between Christianity and LGBT people. “No matter how the Supreme Court rules, the trend of Christianity increasingly affirming LGBT people, their lives, and their relationships will continue,” Murray wrote. “That will continue to happen because LGBT people and their allies of all faiths will continue to share their lives and accelerate acceptance among their friends and family, leading America to a place of LGBT acceptance.”

Carl Siciliano, a Roman Catholic and former monk who runs the Ali Forney Center, joined Faith in America to place an open letter to Pope Francis in a full-page ad in *The New York Times* in May 2015. The letter called for the pope to end church teachings that have categorized “gay conduct” as a sin and to educate Pope Francis and the public about how the church negatively influences parents of LGBT youth, as well as the devastating harms that such parental rejection can have on LGBT youth. GLAAD worked with Siciliano and Faith in America to prepare the ad, as well as manage the media attention it received in outlets like the *National Catholic Reporter*, *Red Letter Christians*, and *The Advocate*, as well as Italian and French publications.

## BISEXUAL VISIBILITY

In April 2015, GLAAD presented at the BECAUSE Conference, an annual event led by the Bisexual Organizing Project to build an empowered bi+ community and allies. Throughout the three-day conference, GLAAD presented workshops on how religious communities can best support LGBT youth and best practices for speaking about LGBT and bi-specific issues in the media.

MTV News spoke with GLAAD in an interview about the diversities and prevalent issues among bisexual women. The interview was included on MTV’s site for Women’s History Month, dedicated to dispelling myths about women who are bisexual and educate readers on bisexuality.

In February 2015, GLAAD brought media attention to the fact that Oregon’s Kate Brown would make history by becoming the nation’s first-ever openly bisexual governor. In doing so, GLAAD brought visibility to the bi community and its achievements, countering the media’s common disregard of bisexual people.

## SPORTS

GLAAD created its *2014 World Cup Playbook*, which was sent to media nationally and internationally, as well as to advocates in Latin America, to ensure LGBT inclusion in World Cup news coverage. Along with the guide and accompanying graphics, GLAAD CEO & President Sarah Kate Ellis released an open letter to FIFA, the international organization responsible for the World Cup, calling on the organization to do more to educate fans about the power of anti-LGBT attitudes. GLAAD launched its #StoptheSlurs campaign for the 2014 World Cup in English and Spanish to call attention to issues of anti-LGBT speech, part of a larger campaign about anti-LGBT attitudes in soccer.

GLAAD worked alongside the *You Can Play Project* to share the historic story of NFL prospect Michael Sam, who came out as gay in February 2014. GLAAD helped connect the *You Can Play Project* with over 40 media outlets for interviews about equality in sports, and GLAAD CEO & President Sarah Kate Ellis discussed the cultural impact of Sam’s coming out. She appeared on *Huffington Post Live* and *MSNBC Live*, and was featured in *USA TODAY*, *Fortune*, and *NY Daily News*, and was quoted on athletes and the LGBT community. And when ESPN aired a disrespectful segment about Michael Sam in August 2014, GLAAD was in communication with the network to emphasize the harms of stereotypes and the company’s responsibility to report fairly. ESPN later apologized for the segment.

## HIV & AIDS IN THE NEWS: A GUIDE FOR REPORTING IN A NEW ERA OF PREVENTION & TREATMENT

In March 2015, GLAAD launched its new HIV and AIDS awareness campaign, aiming to renew America’s commitment to eradicating the epidemic. GLAAD partnered with the Elizabeth Taylor AIDS Foundation and AIDS United to write and release a guide for journalists on how to cover HIV and AIDS. The guide, *HIV & AIDS in the News: A Guide for Reporting in a New Era of Prevention & Treatment*, provides background information on HIV and AIDS developments, a closer look at stories like HIV criminalization and Pre-Exposure Prophylaxis (PrEP), and resources to provide further context and expertise. MSNBC, which broke the story of the publication, wrote: “GLAAD is teaming up with two leading AIDS organizations to urge Hollywood to develop more characters and stories that reflect the nation’s HIV/AIDS population. The move is part of a larger push by the organization that fights for fair and accurate representations of the LGBT community and its partners the Elizabeth Taylor AIDS Foundation and AIDS United to reengage the media and entertainment industry, news media, and all Americans in the three decades long fight to eradicate HIV and AIDS.”





## ENTERTAINMENT



GLAAD's Entertainment Program not only works with entertainment-related media platforms to encourage fair, accurate, and inclusive representation of LGBT people, but also to combat problematic content and instances of defamation in these industries. This process may involve reading scripts, viewing rough cuts, pitching story ideas, consulting with writers and producers, working with talent to better inform them about portraying LGBT characters, and arranging entertainment-related events and panels. GLAAD also releases several annual reports analyzing the state of LGBT representation in film and television, and promotes LGBT-inclusive projects through GLAAD's blog, social media, and the weekly LGBT TV listings, "Must-See LGBT TV," and through its annual GLAAD Media Awards.

### TV REPORTS, FILM REPORT

GLAAD released its two annual television reports—the *Network Responsibility Index* (NRI) and the *Where We Are on TV* report—which map the quantity, quality, and diversity of images of LGBT people on television. While the NRI reviewed the previous season and rated networks on LGBT-inclusive content between June 2013 and May 2014, the *Where We Are on TV* report gave a character count and analysis of scripted characters in the upcoming 2014 – 2015 season. For the first time in the *Network Responsibility Index*, three different networks earned "Excellent" grades in the same year: ABC Family, HBO, and MTV. In the *Where We Are on TV* report, which counted the number of LGBT characters in the 2014 – 2015 season, GLAAD found that 3.9% of primetime broadcast scripted series regulars would be LGBT characters. Outlets including *Vanity Fair*, *Deadline*, the *Associated Press*, the *LA Times*, and late-night show *Conan* covered the TV reports. The *Conan* segment alone had a national viewership of 1,056,547.

In the last year, GLAAD released both the second and the third annual *Studio Responsibility Index* (SRI) mapping the quantity, quality, and diversity of LGBT people in films released by seven major motion picture studios during the 2013 and 2014 calendar years. GLAAD researched films released by 20th Century Fox, Lionsgate, Paramount Pictures, Sony Columbia, Universal Pictures, The Walt Disney Studios, and Warner Brothers. The media coverage of the report included the *Associated Press*, *The Hollywood Reporter* (which also ran an op-ed about LGBT representation in film by GLAAD CEO & President Sarah Kate Ellis), *Forbes*, *Elle*, *Vanity Fair*, *Variety*, *Entertainment Weekly*, *USA TODAY*, *The Advocate*, and many, many more.

In recognition of Trans Awareness week, GLAAD's entertainment team released the third edition of the annual report examining transgender representation on television, and also created a timeline to examine nearly four decades of important milestones in trans representation in film and television. GLAAD's *Trans Images* report and interactive timeline were picked up by numerous outlets including, *The Hollywood Reporter*, *Xfinity*, *The Huffington Post*, and *New Now Next*. *Xfinity* also made the report the cover story for their homepage carousel in honor of Trans Day of Remembrance. GLAAD's report and timeline showed how trans representation has grown in the last 30 years and how the landscape is changing for trans people on television.

### GLAAD ADDRESSES THE IMPORTANCE OF LGBT REPRESENTATION IN ENTERTAINMENT MEDIA

Many media outlets spoke with GLAAD and reported on how entertainment media has influenced public opinion on LGBT people, as well as GLAAD's findings in the annual entertainment reports. GLAAD's entertainment team was interviewed by national outlets like the *Associated Press*, entertainment industry publications like *Entertainment Weekly*, *Variety*, and *The Hollywood Reporter*, and numerous radio programs on stations including NPR, FOX News Radio, and CBS Radio. GLAAD's Director of Entertainment Media also penned an op-ed for the *Huffington Post* about why the video game *Dragon Age: Inquisition* is so important for LGBT representation in video games, and another for *The Advocate* on the importance of showing an LGBT person living with a disability in the film *The Way He Looks*.

### MEETING WITH TELEVISION NETWORKS AND FILM STUDIOS

GLAAD met with TV networks and film studios to discuss LGBT representation on their shows and films, though the majority of these meetings remain confidential per the company's request. One exception was GLAAD's meeting with Fox television executives followed by a second meeting with Fox's standards and practices department to cover the breadth of LGBT content appearing on their channels, as well as best practices for dealing with transgender storylines and terminology.

### WORKING WITH INDEPENDENT FILM PRODUCTIONS AND DOCUMENTARIES

GLAAD worked with a number of film and documentary projects throughout the year in a variety of capacities including promotional assistance, research and referrals, spreading the word about crowdfunding campaigns, and hosting and publicizing screenings. Among those GLAAD worked with in 2014 were *Pride*, *The Imitation Game*, *Love Is Strange*, *State of Marriage*, *State and Union: Lesbian Families in the Deep South*, *God Loves Uganda*, *Call Me Kuchu*, *The Circle*, *Facing Fear*, *The Foxy Merkins*, *Pit Stop*, *Kidnapped for Christ*, *To Be Takei*, *Vito*, *Outfest*, *Frameline*, and the Level Ground Film Festival.

## CONSULTING ON TV SCRIPTS AND MARKETING MATERIALS, PROMOTING LGBT CONTENT

GLAAD provided confidential script and treatment notes to a number of television shows this year on both broadcast and cable networks, and regularly does the same for independent filmmakers seeking assistance with LGBT characters and storylines. In addition to meetings about content, GLAAD also worked closely with networks developing promotional partnerships to publicize important new storylines and programs. Among them were Fox, CBS, Amazon, The CW, ABC Family, MTV, Lifetime, OWN, Discovery, AOL Originals, and Hulu. This work includes reviewing the content on GLAAD's website and often includes gaining attention for the programming in LGBT media.

## PANELS TO ADVANCE LGBT IMAGES

On the Fox Studios lot, GLAAD and Fox Audience Strategy hosted a panel discussion addressing LGBT media representations and their importance in bringing about culture change. Hernan Lopez, FOX International Channels' President and GLAAD Board Member, introduced the event. GLAAD CEO & President Sarah Kate Ellis spoke about the dramatic improvements in LGBT representation that Fox has made on television in the recent years. She then participated in a panel discussion that also included actors Taraji P. Henson and Jussie Smollett from the Fox series *Empire*, executive producer Margaret Nagle, actor and former GLAAD national spokesperson Wilson Cruz, *Glee* producer Dante Di Lorento, and advocate and former NFL player Wade Davis from the *You Can Play Project*. Fox COO Joe Earley moderated the panel.

Cruz hosted a screening and Q&A panel for the MTV comedy *Faking It* with the show's executive producer Carter Covington and cast members Michael Willett, Rita Volk, and Katie Stevens for an audience at the Los Angeles LGBT Center. Cruz also joined Willett and Covington in Austin, TX, for the Austin TV Festival's panel on depictions of LGBT teens on TV in 2014, and again in 2015 for a GLAAD-sponsored panel on the history of LGBT representation on television.

GLAAD's Director of Entertainment Media Matt Kane appeared on the "LGBT Geek Year in Review" panel at the 2014 San Diego Comic Con, the world's biggest convention of its kind. The panel covered a range of topics including LGBT characters in the fall television schedule and the dearth of trans representations in the media. He also appeared on a panel at WonderCon in Anaheim, CA, addressing LGBT representations in animation and the industry's long history of censorship. At the annual AdColor conference in Los Angeles, Kane sat on a panel about depictions of people with disabilities (PWD) in advertising. Kane discussed how GLAAD came to annually produce some of the most widely publicized statistics on representations of PWD in the annual TV reports, and why diversity is such an important value for content producers to strive for.

## GLAAD WORKS WITH NETWORKS AND PROGRAMS TO GET THE WORD OUT ABOUT SPIRIT DAY

Weeks before GLAAD's Spirit Day took place, GLAAD's Entertainment Program worked closely with TV networks and casts of different shows to help get the word out early and send messages of support to LGBT youth. Major series including *The Fosters* and *Pretty Little Liars* (ABC Family), *Orphan Black* (BBC America), *Sirens* (USA), *The McCarthys* (CBS), *Empire* (Fox), and *Orange Is the New Black* (Netflix) participated in Spirit Day and took a stand against bullying.

Streaming service Hulu celebrated Spirit Day by spotlighting a special selection of LGBT-inclusive films, TV series, and documentaries on its front page. Hulu's highlighted programming included GLAAD Media Award recipients *Glee* and *My So-Called Life*, as well as the Hulu exclusive series *East Los High*. The cast of *East Los High* also shared special Spirit Day video messages in support of LGBT youth.

Among the many networks participating in Spirit Day through their own social media channels or through those of their talent were NBCUniversal, CBS, ABC, Fox, TLC, USA, Showtime, Hulu, TV Land, HBO, Viacom Networks, MSNBC, Oxygen, Bravo, ABC Family, Syfy, OWN, and BBC America.

## 25<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS



GLAAD celebrated the silver anniversary of the GLAAD Media Awards. For 25 years, the awards have recognized and honored media for their fair, accurate, and inclusive representations of the LGBT community and the issues that affect their lives. The GLAAD Media Awards have become a critical part of GLAAD's programmatic work, and allow celebrities and advocates to voice their support for acceptance to a worldwide audience—from *Access Hollywood* to *The New York Times*. Imagine how powerful it is for a young person who is struggling to come out, or for a trans teenager who faces bullying, to see their favorite celebrity standing with the LGBT community and sending them messages of love and support. Those messages sent from the GLAAD Media Awards stage reach millions and play an important role in accelerating acceptance.

## 25<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN LOS ANGELES

Comedian Ross Mathews hosted the ceremony in Los Angeles, highlighting in his opening monologue the importance of seeing LGBT characters on television. Supermodel Naomi Campbell took the stage and called on the fashion industry to be more inclusive of trans models on the runway.

Academy Award-winning actress Lupita Nyong'o presented the Outstanding Documentary Award to *Bridegroom* and *Call Me Kuchu*. While accepting the award for *Bridegroom*, the documentary's subject, Shane Bitney Crone, received a standing ovation from the audience as he recounted the tragic story of losing the love of his life, Tom Bridegroom, and the discrimination he faced following Tom's passing.

Accepting on behalf of *Call Me Kuchu*, Ugandan activist John "Longjones" Abdallah thanked Nyong'o for standing with him and supporting the LGBT community on the African continent. Actor Johnny Galecki presented the award in the Outstanding Drama Series category to *The Fosters*. While accepting the award, co-creator and executive producer Peter Paige talked about the importance of GLAAD's work to share compelling LGBT stories with audiences around the world.

Ellen Page presented Laverne Cox with the Stephen F. Kolzak Award. While accepting the award, Cox thanked GLAAD for encouraging media outlets to tell more stories about the transgender community. Manny de Guerre, founder of the Side by Side LGBT Film Festival in St. Petersburg, Russia, accepted the International Advocate for Change Award and talked about the importance of screening films that accelerate acceptance of the LGBT community in Russia. Rita Moreno presented the Vanguard Award to LGBT ally and Executive Producer of *The Fosters*, Jennifer Lopez. In her remarks, Lopez highlighted the impact of LGBT stories not only in English but in Spanish-language media as well.

## 25<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN NEW YORK

Comedian Fortune Feimster hosted the ceremony in New York and emphasized the milestones in cultural acceptance for the community in the past year while also calling for more diversity in media. Country music star Kacey Musgraves performed her LGBT-affirming hit "Follow Your Arrow." She was introduced by out country music artist Chely Wright and 12-year-old LGBT advocate Marcel Neergard. While on stage, Neergard brought the crowd to its feet when he recounted taking legislators to task for the dangerous anti-LGBT laws they passed in his home state of Tennessee. LGBT ally and pop superstar Kylie Minogue also performed, leading the audience in a singalong of her hit song "Can't Get You Out of My Head."

Academy Award-nominated actress Naomi Watts presented the Outstanding Comedy Series Award to *Orange Is the New Black*. Accepting the award on behalf of the cast, actress Yael Stone talked about the importance of featuring a diverse cast who tell diverse stories. *Looking*'s Raul Castillo and Frankie J. Alvarez presented the award in the Outstanding Individual Episode category to *Elementary* for an episode featuring Ms. Hudson, a transgender character. Trans actress Candis Cayne, who portrayed Ms. Hudson, thanked GLAAD for encouraging networks to include multidimensional trans characters in their series. Emmy Rossum, star of *Shameless*, presented the Outstanding Film-Limited Release Award to *Concussion*. Director Stacie Passon and actress Robin Weigert in their remarks talked about GLAAD's support of independent cinema, which often tells unique and authentic stories of the LGBT community.

Broadway director Stafford Arima introduced Vito Russo honoree George Takei. In his acceptance speech, the TV icon talked about the hurtful images he saw of gay men in the media while growing up, and commended GLAAD for turning those images into the powerful agents of acceptance they are today.

## HONOREES

### 25<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN LOS ANGELES

Vanguard Award: Jennifer Lopez

Stephen F. Kolzak Award: Laverne Cox

Pioneer Award: Norman Lear

International Advocate for Change Award:

Manny de Guerre, founder of the Side by Side LGBT Film Festival in St. Petersburg, Russia

### 25<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN NEW YORK

Vito Russo Award: George Takei

## AWARD RECIPIENTS

Outstanding Film-Wide Release: *Philomena* (The Weinstein Company)

Outstanding Film-Limited Release: *Concussion* (RADiUS-The Weinstein Company)

Outstanding Drama Series: *The Fosters* (ABC Family)

Outstanding Comedy Series: *Orange Is the New Black* (Netflix)

Outstanding Individual Episode (in a series without a regular LGBT character): "Snow Angels" *Elementary* (CBS)

Outstanding TV Movie or Mini-Series: *Behind the Candelabra* (HBO)

Outstanding Documentary: TIE: *Bridegroom* (Virgil Films / OWN) and *Call Me Kuchu* (Cinedigm)

Outstanding Reality Program: *Big Freedia: Queen of Bounce* (Fuse)

Outstanding Talk Show Episode:

"First Openly Gay NBA Player Jason Collins and His Family" *Oprah's Next Chapter* (OWN)

Outstanding Daily Drama: *Days of Our Lives* (NBC)

Outstanding TV Journalism-News magazine: "Transgender at 11: Listening to Jazz" *20/20* (ABC)

Outstanding TV Journalism Segment: "Gay Rights at Work" *MSNBC Live* (MSNBC)

Outstanding Newspaper Article:

"LGBTQ in the Capital" (series) by Melissa Griffiths (*Juneau Empire* [Juneau, Alaska])

Outstanding Magazine Article: "The Hidden War Against Gay Teens" by Alex Morris (*Rolling Stone*)

Outstanding Magazine Overall Coverage: *The New Yorker*

Outstanding Digital Journalism Article:

"Sex, Lies, and HIV: When What You Don't Tell Your Partner Is a Crime" by Sergio Hernandez (Buzzfeed.com / ProPublica.org)

Outstanding Digital Journalism-Multimedia:

"We Are Here: LGBTI in Uganda" by Sunnive Brydum, D. David Robinson (Advocate.com)

Outstanding Blog: The New Civil Rights Movement

Outstanding Music Artist: Tegan and Sara, *Heartthrob* (Warner Bros. Records)

Outstanding Comic Book: *Young Avengers*, written by Kieron Gillen (Marvel Comics)



## SPANISH-LANGUAGE AWARD RECIPIENTS

Outstanding Novela: *Amores Verdaderos* (Univision)

Outstanding Daytime Talk Show Episode:

"Una pareja gay celebrara el Día del Padre luego de luchar por sus derechos" *Despierta América* (Univision)

Outstanding Talk Show Interview: TIE:

"Debate por la igualdad" *Al Punto* (Univision) and "Decisión Histórica" *Sin Límites con Elizabeth Espinosa* (CNN en Español)

Outstanding TV Journalism–Newsmagazine: "Rompiendo Estereotipos" *Aquí y Ahora* (Univision)

Outstanding TV Journalism Segment: "Decisión Histórica" *Noticiero Telemundo* (Telemundo)

Outstanding Local TV Journalism: "Natalia: rompiendo barreras" *Noticiero Telemundo Arizona* (KTAZ-39 [Phoenix, AZ])

Outstanding Newspaper Article:

"Desiguales por imperativo legal" by Jose Ángel Gonzalo García de León (*Diario Las Américas*)

Outstanding Digital Journalism Article:

"Richard Blanco: el poeta latino y gay que conquisto a Barack Obama" by Daniel Basteiro ([voces.huffingtonpost.com](http://voces.huffingtonpost.com))

Outstanding Digital Journalism–Multimedia: "Eric y Juan, un matrimonio feliz a pesar de todo" by Fernando Mexia ([EFE.com](http://EFE.com))

## 26<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS



The GLAAD Media Awards recognize and honor media for their fair, accurate, and inclusive representations of the LGBT community and the issues that affect their lives. The awards have become a critical part of GLAAD's programmatic work, and allow celebrities and advocates to voice their support for acceptance to a worldwide audience—from *Access Hollywood* to *The New York Times*. Imagine how powerful it is for a young person who is struggling to come out, or for a trans teenager who faces bullying, to see their favorite celebrity standing with the LGBT community and sending them messages of love and support. Those messages sent from the GLAAD Media Awards stage reach millions and play an important role in accelerating acceptance.

## 26<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN LOS ANGELES

Comedian Tig Notaro hosted the ceremony in Los Angeles. Alex Newell performed “I Know Where I’ve Been,” a song that was also performed during the last season of *Glee* by a 200-member transgender choir. Newell was joined on stage by LGBT youth to present the *Glee* with a Special Recognition Award.

Zoe Saldana, who emphasized the importance of GLAAD’s work in Spanish-language media, presented the award for Outstanding Film–Wide Release to *The Imitation Game*. Screenwriter Graham Moore and producer Ido Ostrrowsky accepted the award on behalf of the film, and producer Harvey Weinstein recorded a video acceptance urging attendees to sign a petition calling on the British government to pardon the other 49,000 people convicted under the same unjust law as the film’s subject Alan Turing. Laura Jane Grace, front woman for the punk band Against Me!, co-presented with actor Andrew Rannells the award for Outstanding Comedy Series to Amazon’s *Transparent*. In her remarks, show-runner Jill Soloway said she created the series to make the world a safer place for transgender people. She was joined on stage by co-producer Rhys Ernst and stars Amy Landecker, Jay Duplass, Alexandra Billings, Kiersey Clemons, Michaela Watkins, Alison Sudol, Clementine Creevy, and Brett Parosol. While presenting the award for Outstanding Drama Series, *Looking*’s Murray Bartlett and Daniel Franzese called on the entertainment industry to tell more stories of people living with HIV and AIDS. Peter Nowalk, creator of *How to Get Away with Murder*, accepted the award along with Shonda Rhimes, Viola Davis, Jack Falahee, Matt McGorry, and Aja Naomi King.

Actor Channing Tatum presented the Stephen F. Kolzak Award to film director Roland Emmerich, who talked about the importance of storytelling in creating a more accepting world for youth and coming generations. Ellen DeGeneres presented Kerry Washington with GLAAD’s Vanguard Award. Washington’s remarks, which were shared by media across the world and seen by millions, called for marginalized communities to work together to create change. She encouraged media to tell unique and powerful stories that humanize those marginalized communities and emphasized the importance of hiring more LGBT people in front of and behind the camera.

## 26<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN NEW YORK

Comedian Ross Mathews hosted the ceremony in New York. Country music artist Ty Herndon, who broke barriers in the industry when he came out as gay, performed a moving cover of Miley Cyrus’ “The Climb.” He dedicated the performance to Kristene Chapa, a young woman from Texas who was brutally attacked in a possible anti-gay hate crime along with her girlfriend, who didn’t survive. Chapa told her story of survival on stage, receiving a standing ovation from the audience.

Broadway and television stars Jonathan Groff and Tituss Burgess presented the award for Outstanding Magazine Overall Coverage to *Sports Illustrated*. Managing Editor Chris Stone thanked athletes Jason Collins and Michael Sam, who joined him on stage, for being at the forefront of change in the sports world. *Transparent* stars Jeffrey Tambor and Judith Light presented the award for Outstanding TV Journalism Segment to *MSNBC Live* for the segment “Fired for Being Gay?” Accepting for *MSNBC Live* were anchor Craig Melvin and Latta, SC Police Chief Crystal Moore, who was featured in the piece after being fired simply because of who she loves. *Empire*’s Jussie Smollett presented the award for Outstanding Talk Show Episode to HBO’s *Last Week Tonight with John Oliver* for an episode featuring Ugandan transgender activist Pepe Julian Onziema. In his remarks, Onziema shared the positive impact the episode had for the LGBT community in his home country.

Television icon Lynda Carter presented MSNBC anchor and journalist Thomas Roberts with GLAAD’s Vito Russo Award. While accepting the award, Roberts talked about the importance of media representation as the LGBT community continues to make strides towards acceptance, highlighting the contributions of GLAAD co-founder Vito Russo and stressing the continued need for GLAAD’s work. Anderson Cooper introduced talk show host Kelly Ripa as she accepted the Excellence in Media Award. In her remarks, Ripa acknowledged the impact of the LGBT community on her personal life and, while recognizing the importance of the then-unannounced Supreme Court decision, emphasized the work still left to be done to accelerate acceptance of the LGBT community around the country.

## HONOREES

### 26<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN LOS ANGELES

Vanguard Award: Kerry Washington

Stephen F. Kolzak Award: Roland Emmerich

### 26<sup>TH</sup> ANNUAL GLAAD MEDIA AWARDS IN NEW YORK

Excellence in Media Award: Kelly Ripa

Vito Russo Award: Thomas Roberts

## AWARD RECIPIENTS

Outstanding Film–Wide Release: *The Imitation Game* (The Weinstein Company)

Outstanding Film–Limited Release: *Lilting* (Strand Releasing)

Outstanding Drama Series: *How to Get Away with Murder* (ABC)

Outstanding Comedy Series: *Transparent* (Amazon Instant Video)

Outstanding Individual Episode (in a series without a regular LGBT character):  
“Identity Crisis,” *Drop Dead Diva* (Lifetime)

Outstanding TV Movie or Mini-Series: *The Normal Heart* (HBO)

Outstanding Documentary: *L Word Mississippi: Hate the Sin* (Showtime)

Outstanding Reality Program: *R&B Divas: Atlanta* (TV One)

Outstanding Daily Drama: *Days of Our Lives* (NBC)

Outstanding Music Artist: *Against Me!, Transgender Dysphoria Blues* (Xtra Mile Recordings)

Outstanding Comic Book: *Rat Queens*, written by Kurtis J. Wiebe (Image Comics)

Outstanding Talk Show Episode: “Pepe Julian Onziema” *Last Week Tonight with John Oliver* (HBO)

Outstanding TV Journalism–Newsmagazine: “Coming Out” *Nick News with Linda Ellerbee* (Nickelodeon)

Outstanding TV Journalism Segment: “Fired for Being Gay?” *MSNBC Live* (MSNBC)

Outstanding Newspaper Article:

“Longtime Utah LGBT Advocates Recount Brutal History” by Erin Alberty (*Salt Lake City Tribune*)

Outstanding Magazine Article: “The Transgender Tipping Point” by Katy Steinmetz (*TIME*)

Outstanding Magazine Overall Coverage: *Sports Illustrated*

Outstanding Digital Journalism Article: “31 Days of PrEP” [series] (Advocate.com)

Outstanding Digital Journalism–Multimedia:

“Why Did the U.S. Lock Up These Women with Men?” by Cristina Costantini, Jorge Rivas, Kristofer Ríos (Fusion.net)

Outstanding Blog: Autostraddle

Special Recognition: *Dragon Age: Inquisition* (BioWare/Electronic Arts)



## SPANISH-LANGUAGE AWARD RECIPIENTS

Outstanding Daytime Program Episode: "Cementerio homófobo" *Caso Cerrado* (Telemundo)

Outstanding Television Interview: TIE:

"En cuerpo ajeno" *Un Nuevo Día* (Telemundo) and "Intolerancia familiar" *Realidades en Contexto* (CNN en Español)

Outstanding Documentary:

"Identidad sin fronteras" ("Crossing Over: Stories of Immigration and Identity") *Panorámica* (Univision/Pivot)

Outstanding TV Journalism–Newsmagazine: TIE:

"Felipe Najera abre su corazón" *Primer Impacto* (Univision) and "Orlando Cruz habla de su vida" *Al Rojo Vivo* (Telemundo)

Outstanding TV Journalism Segment: "La historia de una [mujer] transexual" *Café CNN* (CNN en Español)

Outstanding Local TV Journalism: "Cobertura de Spirit Day" [serie] *Noticias 34* (KMEX-Univision 34 [Los Angeles])

Outstanding Newspaper Article:

"Mamá, soy homosexual dijo Ricardo; su familia no entendió y lo corrió de su casa" by Selene Rivera (*Hoy Los Angeles*)

Outstanding Digital Journalism Article: "Identidades invisibles" [serie] by Marcos Billy Guzmán (EINuevoDia.com)

Outstanding Digital Journalism–Multimedia:

"¿Que es ENDA?" by Cary Tabares (Univision.com)

Special Recognition: "Era Diferente" *Los Tigres del Norte*

## TRANSGENDER MEDIA



GLAAD began the work of improving media representations of transgender people more than 20 years ago. Transgender people were included in highly visible outdoor ads created by GLAAD in the early 1990s. GLAAD's *Media Reference Guide* on transgender terminology and issues was first distributed to the media in 1999. This history, along with the creation of a dedicated Transgender Media Program, is part of GLAAD's all-inclusive commitment to transgender people.

## IMPROVING IMAGES IN HOLLYWOOD

### Trans Competency Trainings for Media Outlets

GLAAD's Transgender Media Program proactively meets with media outlets to provide transgender competency trainings. This year, GLAAD met with senior network executives at Viacom Networks (MTV, VH1, Logo, BET, Comedy Central, Spike, TV Land, Nickelodeon, Country Music Television), Fox, MSNBC, Bravo, Oxygen, TLC, E!, and Pivot to advocate for inclusion of transgender people in scripted programming and TV news.

### ABC's Diane Sawyer Interviews Caitlyn Jenner

While researching and reporting the interview with Olympian and reality star Caitlyn Jenner, ABC looked to GLAAD as a valuable source of information on the issues affecting the transgender community, frequently tapping its resources and expertise. ABC News also used GLAAD's *Media Reference Guide*, along with quotes from GLAAD staffers, in materials created for ABCNews.com to accompany the interview. As the ABC interview with Jenner aired, GLAAD used PR Newswire to send a tip sheet to thousands of journalists around the country with information about how to report on the interview fairly and accurately. This included explaining that while most transgender people prefer a new name and pronoun after disclosing they are transgender, Jenner had not yet requested that change. Media outlets across the country used the language in the tip sheet to ensure their reporting reflected Jenner's wishes.

In the week leading up to the interview, GLAAD fielded dozens of media requests from journalists writing stories about how the media is covering transgender issues and looking for a local angle about transgender people in their area. Using GLAAD's network of media-trained spokespeople and connections to local transgender equality advocates, GLAAD was able to refer journalists to trans people around the country who could speak about their experiences. GLAAD staff appeared on *Access Hollywood*, *Entertainment Tonight*, *E! News*, CNN's *Reliable Sources*, MSNBC, and Canada's *CTV eTalk*. GLAAD also participated on a live panel discussion on E! immediately following the Jenner interview. Well over 700 outlets noted GLAAD's role in ensuring responsible, accurate coverage of Jenner and the transgender community. A wealth of outlets also featured GLAAD's work in the headlines, including *TIME*'s "Read GLAAD's Moving Statement About Bruce Jenner."

### GLAAD Works with E! on Keeping Up with the Kardashians: About Bruce and I Am Cait

GLAAD worked with E! to ensure the two hour-long specials about Caitlyn Jenner's family and their reactions to her transition were accurate and respectful. At the end of each of the specials, E! directed viewers to the resources from GLAAD's Transgender Media Program. The resources include information on transgender people and the issues important to them, tips on how to be an ally to a trans person, resources for media professionals writing stories, and updates about all of GLAAD's work on transgender issues. Since the E! specials focused so much on the family's reactions, GLAAD partnered with PFLAG to direct viewers to materials for friends and family of transgender people. Following the specials, GLAAD appeared on *E! News* to talk about how the issues raised in the specials relate to the real lived experiences of other trans people and their families.

GLAAD continues to work with E! to provide resources that will help it fairly and accurately create a docu-series about Caitlyn Jenner living life as her authentic self. GLAAD has already provided materials to the Jenner/Kardashian family to help them use respectful terminology when speaking to the media about their parent, and GLAAD has conducted three trainings for E! staffers to help them become more sophisticated in talking about transgender issues.

### GLAAD Helps the Media Learn to Cover Caitlyn Jenner as Vanity Fair Story Appears

The day *Vanity Fair* published its cover story featuring Caitlyn Jenner, GLAAD released an updated tip sheet with information on how to respectfully and accurately write about Caitlyn Jenner in the media. More than 200,000 people viewed GLAAD's tip sheet and it was shared on Facebook over 47,000 times. Fielding dozens of media interview requests, GLAAD staff

appeared on *NBC Nightly News*, *Entertainment Tonight*, *E!*, *The Diane Rehm Show*, *FOX News Radio*, the *Outsports* podcast, and more. GLAAD's work on Caitlyn Jenner's story was picked up by dozens of media outlets around the country.

### GLAAD Consults with *The Bold and the Beautiful* as Maya Avant Discloses She is Trans

GLAAD is consulting with the CBS soap *The Bold and the Beautiful* as it tells the story of Maya Avant, a transgender businesswoman and fashion model. GLAAD conducted transgender awareness trainings for the writers and producers, trained the actors most closely involved with this storyline, and reviewed scripts for accuracy. In addition, the show asked GLAAD to identify transgender actors who could be cast to play Maya's friend. This resulted in Scott Turner Schofield, a transgender man, getting the part.

### GLAAD Recruits 200 Trans People for Glee Episode

In the episode "Transitioning," *Glee* wanted to create a scene with 200 trans people playing a choir that sings behind *New Directions* transgender alumna Unique as she sings "I Know Where I've Been" from *Hairspray* in a show of support for Coach Beiste. *Glee* asked GLAAD to recruit the 200 trans extras from across the country to come to Los Angeles and participate in the episode, creating a powerful scene with a diverse group of trans faces on broadcast television. GLAAD was on-set for the filming, and many of the trans people who participated said that they had never been in a room with that many transgender people before.

## DRAWING MEDIA ATTENTION TO ISSUES FACING THE TRANS COMMUNITY

### GLAAD Helps Katie Couric Create a Teachable Moment

After Carmen Carrera and Laverne Cox took Katie Couric to task for asking an inappropriate question about their genitals, Couric brought Laverne Cox back on the show, along with trans staffers from GLAAD and the ACLU to discuss a range of issues facing the transgender community. GLAAD staff worked with the *Katie Couric Show* on the episode, providing recent examples of transgender news, like the #JusticeForJane campaign and healthcare for transgender people. This episode turned a problematic interview into an informative and thoughtful look at the substantive challenges trans people face every day.

### Ensuring Trans People Have the Right to Vote

GLAAD partnered with the National Center for Transgender Equality (NCTE) and *Rock the Vote* to release a series of public service announcements as a part of the NCTE's "Voting While Trans" campaign to inform transgender Americans how they can keep their right to vote. GLAAD helped *Rock the Vote* write and place an op-ed with *Mic* about the barriers transgender people face while trying to exercise their right to vote.

### Calling for Fair Treatment of Trans Athletes

GLAAD worked with Chris Mosier of *Trans\*Athlete* to launch a *MoveOn.org* petition after CrossFit disqualified trans woman Chloe Jonsson from competing in a women's competition, telling her that transgender women aren't women. The petition calls on CrossFit to implement an inclusive policy that allows transgender athletes to compete as their consistent and lived gender and to end its discriminatory policy against transgender athletes.

### Victory—Ending the NY Medicaid Exclusion on Trans Healthcare Coverage

GLAAD spent over a year working with the Sylvia Rivera Law Project (SRLP), the Audre Lorde Project, and many other community organizations to bring attention to New York Medicaid's transgender-specific exclusion, which denied vital healthcare to trans people accessing Medicaid. This year New York State passed a new regulation that removed the exclusion on coverage for transgender-related healthcare under Medicaid, allowing the transgender community to be treated equally after decades of not receiving the proper care.



## Victory—Smith College Changes Policy on Admitting Trans Women

In 2013, GLAAD began working with Calliope Wong, a young trans woman denied admission to Smith College because her documentation had not been completely changed to reflect the fact that she is a woman. Working with Wong and Smith students, GLAAD worked with the media to amplify Wong's story and the students' efforts to make the policy reflect a support for trans women at Smith. This year, Smith College changed its admission policy to acknowledge that trans women are women and may apply to Smith regardless of their gender marker on their ID documents.

## HOLDING THE MEDIA ACCOUNTABLE

### Correcting Inaccurate and Offensive Coverage of Anti-Trans Violence

Throughout the year, GLAAD monitored media coverage and contacted many journalists and editors about problematic reporting on anti-transgender violence. GLAAD reached out to reporters in cities throughout the country, including New York City, Detroit, Baltimore, Cincinnati, and more, sharing the resource guide, "Doubly Victimized: Reporting on Transgender Victims of Crime." Additionally, GLAAD worked with local advocates in Syracuse, NY, to bring attention to a hearing on whether to reinstate the conviction of Dwight DeLee, the man accused of killing a transgender woman, Lateisha Green, in 2008.

## EMPOWERING TRANS PEOPLE TO SHARE THEIR STORIES

### GLAAD Collaborates with Facebook to Recognize All Gender Identities

In February 2014, GLAAD helped Facebook expand its gender field options from 2 to 58 options. The expanded gender options feature enables users to select a custom gender option, indicate preferred pronouns, and adjust privacy settings for the custom gender field. In February 2015, Facebook, after collaborating with GLAAD, announced that it will expand gender options to include a free-form field. Now, if a user doesn't identify with any of the gender options listed on Facebook, they can simply write in their own.

### Training Trans People to Work Effectively with the Media

GLAAD brought together 20 transgender advocates and allies from around the country at its first Transgender Advocates Media Training. The purpose of the training was to create highly trained transgender spokespersons who can share their messages about transgender equality and inclusion. Attendees in GLAAD's New York office discussed transgender representation in the media, as well as best practices for working with the media.

### Amplifying CeCe McDonald's Story

GLAAD brought trans advocate CeCe McDonald to New York City to share her harrowing story with leading news outlets. GLAAD prepped McDonald for interviews, equipping her with techniques for tackling tough interviews. McDonald, alongside Laverne Cox, appeared on *Democracy Now*, Sirius XM radio, *BuzzFeed LGBT*, and spoke with *Gay City News*. She also took time to speak directly with young transgender people at the Hetrick Martin Institute and the Ali Forney Center. McDonald also spoke on two panels: one at the New School with prison abolition advocates Reina Gossett and Dean Spade, and another with Janet Mock at a Barnard College salon.

### Media Training Trans Youth on Laverne Cox Presents: *The T Word*

GLAAD visited MTV and Logo TV's offices to work with four trans youth who appeared in the Emmy Award-winning documentary *Laverne Cox Presents: The T Word*, preparing them for the media spotlight. The documentary follows the lives of seven trans youth, ages 12 to 24. After the training, Laverne Cox and young cast members joined GLAAD to light the Empire State Building in purple for Spirit Day in a united stand against bullying and to show support for LGBT youth.

## GLOBAL VOICES



GLAAD's Global Voices program strives to build support for LGBT equality across the globe by sharing stories of LGBT people and their families around the world.



## INTERNATIONAL HUMAN RIGHTS DAY

GLAAD partnered with *The Daily Beast* to present *Quorum: Global LGBT Voices*. The day-long gathering was held on International Human Rights Day in New York City. The event featured prominent LGBT advocates from Jamaica, Cameroon, Russia, Nigeria, Malaysia, South Africa, and many more.

## INTERNATIONAL DAY AGAINST HOMOPHOBIA, TRANSPHOBIA, AND BIPHOBIA

For International Day Against Homophobia, Transphobia, and Biphobia, the United Nations' Free & Equal Campaign released a video asking people to "look past the labels." GLAAD assisted the United Nations in organizing a diverse cadre of people to highlight, including GLAAD Media Award-nominated journalist Edward Wyckoff Williams, New York City transgender firefighter Brooke Guinan, and electrician (and former GLAAD intern) Nicholas Coppola. UN Secretary General Ban Ki-Moon, who last year went purple for Spirit Day, also made an appearance.

## AUSTRALIA

GLAAD's internationally recognized #5DaysOfEquality campaign in December 2014 honored the 31 couples married in Canberra, Australia, who then had their marriages invalidated by the Australian government. GLAAD asked people to post on social media using the hashtag #5DaysOfEquality. People across the globe united in solidarity, using the hashtag to wish the couples a happy anniversary. Notable tweets came from George Takei, Shane Bitney Crone, Jennifer Knapp, and GLAAD CEO & President Sarah Kate Ellis. These messages were printed into cards, provided by Smudge Ink, and delivered to the couples. #5DaysOfEquality was covered by media outlets including *Mashable*, *BuzzFeed*, *NewNowNext*, *Good As You*, *PinkNews*, *Towleroad*, Australian outlet *Star Observer*, Australian outlet *Same*, Brussels' *HLNBE*, and the *San Diego Gay & Lesbian News*.

## CHINA

In June 2015, seven same-sex couples traveled from China—where the government does not recognize marriage equality—to a destination wedding in West Hollywood, a hub for LA's LGBT community. The winners were selected through an online video contest hosted by one of the world's largest e-commerce companies, Alibaba, based in China. More than 400 entries were submitted. GLAAD worked with the organizers and couples, sharing photos of the couples getting married, and conducting interviews at the event. The trip has been covered in both English and Chinese outlets, including the *LA Times*, *Reuters*, *BBC*, *Al Jazeera*, *NPR*, *World Journal*, *The Advocate*, *China.com*, *Frontiers Media*, and *Jing Daily*.

## IRELAND MARRIAGE EQUALITY

On May 22, 2015, Ireland became the first country to legalize marriage equality by a nationwide referendum. GLAAD worked with the Yes Equality campaign, providing best practices from the marriage equality referenda in the United States, to encourage Irish people to vote in favor of equality. Following outreach from GLAAD, a number of celebrities posted messages on social media encouraging Ireland to vote "yes" on marriage equality. Sir Ian McKellen, Evanna Lynch, Jarlath Regan, Eoin Macken, and Colin O'Donoghue urged a yes vote. GLAAD CEO & President Sarah Kate Ellis also participated in Ireland's #VoteWithUs campaign by creating her own video. After the victory, Ellis was also quoted in *USA TODAY*. The #VoteWithUs campaign thanked GLAAD in the acknowledgements on its website.

## JAMAICA

GLAAD joined 20 LGBT and human rights organizations in urging President Obama to address the persecution of LGBT people in Jamaica during his visit to the country. As part of its Global Voices program, GLAAD contacted media outlets to inform them about the anti-LGBT laws and attitudes in Jamaica, and to make sure they ask questions and share the stories of LGBT people living in Jamaica during the President's visit.

## MALAYSIA

GLAAD hosted Fifa Rahman, the manager of the Malaysian AIDS Council, as a part of the U.S. Department of State's International Visitor Leadership Program. GLAAD heard about HIV work, as well as the current state of LGBT advocacy, in Malaysia. Both face considerable challenges, given low cultural acceptance and opposition from leaders within the country. GLAAD was able to provide resources and contacts for Malaysian LGBT leaders in order to help propel their mission.

## RUSSIA

GLAAD became an Uprising of Love coalition partner, harnessing the energy in the entertainment industry to speak out in support of LGBT Russians. GLAAD promoted the video for "Uprising of Love," the song by Melissa Etheridge that has become the anthem for support of LGBT people in Russia.

GLAAD released a resource guide, *The GLAAD Global Voices: 2014 Winter Olympics Playbook*, for journalists covering the 2014 Winter Olympics in Sochi, Russia. The *Playbook* was created to equip reporters with critical information on Russia's anti-LGBT laws and ensuing violence, as well as with best practices for reporting on the matter.

GLAAD awarded the "GLAAD Gold" to media outlets, newsmakers, LGBT advocates, and those who raised awareness of LGBT people in Russia and around the world. Recipients of the award included *NBC Olympics* anchor Bob Costas and his guest Vladimir Pozner, a Russian-American journalist; and *ABC World News Tonight* and Russian LGBT advocate Anastasia Smirnova, for her protests and detention that occurred during the Olympic Games.

GLAAD booked New York-based gay Russian artist Alexander Kargaltsev on *PolicyMic* and *HuffPost Live*. For Valentine's Day, GLAAD highlighted the profiles of LGBT Russian couples Olga and Maria, Ivan and Aleksandr, and Anya and Nata. GLAAD also placed gay Russians Oleg Duavev and Dmitriy Stepanov, as well as Omar Sharif Jr., on *BBC* to talk about the influence of pro-LGBT American television in countries with anti-LGBT laws. GLAAD broke the news of two Russian LGBT advocates, Reyda Linn and Nix Nemeni, detained for protesting the invasion of the Ukraine.

GLAAD kept the media informed and updated on the Russian Open Games, an LGBT-inclusive sports festival that kicked off after the closing of the Olympic Games in Sochi. American diver Greg Louganis attended; however, the events, including the opening, were marred by bomb threats, smoke bombs, and the refusal of venues to honor their contracts.

Despite last-minute venue cancellations and harassment by anti-LGBT activists, QueerFest opened on time in St. Petersburg. GLAAD shared the reporting and photos from festival organizers, which were subsequently covered in outlets including *The Advocate*, *Towleroad*, and *Joe My God*.

Dennis and Judy Shepard traveled to St. Petersburg in December 2014 to screen *Matt Shepard Is a Friend of Mine* and to meet with parents of LGBT children in Moscow. The film was screened at the Side-by-Side LGBT International Film Festival, which is thriving, despite Russia's anti-LGBT laws. The festival seeks to establish a supportive environment where LGBT people are able to affirm their identities. The film won the audience award at the festival. GLAAD helped to prepare the Shepards and filmmakers for the travel, connected them with media outlets, and shared images from the trip. GLAAD also interviewed the Shepards and filmmakers before they went to Russia about their plans to meet with Russian parents and their review of the intimate documentary. The story was picked up by outlets including *Associated Press*, *ABC News*, *The Hollywood Reporter*, *Towleroad*, *Pink News*, and *Queerty*. GLAAD also honored *Side by Side* director Manny de Guerre with the International Advocate for Change Award at the GLAAD Media Awards in Los Angeles.

## UGANDA

GLAAD interviewed Ugandan LGBT advocate Frank Mugisha for GLAAD'S new video series, *GLAAD: All Access*. Mugisha spoke openly about the state of LGBT people in Uganda, how his friend and mentor David Kato motivates him, and how viewers can help. The interview was picked up by *The Huffington Post*.



## SOUTHERN STORIES



Advances in LGBT equality and acceptance are uneven across the United States. The South, more than elsewhere in the country, is experiencing this reality. GLAAD's Southern Stories initiative aims to accelerate LGBT acceptance and understanding across the region.

In October 2014, GLAAD launched Southern Stories, a new program that aims to accelerate acceptance in the American South. The launch was announced at GLAAD Atlanta, a celebration of national and local leaders advancing LGBT acceptance through the media. GLAAD Southern Stories elevates the experiences of LGBT people in six of the nation's southern states by working with statewide and on-the-ground advocates. The initiative amplifies stories of LGBT people thriving in the South, as well as the ongoing discrimination and everyday indignities they endure for simply wishing to live the lives they love.

GLAAD announced the Southern Stories Summer Tour, which kicked off in June 2015 in Nashville, TN, with the first-ever *Concert for Love & Acceptance* during the annual Country Music Association Festival. Following the concert, GLAAD hit the road and crossed the Deep South, sharing stories of LGBT Southerners, their allies, and advocates.

### TOUR SCHEDULE

**June 12: Tennessee**

**June 13: Alabama & Mississippi**

**June 14: Mississippi & Florida**

**June 15: Florida, Georgia, & South Carolina**

**June 16: South Carolina**

**June 17-19: Georgia**

As part of the Southern Stories program, GLAAD worked with Ada Demlow, a former Georgia mom of a gay son, to write, edit, and place a personal essay and op-ed on the Christian-based site RedLetterChristians.org. Ada talked about how the silence surrounding LGBT people in her family and in her church needs to end.

Marcel Neergaard, GLAAD's 2013 Spirit Day Ambassador, presented at the 25th Annual GLAAD Media Awards with country music star Chely Wright. Neergaard appeared in a *Nick News* story of LGBT youth, coming out, and bullying. He also talked to Fusion TV about his advocacy and why preventing bullying for LGBT students is so important to him.

GLAAD interviewed Charleston County Councilwoman Colleen Condon minutes after her marriage license was granted by Probate Judge in South Carolina. Her license with fiancée Nichols Bleckley was the first marriage license to be granted to a same-sex couple in the state.

GLAAD interviewed Eris Lovell and her family. Lovell is the first and only openly transgender teenager to be on a homecoming court in Georgia's history. The interview was picked up by outlets such as *Bustle*, *New Now Next*, and *Queerty*.

GLAAD worked with organizers of a rally in Texas that offered support for Kristene Chapa and Mollie Olgin, a female couple who were both shot in the head in 2012 in Portland, TX. Chapa survived; Olgin tragically did not. Local and national media joined people at the rally to see Chapa appear and speak while the pre-trial hearing was held for the couple's attacker. The rally raised funds for Chapa's medical expenses and shed light on this crime against an LGBT woman of color. Also, with GLAAD's help, MSNBC premiered an online original segment about her intensive physical therapies, the aftermath of the brutal attack, coming out to her family, and the ways in which Chapa continues to inspire her community and young LGBT people. GLAAD helped numerous people prepare to effectively share Chapa's story in the segment and continues working closely with Chapa to focus the nation's attention on her story as an LGBT survivor of color, and bring further attention to rampant violence against LGBT people, hate crimes, and the experiences of LGBT people in the South. Chapa was a special guest at the 26th Annual GLAAD Media Awards where she shared insight on the horrific attack. She spoke from the heart about the unconditional love and support from her mother, missing her girlfriend, support from GLAAD and the LGBT community, and more. Chapa was met with multiple standing ovations from the audience and garnered attention from celebrities, journalists, and advocates alike. She was interviewed by BuzzFeed, and her speech received coverage in outlets such as *AfterEllen*, *Out*, *Variety*, *The Hollywood Reporter*, *The Daily Mail*, *Yahoo!*, and *Autostraddle*.

GLAAD worked with LGBT advocates and leaders in South Carolina and Georgia from corporate, nonprofit, and religious fields. They filmed interviews to create mini-documentaries about LGBT life in the South, which premiered to wide acclaim during GLAAD's Southern Stories Summer Tour.

GLAAD supported Georgia Equality as it organized opposition to the state's "license to discriminate" law. After outcry over similar laws in Indiana and Arkansas, Georgia's legislature eventually let its own version of the law die under pressure from GLAAD and a multitude of others. Several celebrities spoke out, including Eddie Izzard, Cynthia Watros, and Elton John, who penned an op-ed in the *Atlanta Journal Constitution*. Several corporations also publicly opposed the law.

GLAAD worked in South Carolina with Clemson University students and alumni, who started a Change.org petition to ask head football coach Dabo Swinney to bow out of an anti-LGBT fundraiser. After more than 1,500 people signed on, Swinney issued a statement indicating that he would indeed withdraw. GLAAD's partners included South Carolina Equality and the Clemson LGBTQ Task Force, which elevated the story in national and sports outlets including *USA TODAY*, *Sports Illustrated*, *NBC Sports*, *CBS Sports*, and *Outsports*.

GLAAD supported hundreds of clergy and people of faith as they gathered at the Texas Capitol to call on lawmakers to end discrimination based on sexual orientation and gender identity or expression. The gathering, organized by Equality Texas and the Texas Freedom Network, garnered the attention of *The Advocate*, *LGBTQ Nation*, the *Austin Statesman*, and the Associated Press.

Bob Jones III, the former president of Bob Jones University, apologized for statements he made in 1980 calling for LGBT people to be stoned to death. Ross Murray, GLAAD's Director of Programs, wrote and published an op-ed in South Carolina newspaper *The Greenville News*, discussing what this apology means 35 years after the statement was made. While Bob Jones University is nowhere near affirming LGBT people, Jones' apology does signify an important step toward acceptance, especially within religious circles.

## SPANISH-LANGUAGE & LATINO MEDIA



GLAAD shares LGBT stories in Spanish-language and Latino media, helping build understanding and support among members of the Spanish-speaking community, the fastest-growing population in the United States. In addition, the program develops culturally competent Latino components to GLAAD's English-language campaigns, with an eye on the importance of ensuring that Latino LGBT issues are addressed within GLAAD's work.

## NATIONAL

In 2014, GLAAD continued its ongoing work to prepare, pitch, and place LGBT Latino and allied spokespeople across media platforms, including op-eds, columns, and videos to accelerate acceptance of LGBT Latinos and allies in both English and Spanish. GLAAD's Spanish-language media training included working closely with allies like Lizeth Chacon and Xensenia Maurice, who shared her story of being raised by LGBT parents. GLAAD pitched and placed a video interview with queer immigrant woman Yenny Quispe, which appeared on both English- and Spanish-language sites. GLAAD also conducted SLM media trainings in New Mexico, Texas, Oregon, Florida, and Arizona, and continued connecting producers to spokespeople for interviews on affiliate stations.

In 2015 GLAAD worked with Patricia Velazquez and her partner in preparation for interviews about coming out in a recently published memoir. Velazquez subsequently appeared on CNN en Español's *Cala*, Telemundo's *Al Rojo Vivo*, *People en Español*, and other outlets, both in and outside of the United States. While most media coverage was positive, GLAAD was quick to respond to any inaccurate reporting on the Velazquez story, resulting in editorial revisions at Fox News Latino.

GLAAD met with executives from multiple departments at MundoFOX for a discussion about media representations of LGBT people and stories in news and entertainment. GLAAD addressed the power of inclusive media images in educating cultures and decreasing prejudice, talked about creating LGBT characters, the importance of terminology, and outlined best practices for telling transgender stories.

GLAAD continues to support Latino LGBT immigrant issues such as unsafe conditions for LGBT detainees, particularly for transgender women. Some of GLAAD's work included an op-ed by *United We Dream's* Carlos Padilla, appearing in *The Advocate* and *La Voz-Colorado*. A Noticiero Univision story also featured Guideon Cota and Karolina Lopez, a gay man and transgender woman who were kept in detention. GLAAD subsequently trained both Cota and Lopez during the annual *Creating Change* conference in preparation for speaking engagements.

## FLORIDA

Florida is home to one of the largest Latino populations in the United States, as well as many leading Spanish-language media organizations. GLAAD worked with Equality Florida and Save Dade to train spokespeople to provide feedback on video campaigns and to meet with media professionals there to advocate for more inclusive coverage on a variety of topics, including marriage equality and transgender rights. GLAAD prepared Susanna Taddei for her interview on the local *Maria Elvira Salazar* show on the subject of so-called "conversion therapies." Florida media had extensively covered senator and presidential candidate Marco Rubio's apparent support of these programs, which falsely promise to change a person's sexual orientation. GLAAD's media training of Taddei for her interview provided Spanish-speaking Floridians the opportunity to hear a local advocate provide alternate perspectives to Rubio's opinions.

## TEXAS

The citizens of Texas have faced 20 anti-LGBT bills in their state legislature so far this year. GLAAD worked closely with Robert Salcido, the field organizer for LGBT advocacy organization Equality Texas, to bring national attention his inspiring story about his mother's commitment to work against homophobia in her home state. Salcido's op-ed was published in the *San Antonio Express News* in English, and *Huffington Post Voices* and *La Opinion* in Spanish. The story will enable other allies to step forward to talk about the way homophobia hurts us all and what each of us can do to address ignorance when we see or hear it.

GLAAD continued its 2015 SLM programmatic work in Texas with *Familia es Familia*, pitching stories regarding a Town Hall Forum about marriage equality in San Antonio. The forum featured U.S. Representative Joaquin Castro, a strong LGBT ally. Segments on Univision and Telemundo featured local couple Alex Galindo-Cantu and Irene Galindo-Cantu, along with their daughter. GLAAD continues to work with *Familia es Familia* to pitch their Spanish- and English-language ads demonstrating Latino support for marriage equality in the state.

## INTERNATIONAL ADVOCACY

### International Work in the Caribbean and in Central and South America

After an initial meeting with a delegation of LGBT advocates from the Dominican Republic, Ecuador, Chile, Argentina, Bolivia, Peru, and Costa Rica, GLAAD, in partnership with the U.S. Department of State, conducted media trainings in Latin America during 2014. GLAAD gave the keynote address at the 5th Congress on LGBT Human Rights, trained over 40 advocates, and met with officials from the Guatemalan government's two human rights agencies. GLAAD trained advocates in Chile and appeared on Chile's top-rated morning show, as well as on the evening news, to discuss LGBT issues. In Argentina, GLAAD was on hand to help honor LGBT media pioneers, while training over 50 Argentinean LGBT advocates. GLAAD also spoke at the 8th Annual Forum on Human Rights and Sexual Diversity in the Dominican Republic. Additionally, the team was interviewed by Fundacion Reflejos de Venezuela for talks that appeared at a conference hosted by a local HIV and AIDS organization.

GLAAD prepared and taped a virtual presentation with the help of Fundación Reflejos de Venezuela for the 3rd annual LGBT of the Americas Summit in Lima, Peru. It focused on the role of visibility in the struggle for equality Peru recently saw the defeat of marriage equality after a long fight featuring massive marches in support of LGBT people. The summit was organized by the Peruvian LGBT Chamber of Commerce and was attended by advocates from throughout the hemisphere including out gay Peruvian senator Carlos Bruce.

GLAAD's international work in 2015 was highlighted in the winter issue of *Public Diplomacy*, published by the University of Southern California. *Folha de São Paulo*, a leading Brazilian newspaper, sought GLAAD's quotes and support for an article about LGBT images in U.S. entertainment media, as well as in regard to a new Brazilian novela featuring two women in a relationship, one of them played by a respected Latin American actress.

### Transgender Advancement

GLAAD's Spanish-language and Latino Media team worked with outlets including Univision, BBC Mundo, and CNN en Español to ensure accurate coverage of Caitlyn Jenner after her 2015 interview with Diane Sawyer, reaching out to over 30 top Spanish-speaking journalists and Spanish-language outlets and providing them with a reference sheet in Spanish for accurate methods of covering the story. The team also worked with producers to find and book transgender advocates nationally to appear on these networks. GLAAD staff appeared on *CNN Showbiz en Español* to discuss Jenner's story and the Latino transgender community, and gave interviews to Univision and BBC Mundo on the topic. After the *Vanity Fair* cover appeared, the team translated the new reference sheet created to ensure accurate reporting about Jenner, and again connected Latino/a transgender people with reporters to discuss Jenner and being trans. GLAAD appeared on CNN en Español's *Realidades en Contexto* and *Café CNN*. Both programs are viewed by millions nationally as well as internationally.

### Spirit Day En Español

Spirit Day 2014 enjoyed more support than ever from Spanish-language media hosts and celebrities, who joined GLAAD in a stand against bullying. Among the many who participated were Maria Elena Salinas, the co-anchor of *Noticiero Univision*, *Noticiero Telemundo* co-anchors Jose Diaz Balart and Maria Celesta Arrarás, singer Olga Tañon, and actress Kate del Castillo. Dozens more hosts, actors, and celebrities, including Ana Maria Polo, Satcha Pretto, Rashel Díaz, Adamari López, Dunia Elvir, Miguel Varoni, Enrique Santos, Raul Gonzalez, Carmen Dominicci, Ana Maria Canseco, Lili Estéfan, Raúl de Molina, and Rodner Figueroa, vocalized support for the anti-bullying campaign. *PeopleenEspanol.com* and *Padrísimo* magazine, as well as organizations like the League of Latin American Citizens (LULAC), the Mexican embassy in the United States, National Council of La Raza, and National Hispanic Media Coalition also participated.



## YOUTH



LGBT youth are our most important resource. Protecting them and helping them flourish is one of our most important charges.

### SPIRIT DAY

In just five short years, GLAAD's Spirit Day has grown exponentially from one young woman's Tumblr-based effort to the world's largest anti-bullying campaign in support of LGBT youth. 2014 saw the largest, most visible Spirit Day yet.

Spirit Day was started in 2010 by a high school student and encourages people to "go purple," on social media and in their communities, in a stand against bullying and as a visible show of support for LGBT young people everywhere. Students, educators, celebrities, organizations, corporations, religious institutions, media outlets, landmarks, and major American professional sports league now participate annually.

From global leaders like Ban Ki Moon, to forward-thinking companies like Google, to celebrities like Demi Lovato and Laverne Cox, Spirit Day 2014 reached a diverse audience that made support for LGBT youth to go viral, even becoming a trending topic on Facebook.

It was a year of impactful "firsts" in the movement against bullying: Emmy-nominated actress Laverne Cox lit the iconic Empire State Building purple in honor of Spirit Day, which marked a first for the world's most famous office building. WWE Superstars The Miz, Darren Young, Sin Cara, WWE Diva Natalya, and WWE announcer Renee Young spoke about inclusivity and equality to 450 students in Spirit Day t-shirts at the South Bronx Academy for Applied Media. GLAAD rang the NASDAQ opening bell the morning after Spirit Day, broadcasting GLAAD's anti-bullying campaign throughout Times Square and nationally via CNBC, FOX Business, and CNN Money. GLAAD created an anti-bullying public service announcement (PSA) that ran before every episode of AOL Originals' *True Trans* with Laura Jane Grace. GLAAD even visited the Hetrick-Martin Institute's location in downtown New York City and interviewed LGBT young people about being bullied for a powerful original video.

GLAAD's campaign to build support for LGBT youth inspired participation from leading media networks and stars. NBCUniversal, ABC, CBS, MTV, VH1, Comedy Central, TV Land, Logo TV, CMT, Tr3s, MSNBC, CNBC, USA, Syfy, Bravo, Oxygen, ABC Family, HBO, OWN, *Good Morning America*, *The Today Show*, *The View*, *The Talk*, *Un Nuevo Dia on Telemundo*, Jimmy Fallon on *The Tonight Show*, Seth Meyers on *Late Night*, Jimmy Kimmel, Craig Ferguson on *The Late Late Show*, Andy Cohen on *Watch What Happens Live*, *Faking It*, *The Fosters*, *Degrassi*, *Empire*, *Pretty Little Liars*, and *Glee* were just a handful of the such high-profile participants.

Spirit Day was made possible by the generous support of its national partners PepsiCo and Wells Fargo, as well as official partners Comcast-NBCUniversal and Google, and supporting partner American Eagle Outfitters.

An increasingly global experience, Spirit Day 2015 is sure to premiere new innovations that amplify the call to end anti-LGBT bullying.

### INTERNSHIP PROGRAM

GLAAD's internship program provides invaluable opportunities for college students to gain non-profit and LGBT advocacy experience. GLAAD offers internships across every department in three cycles to coincide with the academic year—Fall, Spring, and Summer. Interns at GLAAD play a critical role in fulfilling the mission of the organization. Interns work in a fast-paced environment and have the opportunity to learn, contribute, and enhance the scope and breadth of GLAAD's media advocacy and development work. In addition to providing mentorship and supervision, GLAAD staff facilitate weekly educational, hands-on workshops via the GLAAD Leadership and Mentoring initiative (GLAM). Through GLAM workshops, staff introduce interns to the work that GLAAD does every day and arms them with the skills and tools necessary to be effective contributing members of the team as well as successful young professionals. The skills and experiences an intern is exposed to at GLAAD prepares candidates for successful careers in journalism, communications, media and entertainment, social justice, political science, public relations, advertising, development, fundraising, and event planning.

## OTHER YOUTH ACTIVITIES

GLAAD worked with Smith College graduate Avi Cummings and Barnard College graduate Dean Spade to develop an important op-ed piece about trans acceptance in women's colleges. The piece was successfully pitched and placed at TIME.com, focusing on the case of Calliope Wong, a transgender woman of color whose application was refused by Smith College because she is transgender (Calliope is also a former GLAAD intern).

GLAAD collaborated with The National Coalition for the Homeless and the Ali Forney Center on a national campaign that will focus on sheltering homeless youth, including LGBT youth. GLAAD brought media outlets to cover the hundreds that gathered at Washington Square Park in New York City for the LGBT Rally for Homeless Youth, which kicked off the campaign.

As part of GLAAD's ongoing campaign to bring full equality to the Boy Scouts of America, GLAAD shared the story of ousted Scoutmaster Geoff McGrath, connecting him with media outlets and providing him with best practices for telling his story. GLAAD also worked with Dr. Monica Cosaro, the pastor of Rainer Beach United Methodist Church in Seattle, WA, to place an op-ed at TIME.com that described why her congregation started a Boy Scout Troop, why Geoff was the right person to lead the troop, and why the Boy Scouts' decision to remove McGrath has violated the congregation's religious beliefs.

The New York Senate held a public forum on legislation barring so-called "ex-gay conversion therapy" for minors. Featured panelists included Mathew Shurka, Mordechai Levovitz, and Jacob Rudolph—young men with whom GLAAD has worked on numerous issues regarding youth, religion, and making their voices heard. Jacob was the PR & Communications Intern at GLAAD when he testified.

# FINANCIAL STATEMENTS

2014

TO THE BOARD OF DIRECTORS AT GLAAD,

## REPORT OF FINANCIAL STATEMENTS

We have audited the accompanying financial statements of Gay & Lesbian Alliance Against Defamation, Inc. (a non-profit organization), which comprise the Statement of Financial Position as of December 31, 2014, and the related Statement of Activities, Functional Expenses, and Cash Flows for the year then ended, and the related notes to the financial statements.

## MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

## AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. 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 from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## 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, 2014, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

## SUMMARIZED COMPARATIVE INFORMATION

We have previously audited Gay & Lesbian Alliance Against Defamation, Inc.'s 2013 financial statements, and we expressed an unmodified opinion on those audited financial statements in our report dated August 18, 2014. In our opinion, the summarized comparative information presented herein as of and for the year December 31, 2013, is consistent, and in all material respect, with the audited financial statements from which it was derived.

Harrington Group  
Pasadena, California  
May 22, 2015

DEAR GLAAD SUPPORTERS:

On behalf of the Board of Directors of GLAAD, we are pleased to deliver the audited financial statements for the year ended 12/31/14. As you will see 2014, was a pivotal year. Under the leadership of our new CEO & President Sarah Kate Ellis, GLAAD worked diligently to exceed fundraising goals and reduce costs to close out the year with a positive net income.

We are pleased with the progress GLAAD has made over the last 12 months but we know there is more to be done. GLAAD's Board and staff are committed to carrying out proactive steps to ensure continued fiscal responsibility and organizational efficiency. This will allow GLAAD to build on our programmatic work as we accelerate acceptance of LGBT people in the U.S. and around the world.

The organization is well positioned for growth and success for the future as we continue to protect all that has been accomplished and create a world where everyone can live the life they love.

Respectfully submitted,  
David V. Hedley III  
Treasurer

	<b>YEAR ENDING DECEMBER 31, 2013</b>	<b>YEAR ENDING DECEMBER 31, 2014</b>
<b>REVENUE</b>		
Contributions	\$1,856,074	\$4,011,581
Annual Media Awards (Net of Direct Costs)	\$1,026,750	\$ 559,443
Other Events	\$ 756,869	\$ 253,579
Investment Income	\$ 89,606	\$ 128,723
<b>TOTAL REVENUE</b>	<b>\$3,729,299</b>	<b>\$4,953,326</b>
<b>EXPENSES</b>		
Program Services	\$3,508,886	\$3,686,255
Fund Development	\$ 878,076	\$ 578,258
Management & General	\$ 566,871	\$ 409,919
<b>TOTAL EXPENSES</b>	<b>\$4,953,833</b>	<b>\$4,674,432</b>
<b>NET ASSETS</b>		
Change in Net Assets	(\$1,224,534)	\$ 278,894
Net assets at 12/31/2013	\$5,796,776	\$4,545,242
Net Assets at 12/31/2014	\$4,545,242	\$4,824,136
<b>FUNCTION EXPENSES AS A PERCENTAGE OF TOTAL EXPENSES</b>		
Program Services	71%	79%
Fund Development	18%	12%
Management & General	11%	9%

**INVESTORS**

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## MILLION DOLLAR LIFETIME CLUB

The following donors have supported GLAAD's programs in excess of \$1,000,000 in lifetime giving.

Absolut Vodka	Gill Foundation
Anheuser-Busch Inc.	IBM Corporation
Arcus Foundation	Michael Palm Foundation
AT&T	Miller Coors
David Bohnett Foundation	MTV Networks
Diageo North America	Terry K. Watanabe Charitable Trust
Estate of Richard W. Weiland & Michael Schafer	Wells Fargo

## FOUNDATIONS

The following foundations underwrite GLAAD's current programs to accelerate acceptance for LGBT people.

AIDS United	Mitchell Gold + Bob Williams
Alphawood Foundation Chicago	Southern California Edison
Anonymous	Terry K. Watanabe Charitable Trust
Arcus Foundation	The Comcast Foundation
Dart Group Foundation	The Comer Foundation
Donald & Carole Chaiken Foundation	The Elizabeth Taylor AIDS Foundation
Dow Chemical Company	The Gilmour-Jirgens Fund
Gill Foundation	The Louis L. Borick Foundation
Google, Inc.	The Morrison & Foerster Foundation
Mel Heifetz	The New York Community Trust
HRC-Human Rights Campaign	The Ted Snowdon Foundation
Barry McCabe	Wells Fargo

## CORPORATE PARTNERS

1-800-Flowers.com	National Basketball Association (NBA)
21st Century Fox (formerly 20th Century Fox)	National Football League (NFL)
Allstate Insurance Company	Netflix
Amazon	Nielsen
American Apparel Retail, Inc.	Omnicom Group
Anheuser-Busch Inc.	PepsiCo, Inc.
AT&T	PricewaterhouseCoopers LLP
Atlantic American Corporation	Prudential Financial
Barefoot Wine & Bubbly	Purveyors of Pop Productions Inc.
Barilla Group	Redbox
Bloomberg, L.P.	Sheppard, Mullin, Richter & Hampton LLP
Caesars Foundation	Skadden, Arps, Slate, Meagher & Flom LLP
Carat	Sony Pictures
CBS Corporation	Southwest Airlines
CDC Division of HIV/AIDS Prevention	The Weinstein Company
Citibank, N.A.	Time Warner Inc.
Coca-Cola Company	Toyota Financial Services
Comcast-NBCUniversal	Univision Communications Inc.
Credit Suisse Securities	U.S. Bank
Cresa Partners Chicago, LLC	Viacom International, Inc.
Delta Air Lines	Wasserman Foundation
Dermatology Consultants	Wells Fargo Bank
Deutsch, Inc.	Westfield
Diageo North America	WWE-World Wrestling Entertainment
Discovery Life	XL Dance Bar, LLC
Disney-ABC Television Group	
Dow Chemical Company	
Facebook	
Google, Inc.	
Gray Television	
GroupM	
HBO	
Hilton	
IBM Corporation	
Kiehl's	
Kirkland & Ellis Foundation	
Lifetime Television	
Major League Baseball	
McGraw Hill Financial	

The following GLAAD supporters have designated GLAAD as the beneficiary of their estate, ensuring GLAAD's success and vitality into the future.

David I. Abramson	Gary A. Knight and Keith Austin	Linda Sherline
Ward Auerbach and Andy Baker	Leonard Kraisel	Angel Silva
Herbert Baker	Robert W. Kuhn and Steven E. Geyer	Karen Simonsen
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Jon Borset	Carol Leifer	Carmichael Smith-Low
Donnie Bourisaw	Dane Levens and Drew Desky	Jeremy Stanford and Paul McCullough, Jr.
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Todd King Holland and Scotch Ellis Loring	Janice Raspen	Estate of Lee Sylvester
Margot Irish	Patrice Reid	Estate of David Taylor
David Jarrett	Sally Ringo and Michele Tanner	Estate of Stephen Te
Michael Keegan	Charles Robbins and Damon Romine	Estate of Mark J. Warren
Peter King	Catherine Roland	Estate of Richard W. Weiland and Michael Schaefer
Michelle D. Klatt and Joy D. Breed	Benjamin Scheie	Estate of Walt Witcover
	Rob Schwartz and Herlot Kanstrop	Estate of James B. Wozniak
		Estate of Mr. Richard Yorkey

GLAAD Shareholders Circle members invest in GLAAD's work with donations of \$1,500 or more annually. Shareholders Circle benefits include discounted tickets to GLAAD Media Awards and Galas, early invitations to VIP events with our industry partners, and quarterly Shareholders' communications with GLAAD CEO and program directors.

- **Blue Circle \$1,500+**  
(one time or \$125 monthly)
- **Silver Circle \$10,000+**  
(one time or \$833 monthly)
- **Onyx Circle \$100,000+**
- **Bronze Circle \$5,000+**  
(one time or \$417 monthly)
- **Gold Circle \$25,000+**
- **Diamond Circle \$250,000+**
- **Platinum Circle \$50,000+**

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