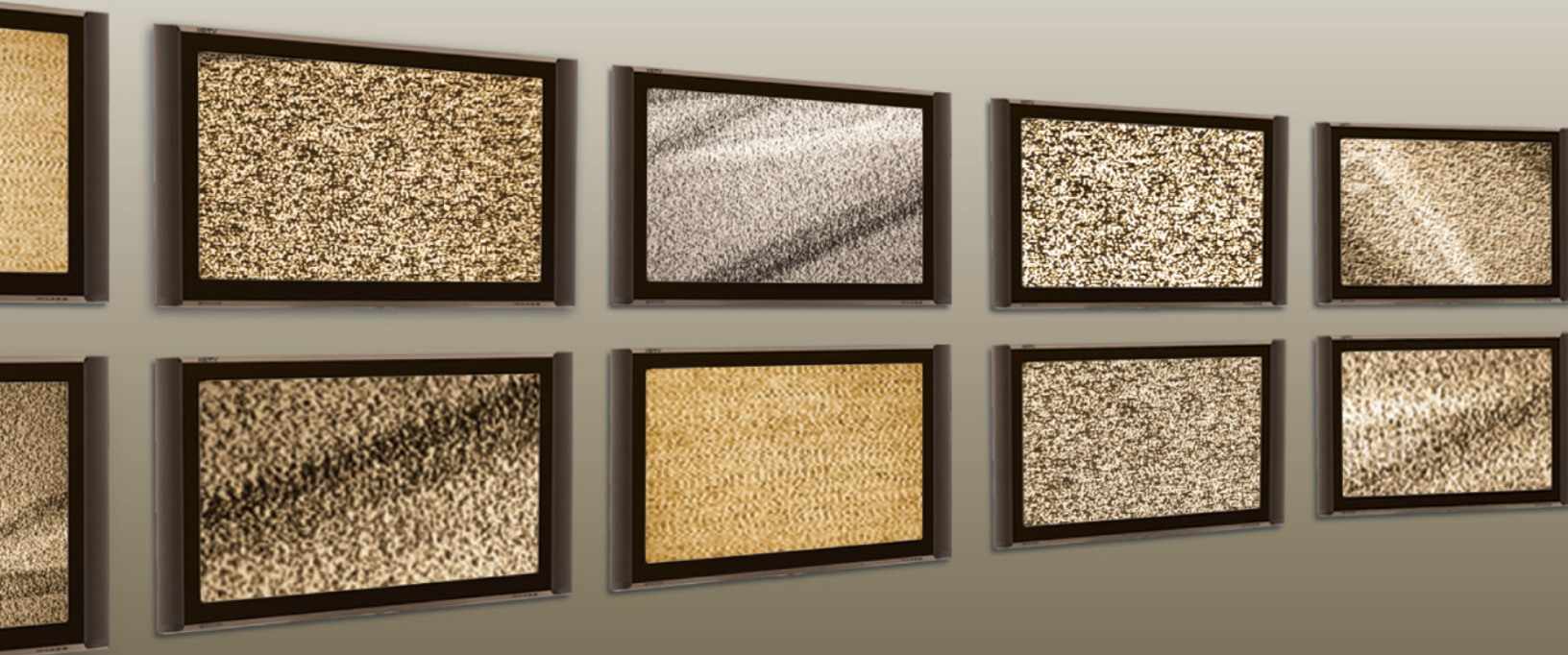




Where we are on TV

GLAAD's 13th Annual Diversity Study Examines
2008-2009 Primetime Television Season



A Special Report from the Gay & Lesbian Alliance Against Defamation

Where We Are on TV:

GLAAD's 13th Annual Diversity Study Examines 2008-2009 Primetime Television Season

For the 2008-2009 scripted primetime broadcast television season, lesbian, gay, bisexual and transgender (LGBT) representations have increased after a three-year slump, according to an analysis of the upcoming season conducted by the Gay & Lesbian Alliance Against Defamation (GLAAD). The study shows that LGBT representations will account for 2.6% of all scripted series regular characters in the 2008-2009 broadcast television schedule, up from 1.1% in 2007, 1.3% in 2006, and 1.4% in 2005. In contrast, the number of LGBT series regular characters found on scripted programming on mainstream cable networks has decreased from last year's analysis, from 40 to 32.

For 13 years, GLAAD has counted the number of LGBT characters on television. Since 2005, GLAAD has compiled statistics on the sexual orientation, gender identity and race/ethnicity for all scripted characters expected to appear on broadcast television during the coming season.

"This dramatic increase shows how far many networks have come in developing complex, multi-layered LGBT characters. Our analysis also shows where there's still work to be done," says GLAAD President Neil G. Giuliano. "This past year, we've

seen some real progress from Fox towards making their scripted programming more inclusive, which is something we're hoping to see from other networks like CBS."

In recent years, GLAAD has reported a steady decrease in the quantity of LGBT representations on the broadcast television schedule, contrasted by an increase in representations on cable. This year, the data evaluated shows a reversal of that trend: the number of broadcast representations have increased, while the number of cable representations have decreased.

Of the 616 series regular characters counted on the five broadcast networks (ABC, CBS, The CW, Fox and NBC), 16 are LGBT, more than twice the number of characters noted in 2007. Fox and The CW, which both featured zero LGBT series regular characters in last year's report, have each made contributions to this year's tally. Fox – showing the most improvement – now features bisexual women on *Bones* (Angela) and *House* (Thirteen) and gay men on *Do Not Disturb* (Larry) and *Sit Down, Shut Up* (Andrew). Fox, with five LGBT characters out of 97 total series regular characters, has the highest percentage of LGBT characters for any network (5%). ABC continues to excel as it did last year, depicting seven LGBT characters out of

166 total series regular characters (4%), the highest number of LGBT characters of any network. On the negative side, CBS has the most disappointing showing, with not a single LGBT series regular character out of 126, and only one recurring character in the entire series lineup, on *The Rules of Engagement*. Additionally, The CW's lack of representation is now merely a close second to CBS, as the network has only one scripted series regular LGBT character, the supporting role of Marco on *Privileged*.

The number of recurring LGBT characters has also risen – from 13 last season to 19 this year – and features additions such as a lesbian couple on ABC's new animated series *The Goode Family*. “The growing number of recurring characters is another example of the networks’ progress towards being more inclusive,” says Giuliano. “As the networks gradually add characters from all backgrounds

and walks of life to prime time programming, more and more Americans are seeing their LGBT friends and neighbors reflected on the small screen.”

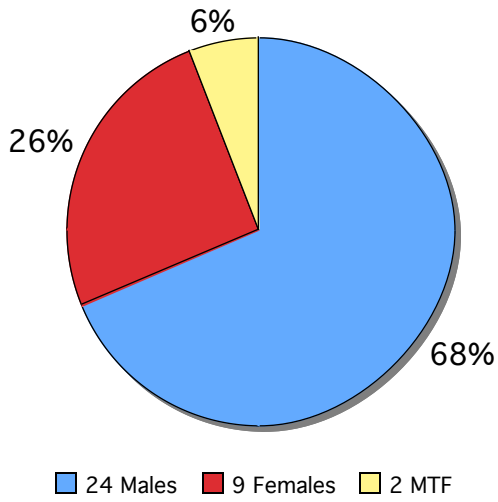
The diversity of LGBT representations on broadcast television has been broadened as well, through character depictions that reflect the spectrum of the LGBT community. There are more LGBT people of color: Oscar on *The Office* (NBC) is now joined by Callie on *Grey's Anatomy* (ABC), Carrie on *Knight Rider* (NBC), Andrew on *Sit Down, Shut Up* (Fox), and Angela on *Bones* (Fox). There are also more lesbians and bisexual women portrayed, thanks largely to an increase in the number of bisexual series regulars. Unfortunately, there will be zero lesbian or transgender series regular characters on broadcast television, striking omissions in an otherwise increasingly inclusive environment.

On cable, the number of LGBT characters announced by the mainstream networks dropped from 40 to 32 series regulars, disappointing but still higher than two years ago, when only 25 LGBT series regulars were announced. The number of recurring LGBT characters in mainstream cable series stayed about the same, with 16 recurring characters compared to last year's 17. The presence of LGBT-focused cable networks here! and Logo, which program specifically for LGBT viewers, add additional representations. These two networks alone will provide 39 series regular LGBT characters, more than all of the other cable networks combined, and four recurring characters.

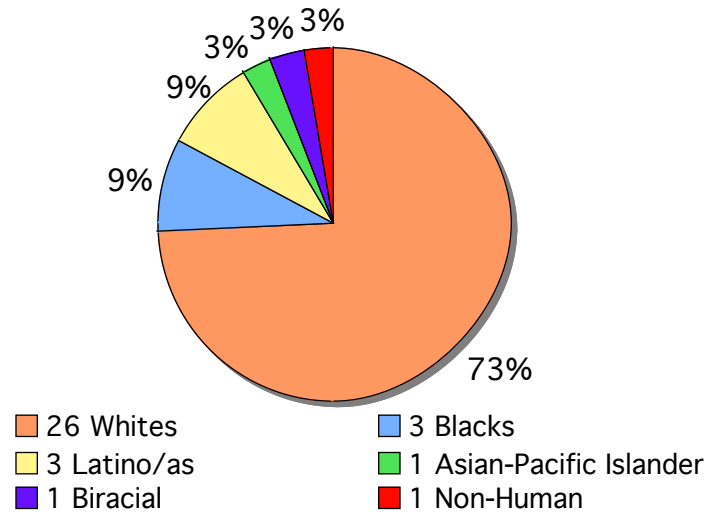




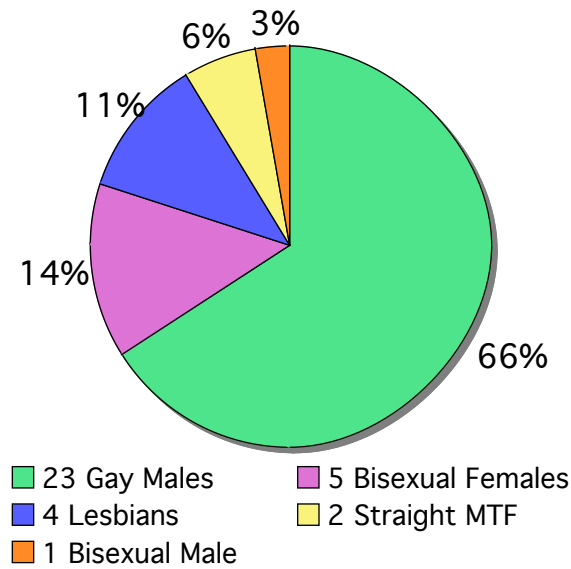
Gender Identity



Race/Ethnicity



LGBT Breakdown



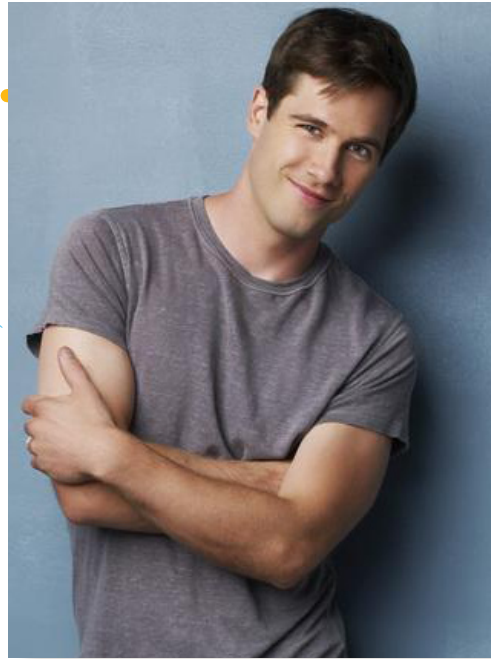
Drama Series on Broadcast Networks:

In the 2008-2009 season, there will be a significant increase in the number of broadcast dramas featuring LGBT series regulars. In last year's report, we counted only two LGBT-inclusive dramatic series, *Brothers & Sisters* and *Cashmere Mafia*, both on ABC. This year, even with the cancellation of *Cashmere Mafia*, there are three times as many LGBT-inclusive drama series on the schedule, and every network – except for CBS, markedly absent from the list – has a drama with an LGBT character. Not all of these developments result from the addition of new characters; the character of Thirteen on *House* appeared on the show last season but her orientation had been unannounced when our 2007 report was published.

ABC's *Brothers & Sisters* continues to feature many gay-inclusive storylines, with the Scotty Wandell character (played by openly gay actor Luke Macfarlane) promoted from recurring to series regular following last season's marriage to Kevin Walker. The character of Uncle Saul, who officially came out as gay last season presents an opportunity to share the moving story of a man finally allowing himself to embrace his identity after years of denial, and offers a rare portrayal of a gay man over the age of 60 on primetime. ABC also has another series with stand-out potential in *Grey's Anatomy*, which is set to feature a romance between series regulars Callie and Erica.

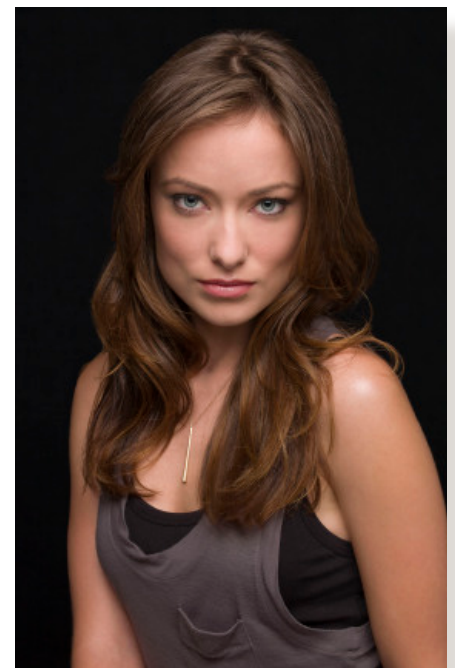
All recurring LGBT characters in dramatic series are returning characters: Serena's brother Eric on *Gossip Girl*,

Brothers & Sisters' Luke Macfarlane, ABC



Chaz Pratt on *ER*, Carmelita on *Dirty Sexy Money*, Mayor Lucy Rodell on *Friday Night Lights*, Joe on *Grey's Anatomy* and Victory's assistant, Roy, on *Lipstick Jungle*. It should be noted that we counted both Lucy and Joe as recurring in last year's report, but were ultimately disappointed that neither character appeared more frequently, likely due to seasons truncated by the Writers' Strike. Both characters have been labeled as recurring by the network for the upcoming season, and we have chosen to include them again in the hopes that these characters will have a stronger presence in the coming year. Also, while Roy is a returning recurring character on *Lipstick Jungle*, this second season will mark the first acknowledgment of his orientation.

House's Olivia Wilde, FOX



Dramatic Series with Leading and Supporting LGBT Characters on Broadcast TV:

Bones, Fox

Brothers & Sisters, ABC

Grey's Anatomy, ABC

House, Fox

Knight Rider, NBC

Privileged, The CW

Dramatic Series with Recurring LGBT characters on Broadcast TV:

Dirty Sexy Money, ABC

ER, NBC

Friday Night Lights, NBC

Gossip Girl, The CW

Lipstick Jungle, NBC

Comedy on Broadcast Networks:

There has also been an increase in the number of LGBT-inclusive broadcast comedies, though not by as large a margin as the broadcast dramas. Each of this season's new additions comes from Fox: *Sit Down, Shut Up*, an animated series that will include a gay Latino drama teacher among the series regulars, and *Do Not Disturb*, which will feature a gay man, Larry, as one of the employees of a hip New York hotel. New recurring characters will include two lesbians named Mo and Trish on ABC's freshman animated series *The Goode Family*, as well as an unnamed character played by Orlando Jones on CBS' returning comedy *The Rules of Engagement*.

Returning favorites include *Desperate Housewives*, in which Bree's gay son Andrew will once again be joined by Wisteria Lane's newly married gay couple, Bob and Lee. On *Ugly Betty*, openly gay assistant Marc will continue to be featured as a supporting series regular, while his boyfriend, Cliff, and transgender CEO Alexis will appear in recurring roles. Other recurring characters will include Earl's friend Kenny on *My Name is Earl* and network executive Devin Banks on *30 Rock*, each of whom appeared in previous seasons.

COMMUNITY



Do Not Disturb's Jesse Tyler Ferguson, FOX



“Many of the most popular and critically regarded shows in primetime are inclusive of the our community, sending a clear message that audiences are responding to authentic and engaging stories of LGBT characters,” says GLAAD Director of Entertainment Media Damon Romine.



The Office's Oscar Nunez, NBC

Comedic Series with Leading
and Supporting LGBT
Characters on Broadcast TV:

American Dad!, Fox

Desperate Housewives, ABC

Do Not Disturb, Fox

The Office, NBC

Sit Down, Shut Up, Fox

Ugly Betty, ABC

Comedic Series with
Recurring LGBT characters
on Broadcast TV:

30 Rock, NBC

The Goode Family, ABC

My Name is Earl, NBC

The Rules of Engagement, CBS

The Simpsons, Fox

Sex and Gender Identity Diversity:

Examining the sex and gender identity of all 616 series regular characters on the five broadcast networks, analysts found that each network features more male than female characters, demonstrating a divergence from the general population (where Census figures from 1990 and 2000 consistently give women the slight edge¹). GLAAD analysts found that ABC leads with the largest total number of female characters in the upcoming season, with 49% of its series regular characters being women. The CW comes in a close second with 46%, while Fox is ranked last, with only 38% of its total series regular characters being women.

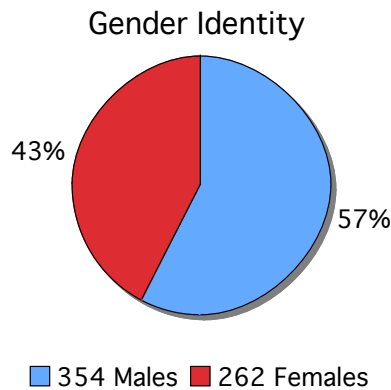
Series that explore gender identity are rare. In fact, ABC is the only broadcast network to depict transgender characters on their scripted series. The network features two transgender characters, and one of them is played by a transgender actress (Candis Cayne as Carmelita on *Dirty Sexy Money*).

Unfortunately, ABC has announced that Rebecca Romijn's character, Alexis, will have reduced involvement in the new season of *Ugly Betty*, meaning that there will be no series regular transgender characters on any broadcast network. Moreover, the two existing characters are white women, leaving both transgender people of color and transgender men unrepresented.

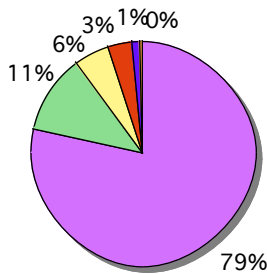


Ugly Betty's Rebecca Romijn., ABC

LGBT People of Color on Television:

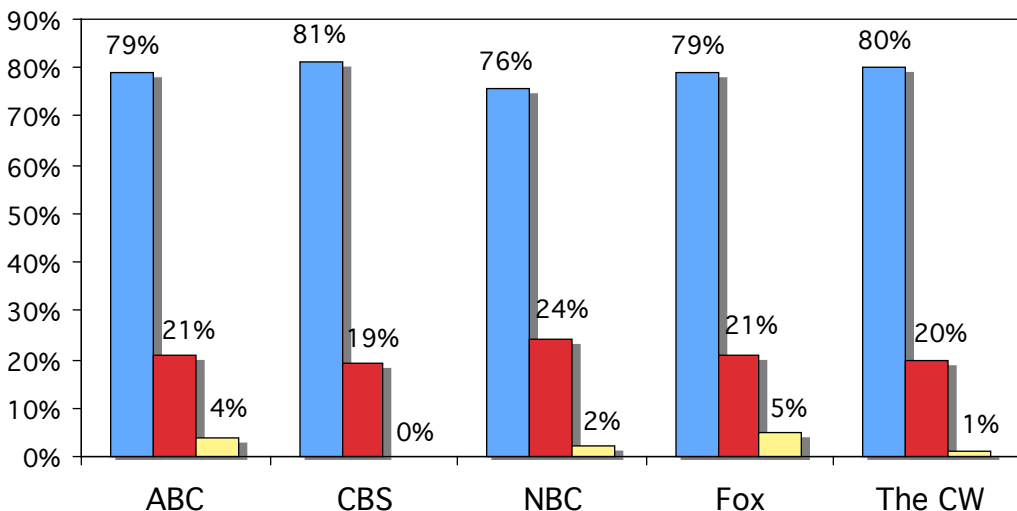


Race/Ethnicity



- 485 Whites
- 67 Blacks
- 34 Latino/as
- 19 Asian-Pacific Islanders
- 8 Other
- 3 Non-Human

2008-09 Diversity Breakdown by Network



- Percentage of Whites
- Percentage of People of Color
- Percentage of LGBT Characters

GLAAD analysts found that NBC leads the networks in overall racial and ethnic diversity, with people of color comprising 24% of the total series regular characters. ABC and Fox follow with 21% each, The CW with 20%, and CBS trailing with 19%.

When examining the racial and ethnic diversity of each network's LGBT representation, the numbers shift only slightly. On broadcast television, NBC and Fox are positioned to present the highest number of series regular LGBT characters of color in the upcoming season, with NBC featuring biracial bisexual woman Carrie on *Knight Rider* and Latino gay man Oscar on *The Office*, while Fox has Latino gay man Andrew on *Sit Down, Shut Up* and Asian-Pacific Islander bisexual woman Angela on *Bones*. Despite this increase in the number of LGBT people of color in broadcast programming, there is still room for improvement. Even on ABC, a standout in its total number of LGBT representations, *Callie* (*Grey's Anatomy*) is the exception to the rule. Out of 15 regular and recurring LGBT characters on ABC, *Callie* is the only one who is a person of color.

On cable, 27 series feature at least one LGBT character, but only 13 series have an LGBT character of color. The LGBT-interest cable networks, here! and Logo, are overwhelmingly white, with 86% of their LGBT characters sharing the same race.

Scripted Series with LGBT
People of Color, Broadcast:

Bones, Fox

*ER, NBC**

Grey's Anatomy, ABC

Knight Rider, NBC

Privileged, The CW

*The Rules of Engagement, CBS**

Sit Down, Shut Up, Fox

**Denotes recurring character*

Scripted Series with LGBT
People of Color, Cable:

Degrassi: The Next

Generation, The N

Entourage, HBO

GREEK, ABC Family

The L Word, Showtime

Nip/Tuck, FX

Nurse Jackie, Showtime

Paradise Falls, here!

Rick and Steve: The

Happiest Gay Couple in All

the World, Logo

Shameless, Sundance Channel-

South of Nowhere, The N

True Blood, HBO

*Weeds, Showtime**

**Denotes recurring character*

Increase in Bisexual Representation on Broadcast Television:

While an overwhelming number of LGBT characters on broadcast television are white gay men, now there are a greater number of bisexual characters on scripted shows. On Fox's *House*, Thirteen (played by Olivia Wilde, who previously portrayed bisexual character Alex on Fox's *The OC*) was revealed to be bisexual during the 2007-2008 season. Angela, an existing character on Fox's *Bones*, has been announced by the network as being bisexual this season amidst rumors of an ex-girlfriend returning to the picture. At the end of last season, ABC's *Grey's Anatomy* showed Callie and Erica in the early stages of mutual attraction, suggesting a potential relationship that would be the only romance between female series regulars currently on broadcast television. On NBC, *Knight Rider's* Carrie was romantically involved with a woman in the television special upon which the series is based, though it remains to be seen if that aspect of her character will be explored in the series. There is only one male character on broadcast television counted as bisexual: Roger the Alien on Fox's animated series *American Dad!*

Increase in Bisexual Representation on Broadcast Television



Rick and Steve, Logo

Scripted Programming on Cable:

Last season, the mainstream cable networks announced 40 series regular LGBT characters. This season, that number has slipped to 32. LGBT visibility on cable is suffering from the loss of shows such as HBO's *The Wire*, the death of gay characters on series like Showtime's *The Tudors*, and the lack of confirmation about the 2008-2009 return of LGBT-inclusive shows such as Comedy Central's *Reno 911!*, FX's *The Riches*, and BBC America's *Torchwood*. Showtime, Sundance Channel and HBO provide the majority of LGBT characters on mainstream cable, but other networks should strive for the same degree of inclusivity.

In addition, GLAAD has included programming from LGBT-interest cable networks Logo and here! in the cable statistics this year. 39 of the 71 (55%) LGBT series regular characters on cable will air on either Logo or here! during the 2008-2009 season. These networks were included in the study to acknowledge the considerable volume of original programming coming from the two networks, including *Dante's Cove* and *Rick & Steve: The Happiest Gay Couple in All the World*.

Beyond the need for more LGBT characters in general, there are also a few specific areas where networks can improve. Just as in broadcast television, bisexual representations are heavily slanted towards women (five series regulars) over bisexual men (one series regular). And LGBT representations on cable are no

better than those on broadcast networks in presenting what might be considered an accurate percentage of people of color. Indeed, white gay men (such as Salvatore on AMC's *Mad Men* or Charlie on TNT's *Raising the Bar*) continue to be the dominant face of the LGBT community in cable programming, with white characters comprising 83% of the total number of series regular LGBT representations.



Mad Men's Bryan Batt, AMC

Series with Leading and Supporting LGBT Characters on Cable

Dante's Cove, here!

Degrassi: The Next Generation, The N

Entourage, HBO

Eureka, Sci Fi Channel

Exes and Ohs, Logo

General Hospital: Night Shift, SOAPnet

GREEK, ABC Family

The Lair, here!

The Life and Times of Vivienne Vyle, Sundance

The L Word, Showtime

Mad Men, AMC

Nip/Tuck, FX

Nurse Jackie, Showtime

Paradise Falls, here!

Raising the Bar, TNT

Rick and Steve: The Happiest Gay Couple in All the World, Logo

The Sarah Silverman Program, Comedy Central

Shameless, Sundance Channel

Skins, BBC America

South of Nowhere, The N

The Starter Wife, USA

Sugar Rush, here!

True Blood, HBO

The United States of Tara, Showtime-

Weeds, Showtime

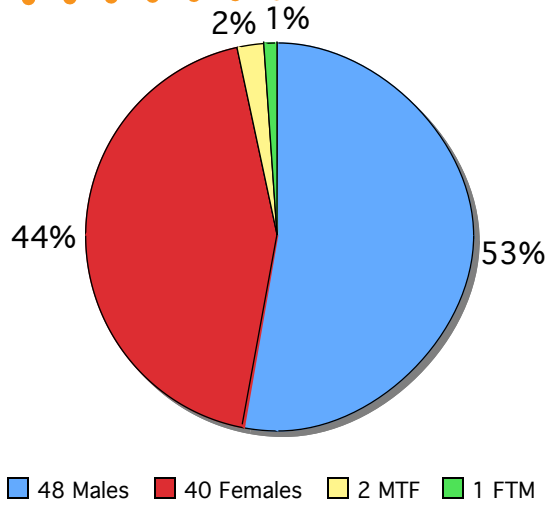
Series with Recurring LGBT Characters on Cable:

Brotherhood, Showtime

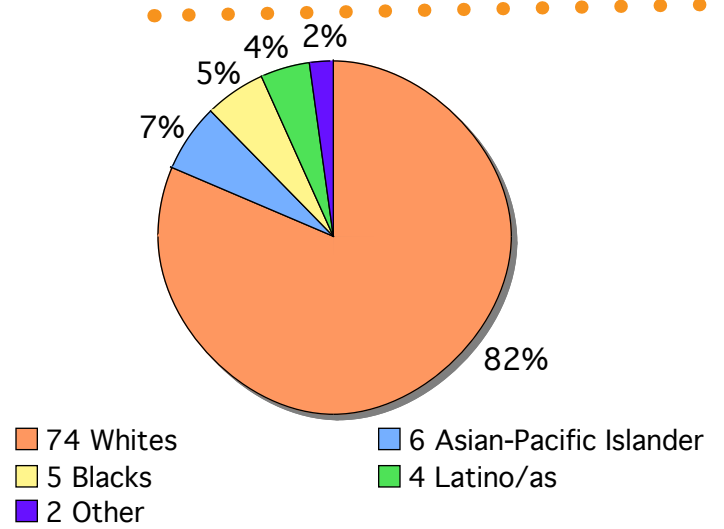
Summer Heights High, HBO



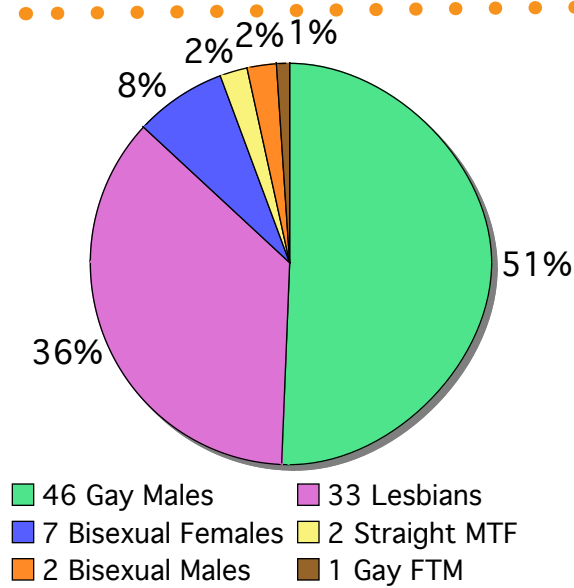
Gender Identity



Race/Ethnicity



LGBT Breakdown



Alternative Programming:

Although not included in the statistics within this report, it is important to acknowledge the strong presence of reality programming on broadcast and cable networks, and the consistent high level of LGBT visibility found in this genre. Series such as *Project Runway*, *Top Chef*, *Kathy Griffin: My Life on the D-List*, *Million Dollar Listing*, *Shear Genius*, *Top Design*, *Flipping Out*, and *Work Out* ensure that Bravo maintains its status as a leader in LGBT representation within reality programming. CBS, despite its lackluster performance in the scripted arena, outshines other broadcast networks in reality series, continuing a trend of LGBT inclusion on shows such as *Big Brother* and *Survivor*.

One positive development GLAAD analysts noticed within reality programming is an increase in transgender representations. This pertains to both broadcast and cable networks, with contestant Isis receiving much media attention for her participation on The CW's *America's Next Top Model* and Laverne Cox as a viable contender on VH1's *I Want to Work for Diddy*. Over the past summer, Dorae Saunders, a transgender woman and Tina Turner impersonator, appeared on NBC's *America's Got Talent*. And on Logo, the romantic reality series *Transamerican Love Story* featured transgender actress Calpernia Addams as the bachelorette, and included a transgender man among the contenders vying for her affection.



America's Next Top Model's Isis, The CW

“Bravo maintains its status as a leader in LGBT representation within reality programming.”

Visibility on Animated Programming:

There is considerable LGBT representation in animated prime-time programming. On broadcast television, Marge's sister Patty on Fox's *The Simpsons* is a lesbian, and the show has frequently implied that Mr. Burns' assistant Smithers is gay. Another animated Fox program, *American Dad!*, features an bisexual alien named Roger as a series regular, and gay couple Terry and Greg as recurring characters. Fox is also introducing a new animated series, *Sit Down, Shut Up*, which will include Andrew, a gay teacher, as a series regular. A new animated program in ABC's line-up, *The Goode Family*, will include a lesbian couple, Mo and Trish, as recurring characters. On cable, Logo's animated program

Rick & Steve: The Happiest Gay Couple in All the World features one gay couple and one lesbian couple as series regulars, and one gay couple as recurring characters.

One particularly noteworthy trend about the list of animated gay characters is the visibility of same-sex couples – two couples on broadcast, and three couples on cable. Unfortunately, the majority of animated LGBT characters are still recurring rather than regulars, and with the end of *Drawn Together* on Comedy Central, the only animated LGBT representations on cable appear on LGBT-focused cable network Logo.

Daytime Dramas:

Daily dramas – which, like reality programs, are not counted in this primetime report – also deserve acknowledgment. CBS' *As the World Turns* continues to follow the romance between Luke and Noah. ABC's *All My Children*, which broke ground with the coming out of Bianca, the transition of Zoe, and the exploration of romance between the two, will see Bianca return to the show this fall for a long-term storyline, along with a new girlfriend, Reese.

In the syndicated market, Emmy Award-winning *The Ellen DeGeneres Show* and Emmy Award-nominated *Judge David Young* both star openly gay personalities who have addressed is-

ssues pertinent to the LGBT community. This year, Ellen spoke openly on her show about the need for LGBT acceptance in the wake of the murder of gay youth Lawrence King, attempted to phone Oklahoma politician Sally Kern on-air to discuss her anti-gay comments, questioned Presidential candidate John McCain about his lack of support for gay couples who want to marry, and proudly showed her wedding video from her summer wedding to actress Portia de Rossi.

Conclusion:

In a recent New York Times article², Robert Mendez, senior vice president for diversity at the Disney-ABC Television Group, was quoted as saying, “When you look at our programs, the most popular ones — ‘Grey’s Anatomy,’ [...] ‘Desperate Housewives’ — one of the things they have in common is diversity in lead characters and stories. We believe that diversity makes those shows much more interesting.”

All networks should embrace the same philosophy. “GLAAD applauds the series that have proven a commitment to diversity in their representations,” says Romine, “and we look forward to what the networks have in store for us in the coming year.”

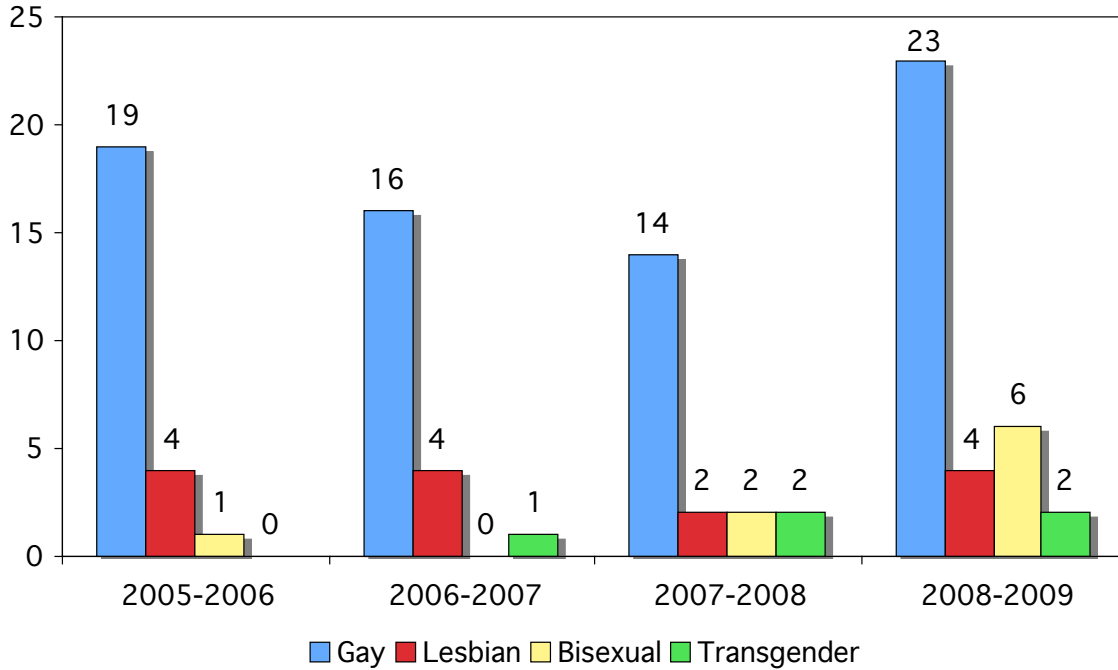
Notes on Method:

In preparing this report GLAAD has compiled as best as possible complete character data for all scripted broadcast network shows, and the identities of all LGBT characters on scripted cable programming. The report constitutes the most accurate information available at press time, and thus is presented with the disclaimer that some character information may change before or during the programming season.

Footnotes: 1) U.S. Census Bureau press release available at <http://www.census.gov/Press-Release/www/releases/archives/population/000440.html>. 2) "Generation Mix: Youth TV Takes the Lead in Diversity Casting," August 20, 2008, available at http://www.nytimes.com/2008/08/21/arts/television/21disn.html?_r=1&oref=slogin

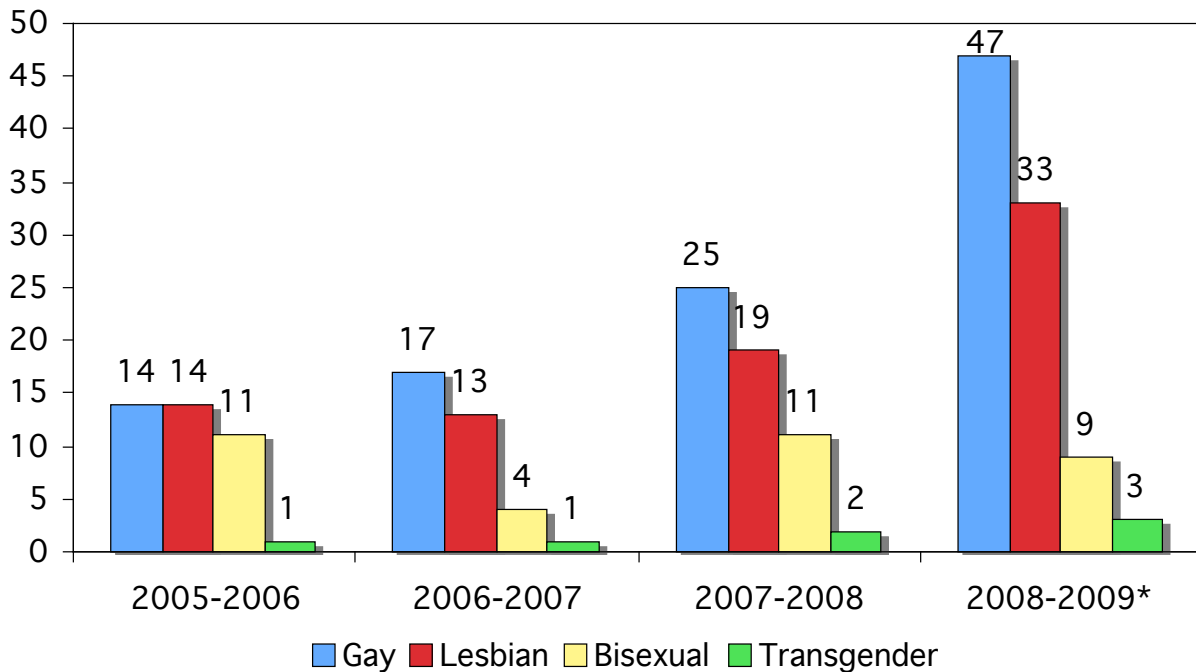
4 Year Trends - Number of Regular and Recurring LGBT Characters on Broadcast Networks

(figures represent counts made at each season's launch)



4 Year Trends - Number of Regular and Recurring LGBT Characters on Cable Networks

(figures represent counts made at each season's launch)



* Beginning with the 2008-09 report, these numbers now include the LGBT networks Logo and here!, which represent 43 LGBT characters on cable. Also, note that one of the gay characters for 2008-09 is also counted in the transgender category (Max on Showtime's The L Word).

Glaad's Media Programs Team

The Media Programs Team at the Gay & Lesbian Alliance Against Defamation works with media professionals and community leaders to ensure that coverage of the lesbian, gay, bisexual and transgender (LGBT) community is fair, accurate and inclusive. Every day, GLAAD staff members work with media professionals by pitching story ideas, identifying potential spokespeople and providing background information and terminology suggestions. In addition, GLAAD staff travel throughout the country to conduct spokesperson trainings with community members while supporting national, statewide and local organizations on the ground to develop messages, create media plans and support day-to-day media communications. We work to ensure that the images of the LGBT community that appear on the evening news, on the front page of the newspaper and in the local movie theater reflect the diversity of our community. From our work in local communities to our initiatives around media coverage of young adults, sports and faith issues, GLAAD's Media Programs Team seeks to change hearts and minds by amplifying the voices of our community in the media.

Entertainment Media Team

GLAAD's Entertainment Media Team not only works with television and film as a resource to encourage fair, accurate and inclusive representation of LGBT people, but also combats issues of defamation in these industries. This process is unique to each individual project, but may involve reading scripts, viewing rough cuts, pitching stories, consulting with writers and producers, or working with talent to better inform them about portraying LGBT characters. GLAAD also promotes LGBT-inclusive projects through its glaad.org channel TV *Gayed* and its entertainment blog *cineQueer*. Contact us at entertainment@glaad.org.

Damon Romine
Entertainment Media Director

Since 2005, Damon Romine has led GLAAD's entertainment efforts. In addition to his defamation-fighting work, Romine has consulted with all of the networks and dozens of producers and writers regarding their LGBT content. Romine is the architect and executive producer of GLAAD's ongoing *Be an Ally & a Friend* public education campaign, which has reached millions through network and online PSAs expressing the importance of straight allies. He is the creator of the annual GLAAD *Network Responsibility Index*, first released in 2007, which measures and ranks LGBT content on the major broadcast and cable networks. He is also the author of GLAAD's annual *Where We Are on TV* diversity study, now in its 13th year. In 2005, Romine re-imagined the report to include not only LGBT diversity, but

Sarah Holbert
Entertainment Media Manager

Sarah Holbert monitors and evaluates LGBT images in television and film, tracking the development of characters and storylines to serve as a resource to journalists and the entertainment industry. She is the lead researcher on the annual *GLAAD Network Responsibility Index* and is a contributor to *cineQueer*, GLAAD's entertainment blog. She also maintains GLAAD.org's growing database of LGBT-inclusive film. Holbert holds a degree in women's studies from the University of Redlands and has been at GLAAD since 2004, following a four-year stint as an agent in the entertainment industry.

the race/ethnicity and gender of every character on primetime network television, making this report a definitive examination of television diversity. He has presented GLAAD findings to many audiences and is frequently called upon by national and local media. A former television development executive, author, entertainment journalist and magazine editor, he is a member of the Academy of Television Arts & Sciences, the Los Angeles County Commission on Human Relations' Media Image Coalition, the Entertainment Resource Professionals Association, and the National Lesbian & Gay Journalists Association. Romine holds two bachelor's degrees from the University of Missouri, Columbia.

Eleanor Morrison
Entertainment Media Fellow

The newest member of the entertainment team, Eleanor Morrison regularly tracks and examines hundreds of hours of television and is the principle author of *TV Gayed*, a weekly online guide to what's LGBT in television on GLAAD.org. She is also the lead researcher on the annual *Where We Are on TV* report and a contributor to *cineQueer*, GLAAD's entertainment blog. Morrison holds a bachelor's degree in media studies from the University of Georgia, and a communication and social psychology MSc from the London School of Economics and Political Science. She is currently working toward her PhD in communication at the University of Southern California. [22]