

glaad



2017-18
**ANNUAL
REPORT**

LEADING THE WAY FORWARD

We will not stop. We will not settle. We will not go back.

JOIN US IN THE PUSH TO 100% ACCEPTANCE.



GLAAD ANNUAL REPORT 2017-18

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GLAAD INITIATIVES

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

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

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

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

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

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

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

MISSION

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

“With our new institute of change and continuously activated army of change-makers, we will not go back...we will only move forward.”

PRESIDENT & CEO'S MESSAGE

Words are powerful—those of us in marginalized communities understand that better than anyone. From an appalling “joke” by the President to a historic statement of support from the Mormon Church; from a hate-infused op-ed to an authentic LGBTQ storyline on the Disney Channel, all it takes are a few simple words to move hearts and minds in either direction of progress, impacting how we treat others as well as the feelings of worth we hold deep within ourselves.

It's through the media that these influential words, positive and negative, gain speed, strength, and influence. And with news and commentary being generated faster than ever before, so must the pace with which GLAAD realizes our mission. For the 2018-2019 year, that means rising to today's challenges with a bolder approach and our greatest army of ambassadors yet.

In its headlines and its policies, 2017 brought heightened discriminatory rhetoric to the forefront of American culture. Not surprisingly, the toxic speech found a way to infiltrate the public consciousness, altering the trajectory of the acceptance pendulum. For the first time since its introduction in 2015, our *Accelerating Acceptance* report reflects an erosion in the progress we'd since built year over year. The 2018 survey shows a significant increase in reports of discrimination and a decline in America's LGBTQ comfortability, most notably reflected in a 4% backwards shift of allies to detached supporters. The only bright light? Support for equal rights among non-LGBTQ U.S. adults is unwavering. Let that be our inspiration.

Historically, GLAAD has responded swiftly to injustice, skillfully using the media to change the conversation. This continues to be an important part of our legacy in the Trump Accountability Project. Thanks to the actions of our News & Rapid Response Team, we successfully called on UN Ambassador Nikki Haley to condemn anti-LGBTQ violence in Chechnya, and exposed discriminatory audio featuring Tennessee State Senator Mark Green, resulting in the withdrawal of his Secretary of the Army nomination. In today's climate, however, being “reactive” in the face of discrimination is far from enough. Enter the GLAAD Media Institute.

A beacon of education, consultation, and research, the GLAAD Media Institute is, quite simply, our future—and our top priority this year. Through this initiative, we're poised to take a mightier stance in *commanding* the fight for equality, not just responding to it. We'll write our own narrative, rather than amend someone else's. We'll share the skills and tools we've developed over the past three decades, harnessing the incredible power of words into a rousing chorus that breaks through the noise and incites real change.

The \$15 million lead gift from the Ariadne Getty Foundation to fund the GLAAD Media Institute is truly a cause for celebration. Not only will this generous donation allow us to break barriers, champion acceptance, and amplify media impact on a whole new level, it's an inspiration to other industries, organizations, and thought leaders to step up and act on our behalf.

There are forces against us just as there always have been. But there's also hope, like the 79% of non-LGBTQ Americans who support equal rights, a number that's holding stable and strong in spite of everything else. With our new institute of change and continuously activated army of change-makers, we will not go back...we will only move forward.

We will do it for those like me who are old enough to remember a place and time where being a gay woman was not supported. We will do it for non-binary and bisexual+ youth, groups facing their own unique challenges. We will do it for the variety of faces and voices within our own community, and for ALL the communities under attack in the U.S. and worldwide.

I invite you to join us in leading the global charge to **100% acceptance**.



Sarah Kate Ellis
GLAAD President & CEO

HIGHLIGHTS OF GLAAD ACCELERATING LGBTQ ACCEPTANCE 2017-18

Every day GLAAD is working through news, entertainment, and social media to tell the stories that will grow LGBTQ acceptance. Hundreds of media moments stemmed from GLAAD. Here are some of the most memorable:

JULY

GLAAD launches an online petition to combat President Trump's proposed ban on transgender service members from openly serving in the military (including the 15,000 transgender people already serving).



AUG

The Church of Jesus Christ of Latter-day Saints makes a historic statement of LGBTQ acceptance to Mormon youth tied to the LOVELOUD festival, organized by Imagine Dragons' lead singer Dan Reynolds, GLAAD, and other LGBTQ-affirming Mormons.



SEPT

#BiWeek (September 17-24) shapes the cultural narrative on the bisexual+ community through headline-making events and activities including digital video partnerships with Planned Parenthood and BiNet USA, a first-of-its-kind Twitter chat with groundbreaking out bi+ elected officials, and a change.org petition to "Make Wonder Woman Bisexual" in the film sequel.



NOV

GLAAD's "Drop the F Word" media campaign demands journalists to steer clear of biased terms like "religious freedom" and instead use the accurate term "religious exemptions." Many press outlets, including *TIME* and CBS, amend their language, a victory for our communities.



DEC

GLAAD releases its second annual Spanish-language media report *Still Invisible*. As the name implies, the report finds that only 3% of characters on Spanish-language scripted television were LGBTQ. GLAAD accompanies the report with the launch of the #PantallaInclusiva/#InclusiveScreens campaign calling for more representation and featuring artwork from 10 Latinx LGBTQ artists.

STILL
INVISIBLE/
TODAVIA
INVISIBLES

FEB

LGBTQ youth shines during the 2018 Winter Olympics in PyeongChang as openly gay athlete Adam Rippon helps the U.S. Figure Skating Team take home a bronze medal. Rippon later appears on *The Ellen DeGeneres Show* to speak about his relationship with GLAAD and announce a personal fundraising campaign to support our culture-changing LGBTQ youth programs. Ellen surprises him with a check for \$10,000 from Shutterfly.



MAR

At SXSW, GLAAD announces a collaboration with Jigsaw, a unit within Google's parent company Alphabet, to create public data sets and machine learning research resources to help make online conversations more inclusive for the LGBTQ community.



MAY

GLAAD teams with Bonnier Publishing USA for a publishing partnership that will bring LGBTQ stories to families around the world through children's literature. The first in the series is *Prince & Knight*, a beautiful tale about a prince who falls in love with a knight.



JAN

GLAAD announces at the World Economic Forum in Davos the findings of its fourth annual *Accelerating Acceptance* report conducted by The Harris Poll. For the first time in the report's history, GLAAD reveals an alarming erosion of LGBTQ acceptance, putting numbers to the increasing discrimination and bias that too many LGBTQ Americans have experienced in the past year.



APR

Britney Spears, Ricky Martin, Jim Parsons, Wanda Sykes, Halle Berry, Lena Waithe, and Ryan Murphy are just a few of the celebrities on-hand to move LGBTQ acceptance forward at the 29th Annual GLAAD Media Awards in Los Angeles.



KEY ACCOMPLISHMENTS

NEWS & RAPID RESPONSE

2017-18 HIGHLIGHTS

APRIL GLAAD successfully pressures UN Ambassador [Nikki Haley](#) to condemn and call for an investigation against anti-LGBTQ violence in Chechnya through a targeted outreach to her office combined with an outcry from our social media following.

MAY A groundswell of protest over [GLAAD-unearthed audio of Mark Green](#) calling transgender Americans an “evil” to be “crushed” leads the Tennessee State Senator to withdraw his nomination to be the next Secretary of the Army.

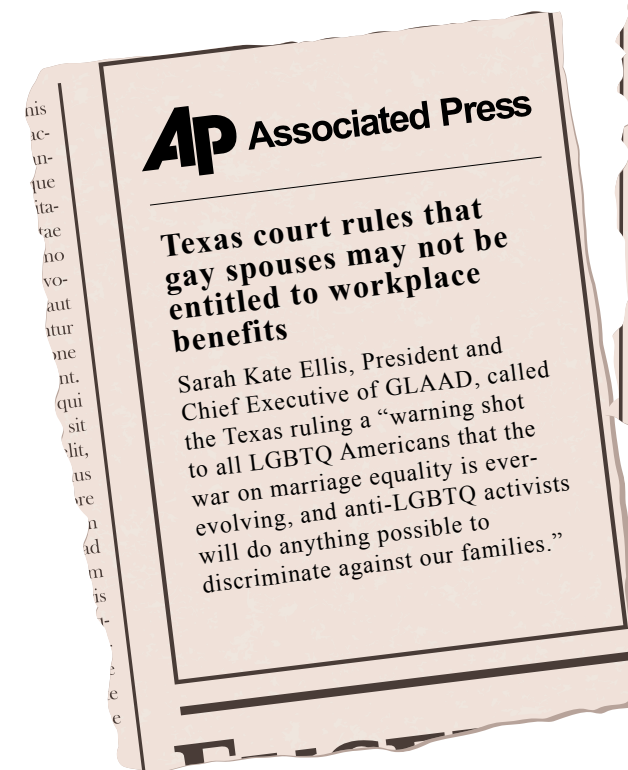
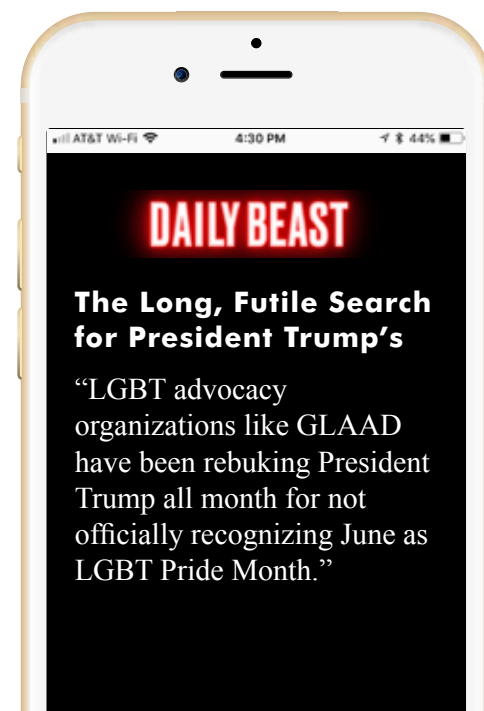
JULY After Trump announces his attempt to [ban open transgender military service](#) over Twitter, GLAAD organizes a rally that very night where the anti-LGBTQ hate groups and actives who lobbied for the ban are exposed and misinformation being spread about the transgender community by the White House is fact-checked.

AUGUST GLAAD works closely with local advocates in Texas to [defeat Governor Greg Abbott’s attempt](#) to pass an anti-transgender bathroom ban after he calls for a special session in an attempt to force it through.

OCTOBER As Trump becomes the first sitting president to speak at the [Family Research Council’s Values Voter Summit](#), GLAAD exposes the anti-LGBTQ records and extremism of its speakers, successfully pressuring the press to frame the event as fringe.

Real-time vigilance for immediate action

GLAAD’s News & Rapid Response Department catalogues anti-LGBTQ statements and actions in real-time, equipping journalists with resources to expose anti-LGBTQ activists and hold anti-LGBTQ politicians and the White House accountable. This team has also been tracking legislative processes touching on more than 75 anti-LGBTQ bills in statehouses across the country, providing support for local crusaders who are on the ground fighting for equality in key states such as Texas, Mississippi, and Tennessee.



The New York Times

Notre Dame Students Walk Out of Pence Commencement Address

“The protesting students were praised on Sunday by several left-leaning national groups including the LGBTQ media group GLAAD.”

“I call on my colleague in the House to **apologize** for her appalling comments.”

State Rep. Park Cannon, joining GLAAD in calling for action from State Rep. Betty Price



OCTOBER When [Georgia State Representative Betty Price](#) suggests “quarantining” Georgians with HIV and AIDS, GLAAD jumps into action, calling out stigmatizing language’s capacity to block vulnerable populations from testing and treatment while working with HIV advocates on tip sheets for reporters covering affected communities.

NOVEMBER GLAAD sends letters and tip sheets to presidents and editors-in-chief of all major news outlets demanding fair and accurate reporting on religious exemptions, effectively reframing the conversation and getting reporters to [shift away from the “religious freedom” argument of anti-LGBTQ hate groups](#) such as Alliance Defending Freedom.

DECEMBER GLAAD spotlights the [extensive anti-LGBTQ record of Alliance Defending Freedom](#) and shifts the media narrative around the Masterpiece Cakeshop Supreme Court oral arguments.

MARCH GLAAD [uncovers Alliance Defending Freedom’s new strategy](#) of arguing religious exemptions in an attempt to take down bans on conversion therapy.

APRIL During [Mike Pompeo’s Senate confirmation hearing](#) for the position of Secretary of State, GLAAD works with Capitol Hill leaders to ensure he is held accountable for his past and grilled about his anti-LGBTQ recording.

DIGITAL ADVOCACY

2017-18 HIGHLIGHTS

MAY When Debra Messing's 2017 GLAAD Media Awards speech begins trending on YouTube for the wrong reasons, GLAAD [uncovers an online mobilization](#) of individuals using the platform's algorithms to flag and remove LGBTQ-related content. This key moment fuels an important part of GLAAD Digital's work moving forward: tracking alt right conversations on hubs like 4chan and Reddit to get ahead of their next move against the LGBTQ community.

AUGUST GLAAD President & CEO Sarah Kate Ellis pens an Op-Ed in *The Advocate* [in support of net neutrality](#). Without it, she writes, "censorship and erasure of the LGBTQ community is not only possible, but inevitable."

NOVEMBER Sarah Kate Ellis speaks about GLAAD's work [defending LGBTQ people's internet "lifeline"](#) at Web Summit, effectively announcing our presence in the digital media advocacy space at the largest tech conference in the world.

NOVEMBER GLAAD Chief Digital Officer Jim Halloran is [featured on an episode](#) of *The Webby Podcast*, an audio program devoted to stories of the internet, offering insight and perspective on creating technology that is equitable and safe for all users.

JANUARY GLAAD announces the launch of the [#digitaltaskforce](#), a coalition of advocacy groups, tech companies, and community leaders that will come together to address systemic problems in online bias.

MARCH GLAAD and Google's parent company, Alphabet, announce a collaboration to promote [LGBTQ-inclusive AI research](#).

Protecting a lifeline that's vital to our past, present, and future

America is in the middle of a culture war where the casualties are marginalized communities and the battleground is the media. But these days, it's hard to tell—what is the media? According to Pew Research, the number of U.S. Adults who get their news from TV has dropped to 50%¹ while the number of U.S. Adults who get at least some of their news from social media has increased to 67%.²

It's clear that the media and the way in which it is consumed has changed, and both continue to evolve—rapidly. And yet the fact remains that the internet has been and continues to be one of the greatest forces for good in the lives of LGBTQ people, providing them access to vital lifesaving resources, connecting them to others in their community, and showcasing positive role models they likely won't see in traditional media outlets.

With three decades of experience demonstrating the media's powerful influence, as well as our own authoritative potential to lead the conversation, GLAAD has stepped up to address this critical time by forming our organization's first-ever digital department.

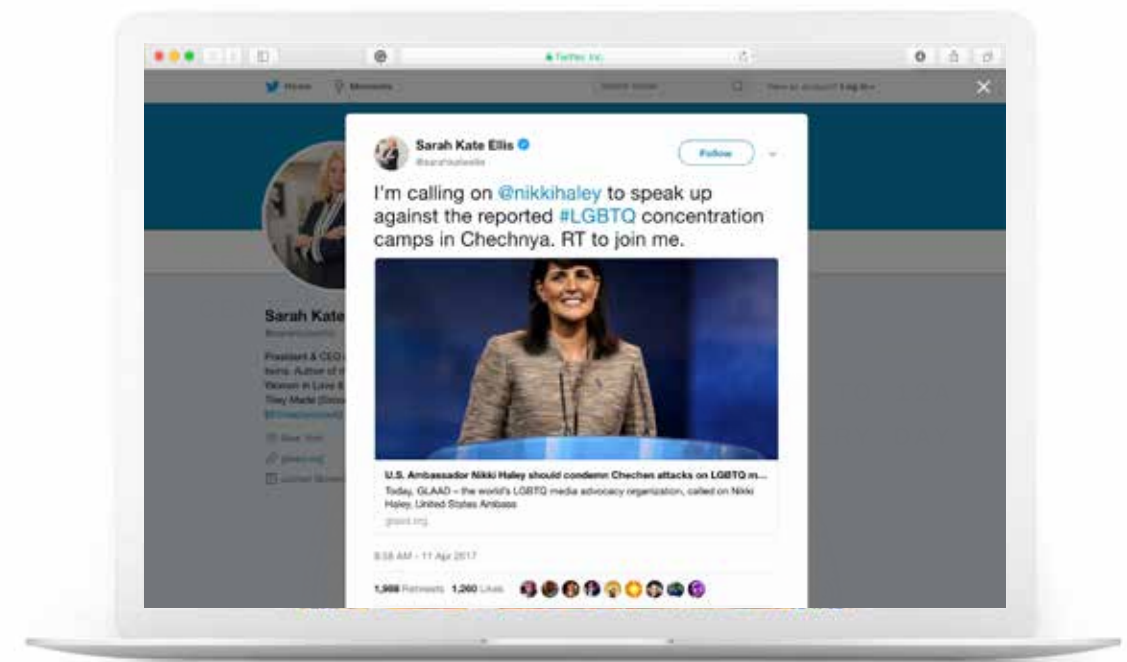
Our goal: to help develop technology as an ally rather than an (often unwitting) tool for discrimination, hate, and resistance. When a social media algorithm blocks positive content that LGBTQ youth want to see; when claims are made that artificial intelligence (AI) can unethically detect sexual orientation; when the removal of net neutrality threatens to censor and erase LGBTQ voices, GLAAD Digital is there, working directly with tech companies, advocacy groups, and community leaders to raise awareness. We also maximize the efforts of our own communications team using digital tools like social media and IT.

In doing so, we not only protect the digital lifeline that's so crucial to those marginalized—and to our own legacy—we ensure GLAAD's mission of accelerating acceptance stays on-track within the fast-paced, ever-changing digital landscape.

GLAAD.ORG

[f FB.COM/GLAAD](https://www.facebook.com/GLAAD)

[@GLAAD](https://www.instagram.com/GLAAD)

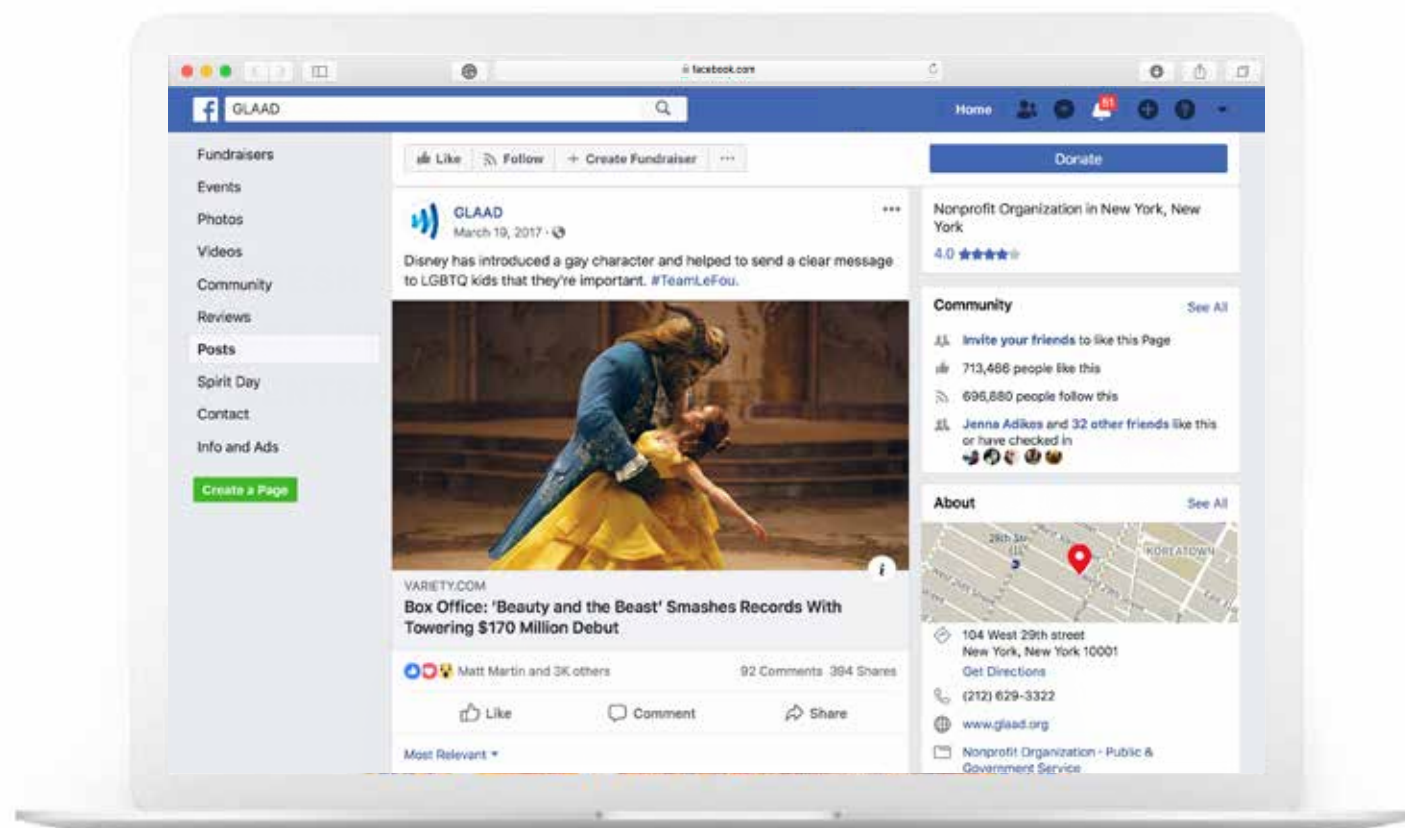
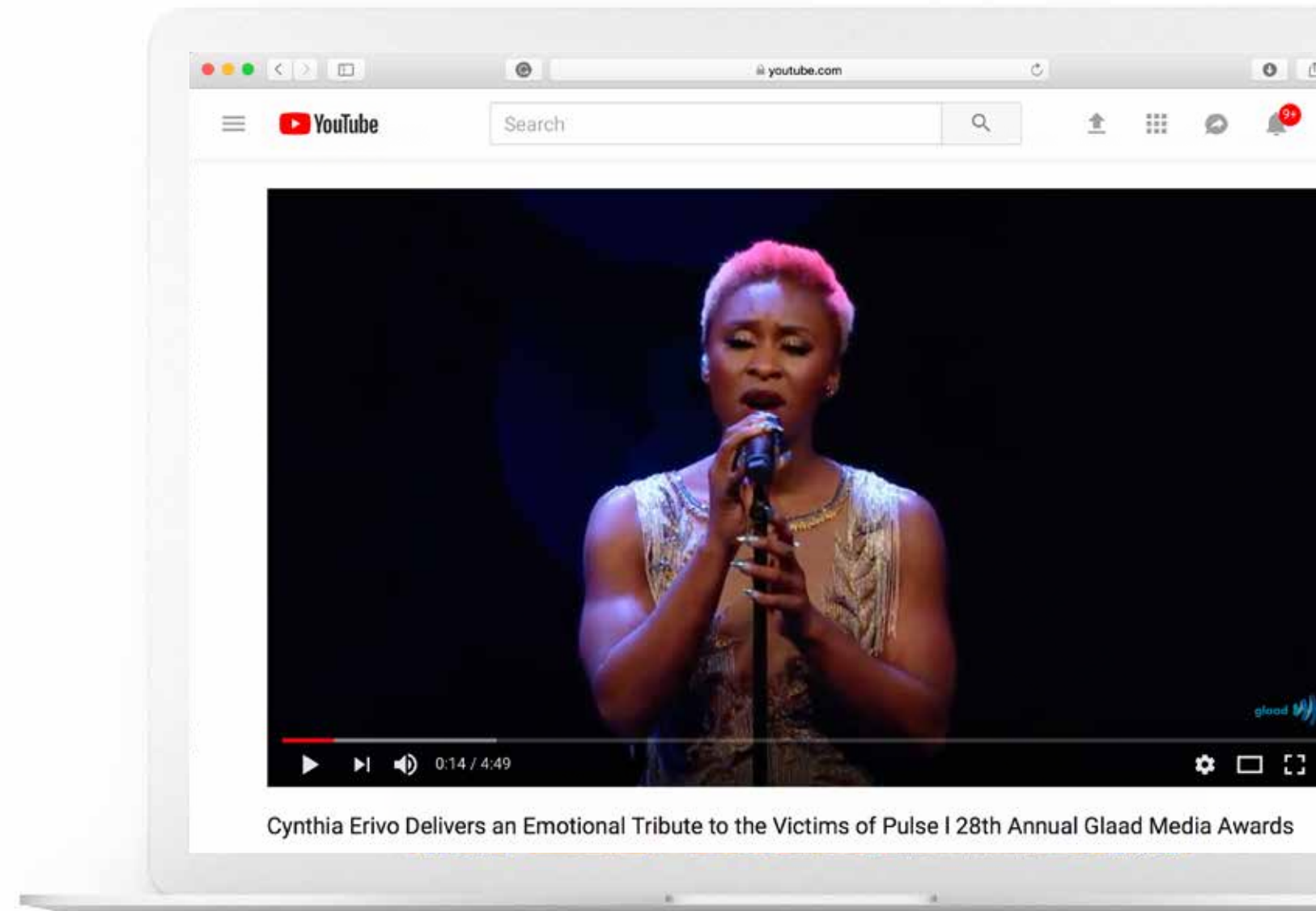


“It was pretty **uplifting** to hear that GLAAD is out there **staunchly defending** the LGBTQ community on the internet. I think I speak for everyone at the Webbys when I say we feel **quite awed** by their efforts.”

David-Michel Davies, Executive Director of Webby Awards

¹ <http://www.pewresearch.org/fact-tank/2018/01/05/fewer-americans-rely-on-tv-news-what-type-they-watch-varies-by-who-they-are/>

² <http://www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/>



GLAAD MEDIA INSTITUTE

2017-18 HIGHLIGHTS

JUNE GLAAD connects transgender activist and musician Summer Luk with *Teen Vogue* to pen [a personal essay about coming out](#) to her conservative Chinese parents.

JUNE On the one-year anniversary of the Pulse nightclub shooting, the GLAAD Media Institute provides [a training for survivors](#), including Ricardo Negron of Proyecto Somos Orlando.

OCTOBER The Disney Channel turns to GLAAD in developing the network's groundbreaking [first LGBTQ storyline](#) on its coming-of-age show *Andi Mack*. GLAAD provides expert feedback on the contents of the episode to authentically depict a young teen's experience coming out to his peer group.

JANUARY For the first time since its inception, the fourth annual *Accelerating Acceptance* report, conducted by The Harris Poll, reveals an [alarming erosion of LGBTQ acceptance](#). The findings are revealed at the World Economic Forum in Davos, Switzerland. In a show of solidarity, the Ariadne Getty Foundation announces a \$15M lead gift dedicated to building the GLAAD Media Institute.

MARCH *TransMilitary*, the first feature-length film project to receive funding from the GLAAD Media Institute, [premieres at the SXSW Film Festival and wins the Audience Award](#) in the Documentary Feature Competition category. The GLAAD Media Institute's grant to the film includes promotion, media outreach, and visibility assistance.

Turning education into armor for today's culture war

Since its founding in 1985, GLAAD has learned a lot about the media's role in changing hearts and minds. Now it's time to share that experience more widely, giving people and organizations the tools they need to break barriers, champion acceptance, and amplify media impact in a hostile and increasingly dangerous cultural climate.

Civil rights are under attack. Misinformation continues to fuel ignorance and fear. LGBTQ acceptance among American people is decreasing. With emotions running high and media credibility at an all-time low, GLAAD's mission remains as crucial as ever. And yet we recognize that closing the gap to full acceptance will not come from legislation or judicial decision alone. In order for us to truly move forward, we must inspire a deeper understanding and empathy from Americans themselves.

By empowering and activating our current allies, as well as receptive supporters, the GLAAD Media Institute will be the driving force to make that happen—fostering growth and change more meaningful and long-lasting than any law or verdict.

An Institute of Change

The GLAAD Media Institute enables people to build the core skills and techniques that effectuate positive cultural change. This is accomplished through three pillars:

TRAINING

Spokesperson and media engagement education for effective storytelling

CONSULTING

Serving industries, corporations, and organizations positioned to take a stand for justice

RESEARCH

Fielding studies, evaluating data, and developing metrics to strengthen our mission and drive action. Key resources include the *Accelerating Acceptance* report, the *Where We Are on TV* report, and the *GLAAD Studio Responsibility Index*.

NBA player Reggie Bullock of the Detroit Pistons was trained by GMI to share the story of his transgender sister Mia who tragically lost her life to violence. He has since appeared across news and sports media with a message of LGBTQ acceptance.

The goal is to **educate** as many people as we can, to really get the message of acceptance out there...I'm **front and center with the LGBTQ community** to say this community needs help now.

Ariadne Getty



The Disney Channel's *Andi Mack*



A WORLD OF GOOD

Coast to coast and around the globe, the GLAAD Media Institute strives to make equality a universal language.



1 BRAZIL, 2014
GLAAD helps the creation of two public service announcements calling for World Cup fans to help #StoptheSlurs, and creates guides for media on including LGBTQ perspectives in coverage.

2 RUSSIA, 2014
GLAAD releases the *GLAAD Global Voices Olympic Playbook* to ensure fair and accurate reporting on the LGBTQ situation in Sochi during the Olympic Games. Additionally, GLAAD awards GLAAD Gold to media outlets, newsmakers, and advocates who raise awareness of LGBTQ people in Russia and around the world.

3 BELIZE, 2015
With an assist from GLAAD leveraging international media to tell his story, Caleb Orozco wins his case against the criminalization of relationships between men in Belize.

4 CHILE, 2015
GLAAD prepares a same-sex couple to document their decision whether to start a family on the reality show *Happy Together*, offering the Chilean people fresh, upbeat insight into the daily lives of LGBTQ people.

5 CHINA, 2015
GLAAD assists in bringing ten Chinese same-sex couples to the U.S. to be married at the West Hollywood City Hall by the mayor while securing Los Angeles and international media attention for the contest, the couples, and the sponsorship by Alibaba. GLAAD also helps create the Chinese Rainbow Media Awards in Beijing, modeled off the GLAAD Media Awards.

6 IRELAND, 2015
GLAAD plays a pivotal role in winning marriage equality in Ireland by training LGBTQ leaders on best practices from the marriage equality fight in the U.S.

7 NIGERIA, 2015
Following the release of poll numbers measuring Nigerian acceptance of LGBTQ people, GLAAD provides local supporters expertise and best practices in monitoring and advocating in the media for more fair and accurate representation. GLAAD also presents a media training for journalists and LGBTQ advocates in Nigeria to do media monitoring, outreach, and advocacy.

8 THE VATICAN, 2015
GLAAD's campaign around Pope Francis publishes a resource guide for journalists, an open letter and petition, and videos, all calling on the pontiff to meet with LGBTQ families in the U.S. during his trip to the Americas.

9 ITALY, 2016
GLAAD consults with activists and advocates to create the first-ever Italian Diversity Awards, modeled after the GLAAD Media Awards.

10 MEXICO, 2017
GLAAD provides sensitivity and cultural competency training for Mexican consulate staff across North America and antibullying training for Mexican consulate staff globally.

11 UNITED KINGDOM, 2017
GLAAD advises the British Council on the formation and dissemination of Five Films for Freedom, a digital film festival that makes LGBTQ short films accessible to audiences worldwide.



12 AUSTRALIA, 2017
GLAAD teams up with local celebrities to support the campaign for equal marriage in Australia. Additionally, GLAAD assists in the formation of an Australian LGBTQ media organization through a two-week, on-the-ground experience.

13 PAN-AFRICA, 2017
GLAAD provides source material for the curriculum at a training for 24 journalists from 15 Sub-Saharan countries, leading to improved coverage of LGBTQ rights and religion. GLAAD also consults and media-trains actors and producers of the "edu-tainment" show *MTV Shuga*, a teenage drama that has been used to educate young African audiences about sexual education and HIV.

CAMPUS AMBASSADOR PROGRAM

2017-18 HIGHLIGHTS

SEPTEMBER GLAAD recruits and teaches **130 GLAAD Campus Ambassadors** representing **39 states**. This is a remarkable increase from one year ago, when the program featured just 31 students in 13 states.

SEPTEMBER During **#BiWeek**, GLAAD Campus Ambassador Gianna Collier-Pitts of New York University gains national attention and media coverage with a change.org petition to “Make Wonder Woman Bisexual” in the movie sequel.

OCTOBER GLAAD Campus Ambassadors take **Spirit Day** to their campuses around the country and encourage fellow students to go purple. Local events include a photoshoot facilitated by New York University GLAAD Campus Ambassador Teagan Rabuano at T-Party, a club for trans, non-binary, and gender non-conforming students and their allies.

NOVEMBER 108 student activists were trained by the GLAAD Media Institute and GLAAD Campaigns Team at the **2nd Annual GLAAD Campus Ambassador Summit in Atlanta, GA**.

FEBRUARY GLAAD launches **amp**, a digital platform and young creators series designed to amplify the voice and vision of a new generation. GLAAD Campus Ambassadors are key contributors of original content including op-eds, creative writing, photography, art, videos, and more.

Engaging, informing, and inspiring LGBTQ youth

Despite this year’s reported decline in comfortability, the fact remains that 20% of 18-34 year-olds identify as LGBTQ.³ By amplifying the voices and vision of this next generation of LGBTQ advocates, GLAAD Campus Ambassadors play a pivotal role in shaping the culture—and the future of our organization.

A volunteer network made up of current undergraduate LGBTQ and allies, GLAAD Campus Ambassadors serve as national representatives of student-led activism. They work closely with GLAAD to build sustainable and inclusive programming and end discrimination within their local communities, all while learning our best practices on leveraging media to create change.



“Being a GLAAD Campus Ambassador has been **nothing short of empowering**...Not only has GLAAD taught me how to amplify my voice, but it’s given me the tools to have my voice be heard.

L. Juliette, West Connecticut State University '18



It wasn’t until I joined GLAAD that I realized I would have the opportunity to have such a **large impact in a short amount of time**.

Kylan Kester, Morehouse College '18



Being a campus ambassador for GLAAD has **changed my life**.

Joon Park, Boston College '18



I felt great honor to do my part in **impeding Pompeo’s nomination**, as his confirmation would be a great disservice to our Nation and the LGBTQ+ community.

Tony Hernandez, University of Texas at Austin '18

APRIL Prior to Mike Pompeo’s committee hearing, University of Texas at Austin GLAAD Campus Ambassador Tony Hernandez **hand-delivers a letter and research** to warn Senate Foreign Relations Committee members and key Democratic Senate leadership of Pompeo’s extremist record.

GLAAD’s Campus Ambassadors have shared stories of LGBTQ youth in media including:

CNN.com

HuffPost

Essence

Teen Vogue

The Advocate

Seventeen

Popsugar

Refinery29

NBC News

Atlanta Journal-Constitution

³ GLAAD 2017 *Accelerating Acceptance* report



campus ambassador summit

NOVEMBER 10 - 12 / ATLANTA

▲ DELTA **turner**

SPIRIT DAY

2017-18 HIGHLIGHTS

UNPRECEDENTED ONLINE ENGAGEMENT

- **2,286,282,071 total impressions** (compared to 1.8B in 2016)
- **553,616 glaad.org/spiritday impressions** (compared to 220,965 in 2016)
- **563,431 unique views on blogs** (compared to 7,517 in 2016)

GLOBAL IMPACT

Spirit Day 2017 **participation** included the Mexican Embassy and their 51 consulates, the United Nations Free & Equal initiative, the UK Consulate, Mentally Aware Nigeria, Gay Post Italy, It Gets Better Mexico, Venezuela Igualitaria, and many more.

PURPLE REIGN

Times Square's **American Eagle Outfitters**, **MTV**, and **Thomson Reuters** light up in purple in NYC, as do **Wells Fargo Duke Energy Center** in Charlotte and **Target corporate headquarters** in Minneapolis, among others.

SINGING LOUD

GLAAD National Board of Directors member and songwriter Justin Tranter kicked off Spirit Day with a **private concert in Los Angeles** featuring Courtney Love, Hailee Steinfeld, Adam Lambert, JoJo, Carly Rae Jepsen, Gigi Gorgeous, Chris Colfer, and more.

Supporting LGBTQ youth through the largest, most visible anti-bullying campaign in the world

Started in 2010 by a high-school student, Spirit Day is now a global, multi-platform phenomenon, with billions pledging to “go purple” in a show of solidarity with the LGBTQ youth who disproportionately face bullying and harassment because of their identities.

On October 19, 2017, celebrities, schools, faith institutions, national landmarks, corporations, media outlets, and sports teams—not to mention parents, classmates, neighbors, and friends—all joined together in a united stand to let marginalized youth know they are supported.

The turnout was our biggest yet, generating 2.2 billion social media impressions worldwide.



“Let it rain purple on **#SpiritDay** as we take a stand together against bullying, and to support LGBTQ youth!

Celine Dion via Facebook

Team up with baseball as we stand for inclusion, and against bullying.

MLB via Twitter

Wear purple and post to social media with **#SpiritDay** and **#prideNBCU** on October 19.

Megan Mullally via Twitter



CAUSE CELEB

CBS, including the casts of *Mom*, *The Talk*, and *Madam Secretary*

Disney-ABC, including Kerry Washington, Tracee Ellis Ross, Jessica Capshaw, Jason Ritter, and hosts from *Entertainment Tonight*

Freeform, including the cast of *Shadowhunters* and *Grownish*

HBO, who shares a video of Dracarys from *Game of Thrones* breathing purple fire and another video of their staff gathered to form a massive purple HBO logo

Hulu, who highlights a special selection of programming featuring LGBTQ characters

MTV, VH1, and Logo, including hosts of *TRL*, and casts of *RuPaul's Drag Race* and *Teen Wolf*

NBCUniversal, including Ted Danson and Kristen Bell from *The Good Place*, the *TODAY* show, and *Watch What Happens Live* host Andy Cohen

Showtime, including the creators of *Episodes* and the casts of *Penny Dreadful* and *Shameless*

Spanish-language programming, including morning shows *Despierta América* and *Un Nuevo Día*

A-list supporters include Celine Dion, Hailee Steinfeld, Queen Latifah, Britney Spears, Tim McGraw, Kesha, Christina Aguilera, Jimmy Kimmel, Ryan Seacrest, and Faith Hill

Forward-thinking companies include Kellogg's, who launches a video featuring beloved characters like Tony the Tiger “speaking out” against bullying

U.S. Senators include Tammy Baldwin, Dianne Feinstein, Elizabeth Warren, and U.S. Representative Joe Kennedy III

Sports organizations include Major League Baseball and all thirty MLB teams, plus the NFL, WNBA, and NBA

von and 2 others Retweeted



kerry washington @kerrywashington · 22h

Join me and go purple 🍆 and take a stand against bullying for #SpiritDay 🏳️. Stand up for LGBT youth and #ChooseKindn... bit.ly/2xSbMX5



44 529 2.1K



Adam Lambert

EVENTS

2017-18 HIGHLIGHTS



Hosted by YouTuber Kat Blaque and featuring presenters such as activist Blair Imani and actor Tommy Dorfman, as well as special guest teen poet Royce Mann, the September event **honors next-generation change-makers** who use social media, digital media, or technology to enhance LGBTQ experiences online and in their communities.



Honorees Sam Altman, founder and president of Y-Combinator, and Don Lemon, CNN anchor, are among the honorees **celebrated for their work in tech and media**. Hosted by Ross Matthews, guest appearances include Justin Tranter and Nancy Pelosi, among others.



The largest Atlanta event to date is hosted by CMT personality Cody Alan and features a performance by Billy Gilman of *The Voice*, as well as appearances by *Real Housewives*' Cynthia Bailey, Shereé Whitfield, and Porsha Williams and *Survivor* cast member Zeke Smith.

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

GLAAD hosts a number of events across the country and throughout the year recognizing icons, role models, and leaders who have made significant contributions to the LGBTQ community. From our twice-yearly luncheons announcing the recipients of Rising Stars Grants, to fundraising galas in San Francisco and Atlanta, to the bi-coastal GLAAD Media Awards honoring fair, accurate, and inclusive LGBTQ representation, these fêtes are a chance to come together and celebrate the achievements and supporters of acceptance moving forward.

I think the South gets ignored a lot, and the LGBTQ community is so present and strong (here). **Thirty-five percent of queer people live in the South**, so for GLAAD to take the time and effort to throw a gala here is a great sign, especially given the political climate.

Tommy Dorfman at the GLAAD Gala Atlanta

Thanks to GLAAD—and to all of you—**visibility for trans, non-binary, and gender non-conforming people is increasing at a rapid rate.**

Asia Kate Dillon at the GLAAD Media Awards in New York

GLAAD and *Survivor* have completely changed my life...**Together with GLAAD, we changed millions of people's perceptions of trans-gender people.** We shattered stereotypes. We created a global conversation about privacy and respect.

Zeke Smith at the GLAAD Rising Stars Luncheon in New York



GLAAD and country music singer Ty Herndon presented **the only LGBTQ concert during CMA Fest** with some of country music's biggest stars including Vince Gill, Tanya Tucker, Michael Ray, and more speaking out about LGBTQ acceptance in Nashville and the south.



Host Tommy Dorfman and presenters including August Getty, Isabella Gomez of Netflix's *One Day at a Time*, Jazz Jennings of *I Am Jazz*, and Keiynan Lonsdale and Alexandra Shipp of *Love, Simon* **awarded Rising Stars Grants** to diverse, intersectional artists Gio Bravo, Leah Juliett, and Shayna Maci Warner.



Britney Spears receives **GLAAD's Vanguard Award** by surprise presenter Ricky Martin and Jim Parsons is honored by Ryan Murphy. Hosted by Wanda Sykes, the evening features appearances by Parsons' *Boys in the Band* castmates, as well as Olympians Adam Rippon and Gus Kenworthy, and actors including Chloe Grace Moretz, Chelsea Peretti, Denis O'Hare, Anthony Rapp, and Wilson Cruz.

Director Ava DuVernay, actress Samira Wiley, and Ms. Gloria Carter—accepting on behalf of her son, Jay-Z—receive standing ovations for groundbreaking speeches. The event opens with an **iconic duet** by Melissa Etheridge and Adam Lambert and features special guests including Senator Cory Booker, Robin Roberts, Laverne Cox, and Alexis Bledel.



Nancy Pelosi and Sam Altman
at the GLAAD Gala San Francisco



Britney Spears at the
GLAAD Media Awards Los Angeles

TRANSGENDER MEDIA PROGRAM

2017-2018 HIGHLIGHTS

JULY GLAAD announces inaugural [glaadgrants recipient](#)—multiplatform docuseries *America in Transition*—which explores relationships, family, and social issues by sharing first-person narratives from trans people of color, including immigrants, people living with HIV, and those living in rural environments.

JULY GLAAD President & CEO Sarah Kate Ellis sits down with Heath Fogg Davis to discuss his new book *Beyond Trans: Does Gender Matter* for [C-SPAN's After Words](#) series.

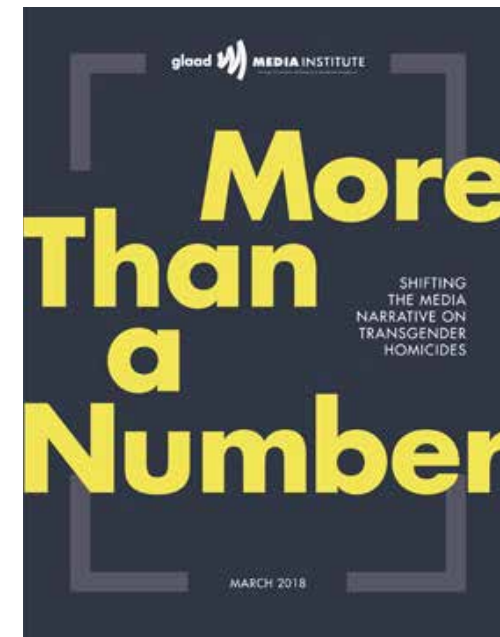
JULY Singer-songwriter Kesha and actor George Takei team up with GLAAD to support transgender equality after President Trump announces the military service ban by promoting [a T-shirt sold on the website Omaze](#). Each purchase of the exclusive “They Make US Stronger” shirt raises funds for GLAAD to fight the ban, while calling for justice, inclusion, and acceptance for the brave heroes serving our country.

SEPTEMBER Transgender service members, along with trans veterans, walk the iconic red carpet at the [MTV VMAs](#) with GLAAD President & CEO Sarah Kate Ellis and fashion designer August Getty, who worked

Meaningful collaboration to fairly and accurately tell the stories of transgender lives

While 27% of millennials say they personally know someone who is transgender, only 9% of Americans over 45 say the same.⁴ In fact, most Americans learn about transgender people through the media—which makes fair and accurate representation all the more imperative.

GLAAD works across multiple fronts to accelerate acceptance for the transgender community. This includes collaboration to raise awareness about the issues they face, as well as offering trainings to empower them to share their stories in the media. Conversely, we also work with national news outlets, TV networks, film studios, and Spanish-language media to properly highlight the unique challenges and everyday realities faced by transgender people.



“**Visibility matters** and the ways in which our stories are told in the media can change the world.”

Laverne Cox



on Miley Cyrus’ VMA dress. They posed with celebrities including Billy Eichner and Heidi Klum and took over @GLAAD’s Instagram during the red carpet and event.

NOVEMBER GLAAD celebrates [Trans Awareness Week](#) with a variety of initiatives, including a [#BeyondtheBinary](#) campaign featuring an inclusive language guide and photo series of influencers, and the *Beyond the Surface* video series exploring issues affecting the trans community. GLAAD also releases a video with Justin Tranter showing how music can be especially powerful for trans people, who too often don’t see themselves reflected in the media.

MARCH GMI-funded documentary *TransMilitary* premieres to a standing ovation and [wins Audience Award at SXSW](#).

MARCH GLAAD releases [More Than a Number: Shifting the Media Narrative](#), a new advanced resource for journalists and activists. The report outlines the importance of moving away from focusing solely on the number of victims lost in a given year, documents the epidemic of anti-trans violence in 2017, and provides reporters with advanced tips and advice from transgender spokespeople and activists about how to better cover anti-trans violence.



Transgender service members, along with trans veterans and President & CEO Sarah Kate Ellis at the MTV VMAs

&TOGETHER

2017-18 HIGHLIGHTS

Participants in the &Together campaign include:

Adam Rippon
Amiyah Scott
Andrew Rannells
Angelica Ross
Auli’l Cravalho
Brad Goreski
Chloe Grace Moretz
Christian Siriano
Christian Slater
Connor Franta
Dan Reynolds
Daniel Newman
Denis O’Hare
Don Lemon
Emma Watson
Gigi Gorgeous
Gloria Carter
Gus Kenworthy
Hannah Hart
Isabella Gomez
Jackie Evancho
Jazz Jennings
Jim Parsons
Jonathan Groff
Justin Tranter
Katherine Langford
Keiynan Lonsdale
Lena Waithe
Lila Downs
Luna Blaise
Martina la Peligrosa
Matt Bomer
Millie Bobby Brown

Uniting in solidarity within the LGBTQ community and across social justice movements

No one is just one identity, and many of us are under attack. The “&” symbolizes a declaration to stand with all groups subject to discrimination: including women, immigrants, communities of color, and LGBTQ people. It’s also a call for vulnerable communities to explore their intersecting identities and work together to create a more inclusive culture and achieve collective liberation.

“This collaboration reflects **the urgency and need to engage in standing up for social issues...**Duly recognizing this importance, ASOS has teamed up with GLAAD to amplify their message of inclusiveness.”

ASOS

Moonlight cast
Nancy Pelosi
Nico Santos
Nico Tortorella
Olivia Munn
Paris Jackson
Parson James
Patricia Arquette
Queer Eye cast
Reggie Bullock
Ricky Martin
Robin Roberts
Ross Mathews
Ryan Murphy
Samira Wiley
Sean Hayes
Stephanie Beatriz
Stephanie Rice
Stranger Things cast
Sting
Superfruit
Tatiana Maslany
The Real Housewives of Atlanta
Tig Notaro
Tina Fey
Tittus Burgess
Tommy Dorfman
Trace Lysette
Troye Sivan
Tyler Oakley
Valerie Jarrett
Vida cast
Wanda Sykes
Wilson Cruz
Zachary Quinto
Zeke Smith



asos x glad& merchandise



Gloria Carter and Robin Roberts
at the GLAAD Media Awards New York

GLAAD BY THE NUMBERS

GLAAD AT WORK



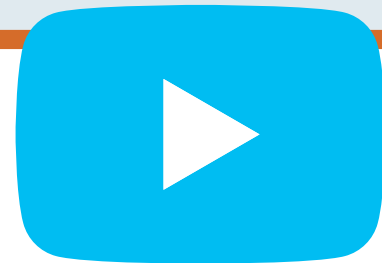
613k likes*



402k followers*



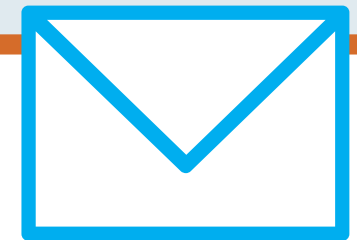
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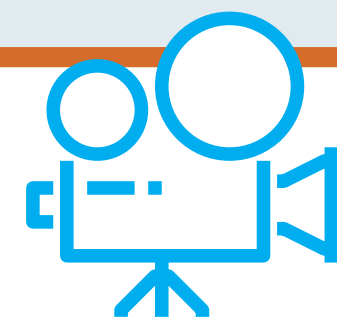
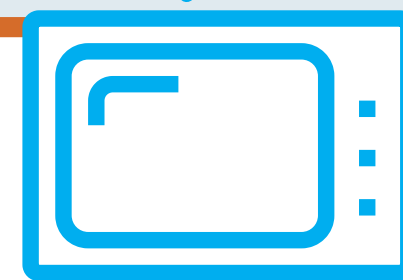
19k followers*
2.7M views



569 posts on
glaad.org
4.4M unique
page views**



413 email
campaigns
34.3M
recipients**



1775 hours of television reviewed
180 feature films reviewed***

*As of May 1, 2018

**May 1, 2017 - May 1, 2018

***As of June 12, 2018

LETTER FROM THE TREASURER

On behalf of the Board of Directors of GLAAD, we are pleased to share a summary of our financial statements for the year ended September 30, 2017 (FY 2017). By multiple measures, GLAAD moved forward on our planned trajectory of ambitious financial growth along with increased visibility and impact.

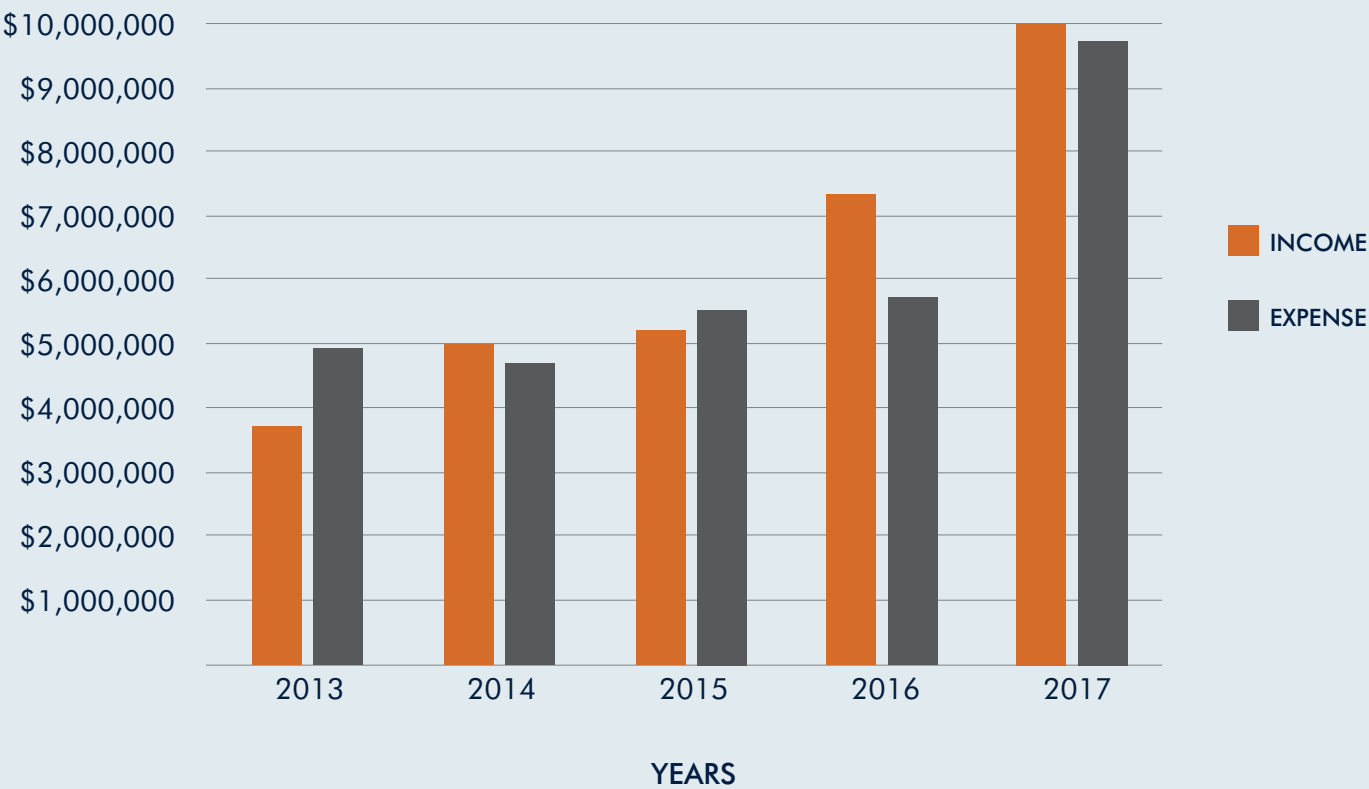
FY 2017 marks the end of our transition from a calendar-based fiscal year to a year ending on September 30. This change allows us to better anticipate our year-end results and provides us with the opportunity to make the best strategic use of resources generated at the end of December. In FY 2017, our total net assets increased by 9.5% and our income exceeded our expenses by more than 2%. As our fundraising efforts have become stronger and more diversified, contributions grew to 60% of our total income.

Consequently, we begin FY 2018 from a position of strength, and with the increased ability to make strategic investments in our growing programs and organization. As the need for our critically important work increases, we have grown in both size and influence. We remain steadfast in our commitment to financial discipline and the optimal use of our resources. This enables GLAAD to respond rapidly to the myriad threats to our community and to further advance our mission to accelerate acceptance.

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

Respectfully submitted,
Nicholas Hess
Treasurer

FINANCIAL SUMMARY



FINANCIAL SUMMARY CONT'D

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

STATEMENT OF FINANCIAL POSITION
SEPTEMBER 30, 2017
with comparative totals at September 30, 2016

	2017	2016
TOTAL ASSETS	\$7,325,162	\$6,689,656
TOTAL LIABILITIES	1,026,819	578,521
TOTAL NET ASSETS	6,298,343	6,111,135

STATEMENT OF ACTIVITIES
FOR THE TWELVE-MONTHS ENDED SEPTEMBER 30, 2017
with comparative totals for the nine-months ended September 30, 2016

	Twelve-Months 2017	Nine-Months 2016
REVENUE AND SUPPORT	9,035,073	7,291,488
EXPENSES	8,847,865	5,728,863
CHANGE IN NET ASSETS	187,208	1,562,625
NET ASSETS, BEGINNING OF YEAR	6,111,135	4,548,510
NET ASSETS, END OF YEAR	\$6,298,343	\$6,111,135

INVESTORS & DIRECTORY

GLAAD SUPPORTERS

“I’ve been a member of a lot of LGBTQ organizations and **GLAAD is my favorite.** They do a lot of great work—I’m proud to be a member!”
Tom Bindert
(Member since 1992)

MILLION DOLLAR LIFETIME CLUB

With profound thanks we honor the following donors, who have supported GLAAD’s programs in excess of \$1,000,000 in lifetime giving.

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Anheuser-Busch Inc.	Google, Inc.
Arcus Foundation	Hilton
Ariadne Getty Foundation	IBM Corporation
AT&T	Michael Palm Foundation
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Diageo North America	Wells Fargo Bank
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Richie Allen
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Brendan Davis
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Siobhan Neitzel
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