

GLAAD REWRITES THE SCRIPT FOR LGBT ACCEPTANCE. AS A DYNAMIC MEDIA FORCE, GLAAD TACKLES TOUGH ISSUES TO SHAPE THE NARRATIVE AND PROVOKE DIALOGUE THAT LEADS TO CULTURAL CHANGE. GLAAD PROTECTS ALL THAT HAS BEEN ACCOMPLISHED AND CREATES A WORLD WHERE EVERYONE CAN LIVE THE LIFE THEY LOVE. GLAAD WORKS WITH PRINT, BROADCAST AND ONLINE NEWS SOURCES TO BRING PEOPLE POWERFUL STORIES FROM THE LGBT COMMUNITY THAT BUILD SUPPORT FOR EQUALITY. AND WHEN NEWS OUTLETS GET IT WRONG, GLAAD IS THERE TO RESPOND AND ADVOCATE FOR FAIRNESS AND ACCURACY. GLAAD BRINGS LGBT CHARACTERS AND PLOT LINES TO MOVIE THEATERS, TELEVISION SETS AND EVEN COMIC BOOKS – WORKING WITH WRITERS, PRODUCERS AND STUDIOS TO ENSURE ACCURATE AND DIVERSE REPRESENTATIONS OF LGBT PEOPLE ON THE BIG AND SMALL SCREENS. GLAAD WORKS TO SHARE STORIES FROM THE LGBT COMMUNITY IN SPANISH-LANGUAGE AND LATINO MEDIA, HELPING TO INCREASE UNDERSTANDING AND SUPPORT AMONG THE SPANISH-SPEAKING COMMUNITY, THE FASTEST-GROWING POPULATION IN THE COUNTRY. GLAAD SERVES AS THE COMMUNICATIONS EPICENTER OF



Our 2015 Programs

Highlights from a Year of Accelerating Acceptance

- 1 Holding Hollywood Accountable**

- 2 Leading the Conversation on Transgender Visibility**

- 3 Building Acceptance Around the Globe**

- 4 Spirit Day: Standing up for LGBT youth**

- 5 Driving Acceptance in Spanish-Language and Latino Media**

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- 7 Recommitting to Ending HIV & AIDS**

1 Holding Hollywood Accountable

GLAAD's entertainment reports are used to measure the quantity and quality of LGBT portrayals in film and television. The results are leveraged to create a dialogue among GLAAD, television networks, and film studios that leads to accurate and fair representation.



STUDIO RESPONSIBILITY INDEX APRIL 2015

GLAAD released the third annual *Studio Responsibility Index* (SRI), a report that maps the quantity, quality, and diversity of images of LGBT people in films released by the seven largest motion picture studios during the 2014 calendar year. For the first time, GLAAD this year also tracked LGBT representations in films released by four major subsidiary studios. 20 out of 114 tracked films contained LGBT characters; 11 films pass GLAAD's 'Vito Russo Test'.



NETWORK RESPONSIBILITY INDEX SEPTEMBER 2015

GLAAD released the ninth and final edition of its *Network Responsibility Index*, as focus shifts to increased diversity in LGBT representation. The report finds ABC Family and Fox achieving "Excellent" ratings, while A&E and History are found at the bottom of the heap.



WHERE WE ARE ON TV OCTOBER 2015

GLAAD's *Where We Are On TV* report is established as the organization's new benchmark for assessing portrayals of LGBT people on television through analyzing the overall diversity of primetime scripted series regulars on broadcast networks and looking at the number of LGBT characters on cable networks for the 2015-2016 TV season. The report finds LGBT representations on television lacking diversity, prompting CEO and President Sarah Kate Ellis to call on television to do a better job at portraying LGBT people of color and others living at multiple intersectional identities.

2 Leading the Conversation on Transgender Visibility

GLAAD's expert team is instrumental in monitoring news and entertainment media to ensure fair and accurate representation of transgender people, both in the U.S. and abroad. In addition, the team serves as a critical resource for the Hollywood community and is often called upon to consult on scripts, casting, and other elements of production when transgender characters and storylines are involved.

In 2015, highlights include:

Collaborated with ABC News and E! as they helped **Caitlyn Jenner** tell her story, including conducting eight Trans Competency Trainings for E!. GLAAD's guide for journalists on how to respectfully cover Caitlyn Jenner received 200,000 views in the first 24 hours following the ABC interview.

Provided feedback on over 150 scripts for CBS's **The Bold & the Beautiful** as the show added a transgender storyline to ensure the character of Maya Avant was told fairly and accurately.

Worked with Fox's **Glee** to recruit 200 transgender extras to play a choir in a pivotal scene in the final season.

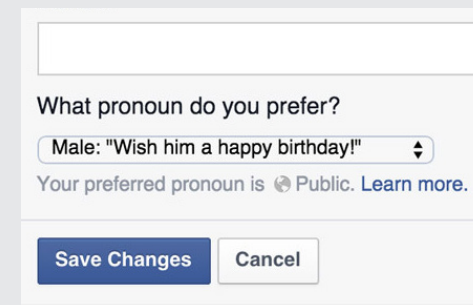
Conducted **Trans Competency Trainings** for Viacom Networks, Fox Standards & Practices, Discovery Networks (including TLC), and The Weinstein Company.

Collaborated with **Facebook** to expand the gender choice to a free-form field so that users may choose whatever term they wish.

Created and moderated two panels for the **International TV Academy** about trans characters in entertainment media, attended by Emmy voters.



Glee



Facebook expanded gender choices



The Bold and the Beautiful



International TV Academy panel

3 Building Acceptance Around the Globe

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

We partner with LGBT organizations doing work on the ground in various countries, and offer GLAAD's support and expertise in media engagement for LGBT advocacy. We shine a spotlight on both the triumphs and struggles that LGBT people face as we work to accelerate acceptance.



IRELAND, MAY 2015

GLAAD helped win marriage equality in Ireland. In May, Ireland became the first country to pass marriage equality by a nationwide referendum. GLAAD worked with the YesEquality and #VoteWithUs campaigns by providing the best practices from the marriage equality referenda in the United States, leveraging celebrity voices, and creating original web-based content that was pitched and placed in the media.

CHINA, JUNE 2015

Seven same-sex couples travelled 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, which is based in China. GLAAD worked with the organizers and couples, sharing photos of the couples getting ready, getting married, and doing interviews at the event.

NIGERIA, JUNE 2015

GLAAD partnered with Nigerian advocates to release groundbreaking public poll results. While considerable opposition remains for lesbian, gay, and bisexual people and their relations, the poll found that acceptance has grown over previous

years. These findings also suggest that many Nigerians are unwilling to completely reject lesbian, gay, and bisexual people in their families, a step in the right direction for a country sporting the rejection-steeped SSMPA.

THE VATICAN & THE U.S., AUGUST 2015

GLAAD announced the #TELLTHEPOPE campaign, leads the conversation as Pope Francis visits the United States. GLAAD partnered with LGBT, Catholic and LGBT organizations to write an open letter and a Change.org petition, calling on Pope Francis to meet with LGBT families and published a media resource guide for journalists covering the Pope's visit. Through direct

media contacts, meetings, and people we media trained, our work with the media garnered 672,000 media impressions.

UNITED KINGDOM, OCTOBER 2015

GLAAD announced a new U.K. based operation. GLAAD held its first-ever international board meeting in London to announce the organization's expansion to the U.K., which will help serve our expanded work in Europe and Africa.

4 Spirit Day: Standing up for LGBT youth

Millions went purple with GLAAD on October 15, 2015 for Spirit Day in a stand against bullying and to show their support for lesbian, gay, bisexual and transgender (LGBT) youth. Since its inception in 2010, Spirit Day has become the largest, most visible anti-bullying campaign in the world and continues to gain momentum, garnering significant visibility for GLAAD and its partners.



Spirit Day went global this year, and GLAAD's Spirit Day resource kits were translated into 6 languages in order to increase awareness about bullying internationally.

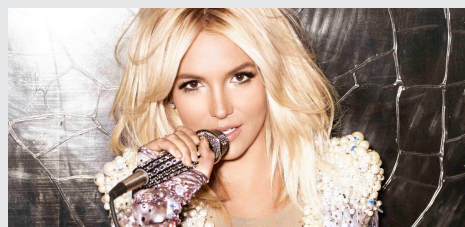


Spirit Day was a worldwide trending topic on both Twitter and Facebook, generating over 1.5 billion impressions on the day of the campaign.



GLAAD and its Spirit Day Presenting Partners Target and Wells Fargo hosted a Spirit Day pep rally at Beethoven Elementary School in the Los Angeles Unified School District. This school was selected for this event for modeling inclusion and providing a safe environment for all students. The event was covered by the *L.A. Times*.

PRESENTING PARTNERS



GLAAD hosted a contest and awarded a round trip flight to Las Vegas to see Britney Spears' "Piece of Me" concert. The lucky winner, a randomly selected participant who took the Spirit Day pledge, also got to meet Britney backstage.

5 Driving Acceptance in Spanish-Language and Latino Media

GLAAD's Spanish-Language Media Team serves as a resource to Spanish and English-language Latino media outlets to ensure fair, accurate and inclusive representations of LGBT people.

In 2015, highlights include:

Media trained advocates and worked with them on messaging in key states from Florida to Arizona to Texas.

Placed dozens of stories about **transgender Latinas/os**, about family acceptance and bullying, among other topics.

Helped give voice to LGBT Latinos through **numerous media appearances** on national and international media and on issues from the Indiana religious discrimination to the landmark Supreme Court decision.

Reviewed every translation of **Soy Cait** (I Am Cait) scripts that aired in Latin America, worked with Discovery in U.S. and in Mexico on **Soy Jazz** (I Am Jazz), helping them create web site resources and participating in a Twitter chat, in addition to conducting more than a dozen interviews with media in Mexico and the U.S.

Placed **stories and advocates in key media**, from CNN en Español (with a large international audience) to local affiliates and newspapers from the *Advocate* to *La Opinion*.

Consulted on the release of **Patricia Velásquez's memoir**.

Media trained Chilean advocates for media on their reality show, **Happy Together**.

Pitched & placed **LGBT Catholics before and during Papal visit** to the U.S., including *Perspectiva Nacional* and provided resources on covering LGBT Catholics, in Spanish, to every key Spanish-Language media outlet in the U.S.



Media training for advocates in Phoenix



Yara Martinez for #ATuLado (#GotYourBack)



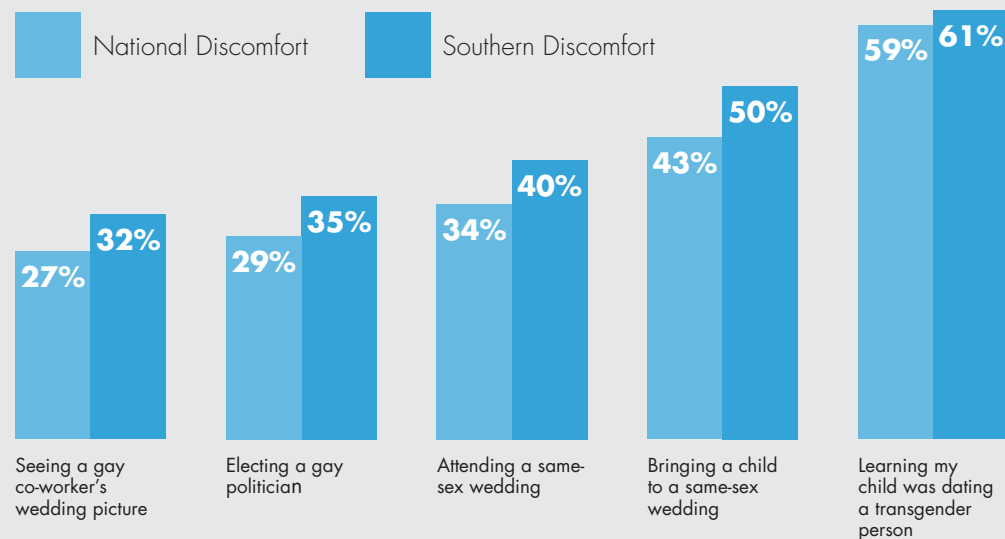
Happy Together



Un Nuevo Día celebrates Spirit Day

6 Moving Hearts and Minds in the U.S. South

Americans' attitudes and behavior on LGBT equality are not just influenced by what they see and hear, but who they know. GLAAD's Southern Stories initiative tells the stories of LGBT people and their allies in the South to create a cultural shift towards LGBT acceptance and understanding in the region.



In late 2014, GLAAD commissioned The Harris Poll to measure attitudes towards LGBT Americans. What we found is that even though 2015 would be an historic year for the rights of LGBT Americans, beneath legal and policy progress lies a layer of uneasiness and discomfort. While the public is increasingly embracing LGBT civil rights and equal protection under the law, many are still uncomfortable with having LGBT people in their families and the communities where they live. Within these numbers we find that Southerners feel significantly more discomfort about their LGBT family, friends, and neighbors than is found in other regions of the country.



In 2015, highlights include:

Hosting the first ever LGBT-inclusive concert at CMA Fest in Nashville, covered by more than 30 local and national media outlets and named one of the best shows of the festival by multiple news organizations.

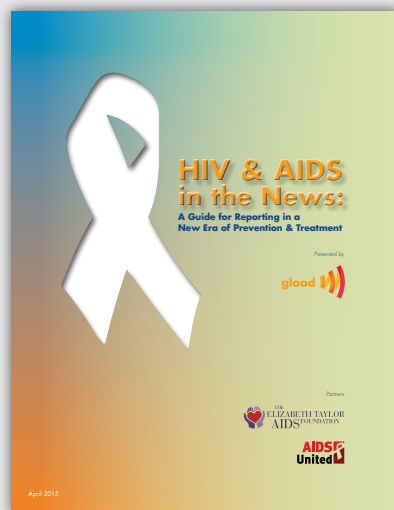
Visiting seven states in six days on GLAAD's Southern Stories Summer Tour.

Releasing two mini-documentaries focused on LGBT people in South Carolina and Georgia, respectively.

Releasing two state-specific (SC, GA) media playbooks on how to cover LGBT people and issues.

7 Recommitting to Ending HIV & AIDS

The reality of HIV and AIDS has evolved in the United States since it was first brought to public consciousness in the 1980s. While we have seen significant progress on prevention and treatment, public understanding lags and the unwarranted negative stigma associated with the disease continues to be an obstacle to eradication.



FEBRUARY 2015

Released a media guide for journalists on how to cover HIV and AIDS in a new era of prevention and treatment.



NOVEMBER 2015

Launched a new series of public service announcements in partnership with The Elizabeth Taylor AIDS Foundation, leveraging celebrity voices to educate the public about the state of the disease.

About GLAAD

GLAAD rewrites the script for LGBT acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

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GLAAD's Program Directors



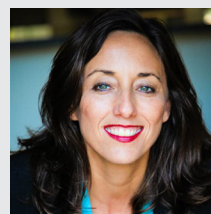
Zeke Stokes

Vice President of Programs
(646) 871-8015
zstokes@glaad.org



Ross Murray

Director of Programs, Global and U.S. South
(646) 871-8040
rmurray@glaad.org



Monica Trasandes

Director of Programs, Spanish-Language and Latino Media
(323) 634-2025
mtrasandes@glaad.org



Nick Adams

Director of Programs, Transgender Media
(323) 634-2043
nadams@glaad.org