



Media Trainings Bishop Gene Robinson
MSNBC Michael Savage Take Action!
HIV/AIDS Bug Chasers Rolling Stone
Destina Aguilera GLAAD Media Awards
USA Today Families Matter Boy Meets
ESPN Queer Eye Angels in America
Rosie O'Donnell Jerry Thacker Gallup
Massachusetts Canada Marriage Equality
James Dobson Anti-Gay Industry Ken
in Scalia Lawrence v. Texas Santorum

2003

Hate Crimes Sakia Gunn Bella Evangelista
National Black Justice Coalition Brides
Opinion Bishop Gene Robinson Interfaith
Media Trainings Sabado Gigante AP
Announcing Equality New York Times
HBO Harvey Milk School "Fag Song"
Bravo Write Now! glad was there.

Massachusetts Canada Marriage Equality

january

'Rolling Stone' Chases Bugs – GLAAD calls on *Rolling Stone* to publicly correct gross errors of fact and attribution in an article about “bug chasers,” men who actively seek HIV infection. When the anti-gay Traditional Values Coalition exploits the article’s inaccuracies to claim bug-chasing is an “epidemic,” GLAAD partners with HIV/AIDS experts to urge media to debunk the TVC’s fabrications and publish accurate information about the context, scope and impact of this complex issue.

Exposing Thacker’s Homophobia – When anti-gay activist Jerry Thacker is named to the Presidential Advisory Committee on HIV and AIDS, GLAAD exposes attempts by Thacker supporters to systematically delete evidence of his homophobic rhetoric from the Internet and pitches the story to national media. Following intense media scrutiny of his anti-gay rhetoric, Thacker quickly withdraws from consideration.

GLAAD FOCUS LAWRENCE V. TEXAS

After the U.S. Supreme Court announced in December 2002 that it would hear *Lawrence v. Texas*, Lambda Legal’s challenge to Texas’ sodomy law, GLAAD teamed with Lambda to coordinate media outreach and strategy around a case that focused unprecedented national attention on gay and lesbian civil liberties.

Knowing the high stakes involved, GLAAD’s Communications Team — led by Director of Communications John Sonogo — developed a multi-faceted media outreach and education campaign, including: ongoing outreach to key political and legal writers, opinion columnists, editorial page editors and television booking producers; development of a detailed *Lawrence* resource kit at GLAAD.org (accessed more than 10,000 times); and a *USA Today* op-ed by Executive Director Joan M. Garry examining the transformation in cultural attitudes and media visibility since the court’s 1986 *Bowers v. Hardwick* decision upholding sodomy laws.

When the Supreme Court struck down sodomy laws on June 26, declaring that gay and lesbian Americans are “entitled to respect for their private lives,” the landmark decision set off a firestorm of media coverage that quickly transformed into a discussion of marriage rights, setting the stage for GLAAD to play a critical role in shaping the cultural and media discussion that would dominate the latter half of 2003.

New Year’s Hate Crime In Cincinnati – After media outlets in Cincinnati downplay coverage of the hate-motivated New Year’s Eve murder of Gregory Beauchamp (who was shot to death by a man yelling homophobic slurs), Associate Regional Media Director Michael Young works with local reporters to examine the unique nature of hate-motivated violence. The resulting media coverage and community activism leads the city council to introduce and pass a hate crimes law the following month.

february

Protesting the ‘Fag Song’ – GLAAD calls the New York community to action after an incident where Power 105.1 D.J.s start ranking celebrities as “bad boys, middle boys or fag boys” and burst into a spontaneous, defamatory ‘fag song’ on the station’s highly rated morning show. Thousands of activists listen to the offensive clip — the first-ever use of multimedia audio at GLAAD.org — and deluge the station with protest e-mails. Within days, station executives apologize and assure GLAAD that the DJs will no longer be allowed to use such defamatory language.

Pilot Lighting – GLAAD meets with TV producers and executives throughout early 2003, offering suggestions on content and terminology for dozens of TV pilots and providing resources for more inclusive characters and stories. Among the shows GLAAD consults on: ABC’s *It’s All Relative*, Fox’s *A Minute With Stan Hooper*, CBS’ *Two and a Half Men*, and Fox’s 2004 drama *Wonderfalls*.

march

Exposing ‘Don’t Ask’ Insanity – GLAAD works with Servicemembers Legal Defense Network (SLDN) to focus media attention on the U.S. military’s dismissal of highly qualified Arabic linguists simply for being gay. As part of its work to highlight wartime issues facing closeted gay and lesbian soldiers and their families, GLAAD also works with SLDN to create a “Gay Military Personnel, Don’t Ask Don’t Tell, and Wartime Deployment” media resource kit at GLAAD.org.

New GLAAD.org Launches – As part of its \$1.1 million Digital Initiative, GLAAD officially launches the new GLAAD.org. Under the daily direction of Digital Content Manager Matt Lum, the new GLAAD.org features message boards, polls, an innovative Take Action center, audio and video multimedia libraries, chats, weekly Stories to Watch, and much more.

april

Stars Power the GLAAD Media Awards – The 14th Annual GLAAD Media Awards honor 2002’s outstanding media images

GLAAD FOCUS MSNBC’S ANTI-GAY SAVAGE

In February 2003, MSNBC announced it would launch a show featuring virulently homophobic radio host Michael Savage. MSNBC’s *Savage Nation* presented GLAAD an opportunity to focus national attention on cable news’ growing embrace of right-wing homophobes and debunk the right’s empty claims of liberal media bias.

In addition to a high-profile media visibility campaign (including coverage in *The New York Times*, the *Washington Post* and *USA Today*), GLAAD launched an advertiser education initiative and virtual protest at GLAAD.org — including more than 10,000 e-mails sent to MSNBC and its sponsors. As a result, Procter & Gamble and General Mills joined more than two dozen companies in refusing to support *Savage Nation* — forcing MSNBC to fill ad time with PSAs.

GLAAD’s work culminated in MSNBC’s cancellation of *Savage Nation* on July 7 after Savage referred to a caller as a “sodomite,” saying “You should only get AIDS and die, you pig!” — exactly the kind of defamation GLAAD had warned MSNBC about. *Savage Nation*’s demise put networks on notice that extending the reach of homophobes like Michael Savage will not go unchallenged.

and raise more than \$2.4 million for GLAAD’s work. Winners and honorees include *Six Feet Under*, *The Laramie Project*, *Teen People*, *USA Today*, Rosie O’Donnell, Diane Sawyer, Christina Aguilera, Eric McCormack, Stockard Channing, Todd Haynes and B.D. Wong.

Santorum’s Slander – After Sen. Rick Santorum (R.-Pa.) compares same-sex relationships to incest, bigamy and adultery — and likens homosexuality to bestiality and pedophilia — in an Associated Press interview, GLAAD pushes for media coverage of Santorum’s homophobia, challenging journalists to examine the implications of such rhetoric. GLAAD also works closely with local and national LGBT groups to develop media strategy in response to Santorum’s attack.

Seeing in Color – Under People of Color Media Director Mónica Taher’s leadership, GLAAD launches a major initiative to expand visibility of and support for LGBT communities of color. GLAAD’s initial focus on Spanish-language media results in the removal of a stereotypical gay character from Univision’s *Sabado Gigante* followed by the show’s first-ever discussion of LGBT issues; extensive coverage of *Lawrence v. Texas* and marriage issues on Univision, CNN en Español and

across major Spanish-language newspapers; an article in *People en Español* on Buenos Aires' first civil union ceremony; and GLAAD op-eds in *La Opinión* (Los Angeles) and *El Nuevo Herald* (Miami).

may

Telling Sakia's Story – Sakia Gunn, a 15-year old African-American lesbian, is fatally stabbed May 11 while waiting with friends for a bus in Newark, N.J., after having refused a man's sexual advances by telling him she was gay. GLAAD's News and Regional Media teams offer support to the family and work with *The New York Times* and CNN to focus media attention on Sakia's story and the need for safe spaces for Newark's LGBT youth.

'Essentials' Training – GLAAD's Regional Media team leads *MediaEssentials* trainings at the National Coalition of Anti-Violence Programs conference. Under the guidance of Regional Media Director Glenda Testone, GLAAD performs 27 trainings in 22 cities across 19 states, serving over 600 LGBT and allied activists in 2003 with issue-oriented trainings on marriage, religion, youth and hate crimes. Among 2003's GLAAD *MediaEssentials* participants: PFLAG, the Federation of Statewide LGBT Groups, Marriage Equality, Dignity/USA, Leadership Lambda, and attendees at Creating Change and the Models of Pride Youth Conferences.

june

Gay Summer of '03 – Following the historic *Lawrence v. Texas* decision and throughout the summer, GLAAD works with reporters and producers to successfully pitch dozens of articles examining the explosion in LGBT media visibility exemplified by the phenomenal success of Bravo's *Queer Eye for the Straight Guy*, *Boy Meets Boy* and CBS's *Amazing Race 4*. GLAAD also helps *Queer Eye's* Fab Five prepare for media interviews in advance of the show's launch.

GLAAD in 'USA Today' – *USA Today* publishes a GLAAD op-ed (the third in 18 months) by Executive Director Joan M. Garry examining the cultural revolution that preceded *Lawrence*. In 2003, GLAAD op-eds also appear in the *Minneapolis Star-Tribune*, *Newsday*, the *Austin American-Statesman*, *PR Week*, *La Opinión*, *El Nuevo Herald*, *The Advocate*, and dozens of regional LGBT papers.

In-Flight Invisibility – Upon receiving reports that same-sex kisses had been edited out of in-flight versions of *Far From Heaven* and *The Hours*, GLAAD meets with Delta, American Airlines and U.S. Airways. All three airlines re-evaluate their policies and commit to fair, consistent standards for gay and straight content.

july

Taking on the Anti-Gay Industry – As same-sex civil marriage takes center-stage in the national dialogue, GLAAD spokespeople debate anti-gay industry groups (including the Family Research Council, the Traditional Values Coalition and Concerned Women for America) throughout July and August on CNN, Fox News Channel and MSNBC.

Here Come the 'Brides' – GLAAD's Cathy Renna provides resources and background to *Brides* magazine for a feature article on same-sex weddings — the first such piece ever published in a major bridal publication. After *The New York Times* reports on the *Brides* feature, Renna discusses the article on CNN and MSNBC.

Brandon Teena Revisited – Northwestern Regional Media Manager Calvin Fleming has several conversations with the head of the Associated Press Omaha Bureau after an AP writer refers to the late Brandon Teena (*Boys Don't Cry*) with female pronouns, identifying him as a "cross-dressing woman" and claiming he "posed as a man." Holmes subsequently drafts transgender reporting guidelines for his bureau and shares them with national AP editors.

Hate Crimes Increase in Nebraska, Kentucky – GLAAD's Southeastern Regional Media Manager Chalee Snorton works with the Kentucky Fairness Alliance to focus attention on Kentucky's deficient hate crimes law following the hate-motivated murder of Richie Phillips, a gay resident of Rineyville, Ky. And GLAAD's Calvin Fleming offers terminology guidelines to media and support to the Omaha, Neb. community following the murder of a transgender Latina named Selena Álvarez-Hernández.

august

Consecrating Bishop Robinson – Cathy Renna and Central Regional Media Manager Tim Rusch provide resources to local and national media covering the Episcopal General Convention and its confirmation of the Rev. Canon V. Gene Robinson as the church's first-ever openly gay bishop. Rusch works closely with groups such as Integrity and Claiming the Blessing to provide media with LGBT-affirming voices directly from the Convention floor, and GLAAD continues to work with media throughout 2003 as they cover the events leading up to Robinson's consecration.

Announcing Equality Anniversary – Launched in August 2002, GLAAD's Announcing Equality Project aimed to double in one year the number of newspapers that accepted same-sex wedding announcements. At the one-year anniversary of the campaign, GLAAD has successfully tripled — from 69 to 209 — the number of gay-inclusive papers, including papers in 47 states and in all 25 of the nation's top media markets. GLAAD's campaign dramatically increases the profile of same-sex unions as marriage equality begins to dominate the national debate.

Anti-Trans Hate Crimes Rock D.C. – Within one week, two transgender women — Emonie Spaulding and Bella Evangelista — are brutally murdered while another, Punama Walker, is shot and seriously wounded in a series of unrelated hate crimes. GLAAD staff work with D.C.-area activists, helping develop community media strategy and calling on English and Spanish-language journalists to address and correct problematic coverage and disrespectful pronoun usage.

GLAAD FOCUS MARRIAGE

From the Massachusetts Supreme Judicial Court ruling to the expansion of protections for same-sex couples in California, and from the historic granting of marriage licenses in Canada to the anti-gay rhetoric of Rick Santorum, Justice Antonin Scalia and James Dobson, the debate over marriage equality dominated newspaper headlines — and much of GLAAD's work — throughout 2003.

Following the *Lawrence* decision, GLAAD's John Sonogo, Glenda Testone and Cathy Renna led a campaign planning process that mapped out GLAAD's two-year strategic priorities surrounding marriage. GLAAD spent the rest of the year working with reporters covering the increasingly

intense debate over marriage — encouraging them to share the stories of same-sex couples, examine the rights and protections denied gay and lesbian families, and question the escalating vitriol of the anti-gay industry and its attempts to write discrimination into the U.S. Constitution.

Working as part of a marriage-focused coalition of key legal and political groups (including the Human Rights Campaign, Lambda Legal, the ACLU and the Gay and Lesbian Advocates and Defenders), GLAAD also developed a comprehensive online Same-Sex Civil Marriage resource kit — viewed over 15,000 times — and continues to lead development of community media strategy and messaging around marriage. And with the marriage debate expected to intensify amid the 2004 elections, GLAAD will continue working to ensure that our stories are told.

GLAAD FOCUS HATE CRIMES

Gregory Beauchamp. Sakia Gunn. Selena Álvarez-Hernández. Richie Phillips. Emonie Spaulding. Bella Evangelista. Six lives tragically cut short by hate-motivated violence against the LGBT community in 2003. Six stories that GLAAD's News, Regional and People of Color Media teams worked to make sure journalists could not ignore.

According to the National Coalition of Anti-Violence Programs, the months following *Lawrence v. Texas* saw a dramatic surge in anti-LGBT hate crimes — a trend fueled by an explosion of LGBT cultural and media visibility coupled with months

of widespread, hateful rhetoric by anti-gay industry leaders.

From Cathy Renna's appearance alongside the family of Sakia Gunn on CNN, to Chalee Snorton's work with the Kentucky Fairness Alliance in the wake of Richie Phillips' murder, to Mónica Taher and Michael Young's work to correct inaccurate, insensitive media reporting on the D.C.-area murders of Emonie Spaulding and Bella Evangelista, GLAAD urged reporters to consider the impact of hate violence, the continuing invisibility of victims who are transgender and people of color, and what can be done to stem the tide of hatred and violence against the LGBT community.

Total Recall – GLAAD reaches out to political reporters covering the California recall, asking them to explore Arnold Schwarzenegger's actual stance on key civil rights issues rather than accept his vague public statements as evidence of being "pro-gay." Southwestern Regional Media Manager Eddie Gutierrez also calls on reporters and producers to examine the major candidates' positions on AB 205, the recently passed expansion of California's domestic partnership law.

september

Families Matter: The Fall TV Season – GLAAD releases its annual Fall TV Season Analysis, including an index of broadcast and cable network LGBT characters at GLAAD.org. Media outlets across the country report GLAAD's concerns over the continuing lack of diversity in broadcast TV characters — as well as GLAAD's praise of shows like *It's All Relative*, featuring network TV's groundbreaking representation of a gay family.

Anti-Family Values on 'Larry King' – CNN's *Larry King Live* features a one-sided, hour-long interview with Focus on the Family founder James Dobson, who uses his appearance to insult LGBT couples, saying gays and lesbians "cannot be a family" and claiming same-sex couples "want to destroy marriage." GLAAD immediately contacts the show's producers and sends out a GLAAD Alert, resulting in over 20,000 e-mails via GLAAD.org protesting *Larry King Live*'s embrace of Dobson's anti-gay agenda.

Gallup-ing Toward Fairness – GLAAD meets with the Gallup Organization to discuss the terminology used by the polling group, successfully encouraging them to cease identifying being gay as an "alternative lifestyle" and labeling gay men and lesbians as "homosexuals."

Harvey Milk School Opens – GLAAD works closely with the Harvey Milk School to develop and implement media strategy, participating in daily conference calls in the weeks before the school opens. GLAAD staff are present on opening day, providing media relations expertise and helping coordinate community support for the school.

october

Matthew Shepard: Five Years Later – As media prepare to cover five-year observances of the death of Matthew Shepard, GLAAD focuses attention on the surge in hate crimes since the *Lawrence* decision and the continuing media invisibility of anti-LGBT crimes — particularly those against people of color and the transgender community. GLAAD also works closely with Judy Shepard, helping her

prepare for her appearance on NBC's *Today* show and providing research for her essay in *USA Today*.

Writing the Book on Resources – GLAAD also publishes its Covering Hate Crimes media resource kit for journalists at GLAAD.org, offering spokesperson contacts, detailed background on hate crimes, and essays by anti-violence experts. During 2003, GLAAD also publishes media resource kits on *Lawrence v. Texas*; Same-Sex Civil Marriage; Don't Ask, Don't Tell; Black History Month and Asian Pacific American Heritage Month; as well as resource kits for inclusive Valentine's Day, Pride Month and Holiday season feature articles.

november

Remembering AIDS & 'The Reagans' – When anti-gay industry leaders pressure CBS to cancel *The Reagans* miniseries, GLAAD directs media attention toward conservative groups' re-writing of the history of President Reagan's silence on AIDS and his administration's hostility toward the gay community. GLAAD successfully pitches articles exposing the right's revisionism efforts in *The New York Times* and the *Los Angeles Times*.

'Mass.' Elation, Confusion – In the wake of the Massachusetts Supreme Judicial Court's affirmation of same-sex couples' right to marriage equality in *Goodridge v. Dept. of Public Health*, GLAAD challenges the media — many of whom misreported the decision — to examine and report the case clearly, fairly and accurately. The day of the decision, GLAAD's Joan M. Garry discusses the implications of the landmark ruling on CNN's *NewsNight with Aaron Brown*.

Taking Action 'Write Now!' – GLAAD.org launches Write Now!, a daily activism opportunity connecting visitors to unique stories and providing a feedback channel

to the publishing outlet. On its first day, seven GLAAD.org visitors submit letters to the *Dallas Morning News* (two of which were published) in response to an ill-conceived column about "gay fatigue." In 2003, more than 250,000 people "Take Action" at GLAAD.org and access the site's Multimedia Library resources.

december

Poll Bias, Sensationalism at the 'Times' – When *The New York Times* publishes a sensationalistic front-page story touting the results of a dubious *Times*/CBS News poll on the Federal Marriage Amendment (FMA), GLAAD publishes a GLAAD Alert protesting and calling attention to the story's misleading inaccuracies. The *Times'* public editor subsequently writes a lengthy essay examining the article's flaws, addressing many of GLAAD's concerns.

GLAAD Joins Black LGBT Coalition – GLAAD, the Human Rights Campaign (HRC) and others join author Keith Boykin as co-founders of the National Black Justice Coalition. As media committee chair, People of Color Media Manager Jasmynne Cannick supports the coalition's campaign to generate black support for marriage equality and opposition to the Federal Marriage Amendment.

And the Nominees Are... GLAAD announces the nominees for the 15th Annual GLAAD Media Awards at a gala event in Dallas. Among the nominees: *Angels in America*, *Queer Eye for the Straight Guy*, *Under the Tuscan Sun*, *People en Español* and more than 130 other projects – including GLAAD's first-ever nominees in Spanish-language categories. For a full list of nominees and special honorees, visit GLAAD.org.

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