



# ANNUAL REPORT

FY21 & FY22

WE WILL NOT STOP.  
WE WILL NOT SETTLE.  
WE WILL NOT GO BACK.

JOIN US IN THE PUSH  
TO 100% ACCEPTANCE.

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## MISSION STATEMENT

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.

## A MESSAGE FROM THE PRESIDENT & CEO

If there's anything we at GLAAD have learned from this year, it's that historic progress must never be taken for granted. We began 2021 with what felt like a ray of light breaking through the clouds. The country welcomed the Biden-Harris administration to the White House, and they immediately began making historic strides for LGBTQ Americans, enacting executive orders on day one to commit to federal workplaces free of discrimination against LGBTQ Americans. The administration went on to appoint Karine Jean-Pierre as White House press secretary, the first Black woman and first out LGBTQ person to serve in the role, and her first public appearance after the announcement was at the GLAAD Media Awards in New York.

Meanwhile, with COVID-19 vaccines becoming widely available in the U.S., many of us were cautiously able to gather again. While it's been far from a return to "normal", at GLAAD we have been able to revisit cherished in-person events, such as the GLAAD Media Awards – now in its 33rd year – and of course, Pride Month celebrations. We have also celebrated incredible wins in arts and media. In March 2022, Ariana DeBose became the first out queer woman of color to win the Best Supporting Actress Oscar for her role as Anita in *West Side Story*. Her message of support to LGBTQ youth during her acceptance speech, and her continued advocacy for LGBTQ people and people of color, have made her a worldwide inspiration.

With your help, GLAAD has led the charge to forefront the experiences of LGBTQ people to create cultural change, and our media reflects this more and more. Unfortunately, with progress has come a political backlash unlike anything we have experienced in recent history. Combined, 2021 and 2022 have ushered in 300+ anti-LGBTQ bills proposed in legislatures across the country and countless examples of discriminatory school policies and anti-LGBTQ rhetoric. Florida's notorious "Don't Say LGBTQ" bill, which bars classroom instruction about sexual orientation or gender identity, is one of dozens of bills specifically targeting LGBTQ children. Others attempt to limit gender-affirming health care or censor books with LGBTQ stories in schools and libraries. As this coordinated attack put LGBTQ youth and their families in danger, the Supreme Court also

took action to limit Americans' bodily autonomy by overturning *Roe v. Wade*. This dangerous decision has opened the door for future challenges to other hard-won rights such as marriage equality.

GLAAD has never been an organization to back down from the fight for equality or hide in the shadows. As you know, we've made it our mission to bring the full spectrum of LGBTQ stories and identities into the spotlight. That work has never been more urgent. In our 2021-2022 annual report, you'll find several examples of our mission in action, from introducing the nation to a mom of a transgender teenage son in our Meet the Briggles Family PSA, to making social media a safer place for LGBTQ youth through our Social Media Safety Index, to launching a #BooksNotBans campaign to fight censorship and book bans in our schools and libraries.

Since 2022 marks an important midterm election year, GLAAD has also ramped up our work to rally LGBTQ people and allies to the polls. We made some historic wins in 2020. But this year has proven that we can't rest on our laurels – and we never will. It would be impossible to cover all of our achievements and highlights in this letter, so I hope you'll take some time to read through our annual report. Most importantly, as you read about each promising moment of legislative progress or example of LGBTQ joy in the media, I hope you see your support in action.

GLAAD has always relied upon the determination and optimism of our incredible community. Friends like you prove time and time again that there is no challenge we can't meet with ingenuity, resources, and hope, and this year has been no different. I'm looking forward to writing the next chapter of our journey towards 100% acceptance for LGBTQ people with you by our side.



Sarah Kate Ellis  
GLAAD President & CEO



# KEY GLAAD INITIATIVES

## **GLAAD NEWS & RAPID RESPONSE**

GLAAD serves as a resource to journalists and news outlets in print, broadcast, and online media to expose anti-LGBTQ activists who appear in the media and to ensure that LGBTQ people are represented fairly and accurately in all reporting.

## **VOTER EDUCATION & ENGAGEMENT**

Engaging, empowering, educating, and activating LGBTQ and ally voters to create positive change for our community across all levels of government. A collaboration across all departments, GLAAD's Voter Education & Engagement work puts decades of experience towards mobilizing LGBTQ people and our allies to vote.

## **GLAAD MEDIA INSTITUTE (GMI)**

Through training, consulting, and research — including annual resources like the Where We Are On TV and the Studio Responsibility Index — GMI provides the tools for everyone from students and activists to the world's most prominent journalists and film producers to build the core skills and techniques that effectuate positive cultural change.

## **TRANSGENDER MEDIA PROGRAM**

GLAAD is reshaping the way Americans see the transgender and nonbinary communities, working through news, entertainment, and online media to share stories that build understanding and support.

## **COMMUNITIES OF COLOR PROGRAM**

Focused on implementing and tailoring GLAAD's goals for Communities of Color, GLAAD amplifies the stories and issues facing the community to increase authentic accurate and accurate portrayals of LGBTQ people of color.

## **HIV WORK**

Focused on reducing the stigma around those who are living with HIV, GLAAD is implementing decades of media expertise to activate new storytellers to change dangerous perceptions across the country.

## **SPANISH-LANGUAGE & LATINX MEDIA PROGRAM**

GLAAD works to build a more inclusive Spanish-Language and Latinx Media, increasing understanding and support among the Spanish-speaking community, the fastest-growing population in the country.

## **EVENTS AND THE GLAAD MEDIA AWARDS**

GLAAD has reimagined its events portfolio to reach more people than ever before possible, bringing all the work you see above to people around the country. From digital pride rallies to the GLAAD Media Awards, GLAAD events move acceleration forward through far-reaching messages of acceptance.

# 2021 - 2022 YEAR IN REVIEW

## OCTOBER 2021

### SPIRIT DAY

Millions of people "go purple" to stand in solidarity with LGBTQ youth, as part of the most visible LGBTQ anti-bullying campaign in the world.



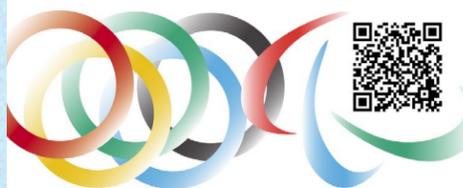
## JANUARY 2022

### OLYMPIC GUIDES

GLAAD, Athlete Ally, and OutChina provide "Guide to Covering LGBTQ Athletes at the 2022 Olympics and Paralympics" as a resource to journalists and media professionals.

### COVERING LGBTQ ATHLETES

AT THE 2022 BEIJING WINTER OLYMPICS AND PARALYMPICS



## NOVEMBER 2021

### TRANSGENDER AWARENESS WEEK

GLAAD partners with mainstream media outlets to spotlight the stories of transgender and gender nonconforming advocates who are working for safety and acceptance in their communities.



## FEBRUARY 2022

### WHERE WE ARE ON TV

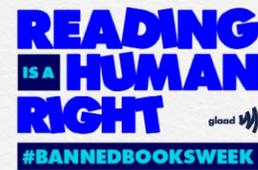
LGBTQ representation on broadcast TV reaches a record high, but GLAAD calls for more diversity and mor einclusion in genres like kids & family programming: GLAAD publishes its annual Where We Are On TV Report.



## DECEMBER 2021

### #BOOKSNOTBANS LAUNCH

GLAAD joins 600+ organizations and individuals to protest the wave of attempted book bans in schools and libraries across the country.



## MARCH 2022

### STUDIO RESPONSIBILITY INDEX

GLAAD releases our 10th annual Studio Responsibility Index, analyzing LGBTQ representation in releases by eight major film studio distributors. The report shows LGBTQ people are nearly invisible in mainstream films and GLAAD continues work behind-the-scenes with industry leaders on new storylines.



## APRIL 2022

### BRIGGLE FAMILY PSA

Amber Briggie introduces the world to a family with a transgender child – her family – in a GLAAD PSA released during the GLAAD Media Awards in Los Angeles.



## JULY 2022

### SOCIAL MEDIA SAFETY INDEX

Our 2nd annual Social Media Safety Index provides recommendations to improve LGBTQ user safety across five major social media platforms.



## MAY 2022

### GLAAD MEDIA AWARDS NEW YORK

The world's biggest names in Hollywood, news and culture including Academy Award winner Ariana DeBose and iconic advocate Judith Light join together at the GLAAD Media Awards in NYC to join GLAAD in speaking out against recent anti-LGBTQ legislation and violence.



## AUG 2022

### MONKEYPOX RESPONSE

GLAAD joins Gilead Sciences and a coalition of LGBTQ and public health organizations to ensure LGBTQ communities receive critical information about the monkeypox virus



GLAAD.ORG/MPV

## JUNE 2022

### PRIDE/ACCELERATING ACCEPTANCE

GLAAD marks Pride Month with our annual Accelerating Acceptance report, a look at the state of America's heart and minds when it comes to accepting LGBTQ people.



## SEPT 2022

### VOTER EDUCATION

GLAAD partnered with Headcount to mobilize LGBTQ voters and allies to vote in the 2022 midterm elections and educate voters about the rise of anti-LGBTQ legislation and candidates.



# NOTABLE HIGHLIGHTS

## EVENTS

The **GLAAD Media Awards** returned to the stage in 2022 with events in Los Angeles and New York City, celebrating the best in LGBTQ representation in media. The GLAAD Media Awards raise the bar for what LGBTQ representation across the media and complement GLAAD’s work to bring LGBTQ images and stories to people around the world. Welcoming over 2000 guests, we honored films, tv, music, journalism, and more with 30 awards presented over two incredible evenings.

Hosted by Bob the Drag Queen, Eureka O’Hara, and Shangela, the Los Angeles awards honored Kacey Musgraves with the Vanguard Award, and featured Andrew Garfield speaking out for trans youth as he presented Michaela Jaé Rodriguez with the Stephen F. Kolzak Award. The ceremony was also produced for Hulu, bringing affirming messages to LGBTQ youth everywhere. A month later in New York City, Academy Award winner Ariana DeBose presented GLAAD’s Excellence in Media Award to Tony and Emmy award-winning actress, producer, and activist Judith Light. Actor Wilson Cruz was also honored with the Vito Russo Award by journalist Jonathan Capehart. The NYC event was hosted by Cody Rigbsy and transgender recording artist, actress, GLAAD Board Member, and RuPaul’s Drag Race Alum Peppermint. White House Press Secretary Karine Jean-Pierre received a standing ovation when she appeared onstage with GLAAD Board Chair Pamela Stewart and GLAAD President and CEO Sarah Kate Ellis.



The ceremonies garnered more than 8.5 billion media impressions, including media articles dedicated to issues that were discussed on stage like LGBTQ youth, combatting HIV stigma, and the power of LGBTQ representation in media. The events raised over \$5 million for our work and were presented by Gilead Sciences, Inc., Hyundai, and Ketel One Family Made Vodka.

# GLAAD HANGOUTS

GLAAD found new pathways for connection on Instagram, hosting GLAAD Hangouts and bringing in-depth conversations about LGBTQ issues featuring legendary LGBTQ icons and emerging talent, from Cody Alan to Nico Santos to Hailie Sahar to Jewell

Developed as a way to stay connected with our community during the COVID-19 pandemic, we've invited our 350,000+ followers to join us for intimate, fun and moving chats with some of your favorite LGBTQ stars and advocates. We are proud to continue to bring these thoughtful insider discussions to your screens!

**Hangouts**

HOST: **GABE GONZALEZ**

SPECIAL GUEST: **JULIANA JOEL**

WEDNESDAY, SEPT 28<sup>TH</sup> | 5PM ET / 2PM PT

**Hangouts**

**Hangouts**

HOST: **KYLE PRICE**

SPECIAL GUEST: **RASHAD A. MUHAMMAD**

**Hangouts**

**Hangouts**  
CELEBRATE BISEXUALITY DAY

HOST: **ESHE UKWELI**

SPECIAL GUEST: **BLAIR IMANI**

FRIDAY, SEPT 23<sup>TH</sup> | 6PM ET / 3PM PT

**Hangouts**

**Hangouts**  
VIKTOR & ROLF

HOST: **ANTHONY ALLEN RAMOS**

SPECIAL GUEST: **KATE AUSTIN**

NATIONAL COMING OUT DAY

TUESDAY, OCT 11<sup>TH</sup> | 10AM PT / 1PM ET

**Hangouts**

# GLOBAL IMPACT

As the world reopened, GLAAD continued to use our expertise to prioritize and advance LGBTQ issues globally. At the World Economic Forum's Annual Meeting in Davos, President and CEO Sarah Kate Ellis spoke about anti-LGBTQ legislation and violence and urged corporate leaders to take real action as LGBTQ allies. GLAAD also hosted a widely-publicized panel on the Future of the Workforce to spotlight how workplaces can be more inclusive of LGBTQ young people.

GLAAD attended the 2022 Cannes Lions International Festival of Creativity, the largest global gathering of the creative marketing community, to discuss the power of LGBTQ inclusion in the advertising industry and corporate responsibility as harmful rhetoric and anti-LGBTQ legislation continue to rise. President & CEO Sarah Kate Ellis shared that less than 2% of ads in mainstream advertising include LGBTQ people, adding "We've got a lot of work to do and it's time to call brands in."

Ross Murray, Vice President of the GLAAD Media Institute, kicked off a six-week training tour in August for LGBTQ advocates across Australia with an Advocacy Masterclass in Sydney. Through a long-running partnership with The Equality Project, the GLAAD Media Institute provides advocacy training in building and executing campaigns, media engagement, and messaging for impact. The Equality Project has featured GLAAD and its expertise since 2017, having trained and presented to over 2500 LGBTQ people, allies, corporations, and media outlets.



# CHANGEMAKERS SERIES

GLAAD launched "Changemakers," a 4-part video series presented by Ally Bank that spotlights Black LGBTQ small business owners and their impact within their local communities before and throughout the COVID-19 pandemic. The series was produced by NEON, GLAAD's ongoing digital content series that increases the visibility of Black LGBTQ people. In addition, Ally donated \$10,000 to each "Changemaker" business to empower them to continue making positive change in their communities. Watch on GLAAD's YouTube and social media accounts.



# NEWS & RAPID RESPONSE

As anti-LGBTQ activists work to roll back our rights, GLAAD continues to respond by ensuring fair and accurate news stories about LGBTQ people and stories. Through our News & Rapid Response work, we spotlight LGBTQ voices to humanize the issues of the day, debunk misinformation about LGBTQ people, and fight back against anti-LGBTQ rhetoric.

## MEET THE BRIGGLE FAMILY

GLAAD launched a PSA introducing Texas mom Amber Briggie, who speaks about her family including her transgender teenage son, Max. The PSA is part of GLAAD's efforts to spread humanizing stories about LGBTQ young people and their families, and fight back against legislation targeting transgender youth. The PSA also spotlighted the need for the Equality Act to protect LGBTQ Americans from discrimination. The spot directs viewers to Equality-Now.org, which features information on LGBTQ youth and calls on visitors to show public support for them. In testing the PSA with focus groups of parents, we learned that the ad moved even people who did not support transgender youth. Since its debut, Comcast NBCUniversal, Paramount, Warner Bros. Discovery, The Walt Disney Company and The Ad Council have run versions of the PSA nationwide. Equality-Now.org is managed by GLAAD with support from partners at the Equality Federation Institute, the Freedom for All Americans Education Fund, the National Center for Transgender Equality, and the Transgender Legal Defense and Education.



## #BOOKSNOTBANS

In response to a wave of attempted book bans and targeting of library and school board personnel, GLAAD and more than 600 organizations and leaders representing writers, educators, artists, racial and social justice advocates, booksellers and publishers signed onto a statement against the censorship of LGBTQ-inclusive books and books about race and racism. GLAAD also coordinated a social media campaign, #BooksNotBans, and provided a media guide for journalists to accurately report on book bans and the national anti-LGBTQ groups coordinating and funding these actions. Most recently, GLAAD published Back To [Redacted]: A Guide to Battling Book and School Censorship for Students, Parents, and School Staff to fight censorship and ensure that all voices are heard in the 2022-23 school year and beyond.



TITLES BANNED IN 26 STATES (JULY '21-MARCH '22)



BOOK CHALLENGES & REMOVALS (2021)



ANTI-LGBTQ SCHOOL POLICY BILLS

(Source: PEN America)

## ANTI-LGBTQ BILLS

In 2021-2022 we saw an extreme uptick in anti-LGBTQ legislation and political attacks, including 300+ bills aiming to discriminate against LGBTQ people – a record for this short period of time. According to Freedom for All Americans, most bills have targeted transgender people and youth, such as “Don’t Say LGBTQ” laws passed in Florida and four other states, and many take aim at evidence-based, best practices healthcare for transgender youth. GLAAD has released a guide for media covering state legislation targeting LGBTQ people and also launched a voter education and engagement campaign to turn out the vote in 2022 (more on that below).

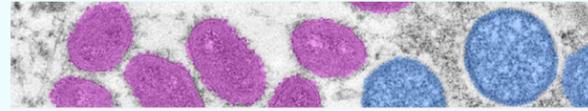


## ROE V. WADE OVERTURNED

When the Supreme Court overturned Roe v. Wade in June 2022 in its ruling in Dobbs v. Jackson, it ignited a series of state bans on abortion, a wave of activism, and heightened media coverage. GLAAD immediately responded, reminding the media and the public that abortion is also an LGBTQ issue. Many LGBTQ people can and do get pregnant – and can and do seek abortion services. We remain vigilant regarding this decision’s impact on other LGBTQ rights previously upheld by the Supreme Court, including marriage equality and the right to privacy for LGBTQ people and their relationships.

## RESPONSE TO MONKEYPOX

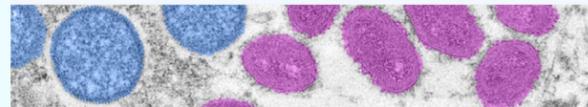
As with HIV, COVID-19, and now monkeypox, discrimination, disinformation, racism and systemic breakdowns in the healthcare system continue to challenge LGBTQ Americans' health as well as public health and safety, especially for LGBTQ people of color. All people are susceptible to MPV (monkeypox virus), but early data of the current outbreak showed the majority of the cases were among gay or bisexual men, resulting in additional stigma. GLAAD continued its commitment to keeping our community safe and informed, working with the CDC and other organizations to provide timely information to media outlets and across our social media platforms, releasing the first guide for media covering monkeypox and the LGBTQ community, and calling on all levels of government to expedite vaccine distribution and treatments to communities.



### MPV & HIV:

- **45%** OF GLOBAL MPV CASES ARE AMONG PEOPLE WITH HIV
- SCIENTISTS ARE UNCERTAIN WHETHER HAVING HIV INCREASES YOUR LIKELIHOOD OF GETTING MPV
- PEOPLE WITH HIV WHO ARE VIRALLY SUPPRESSED ARE NOT AT RISK OF MORE SEVERE MPV ILLNESS

SOURCE: WHO, CDC



OCTOBER 11

**LAST DAY TO REGISTER TO VOTE IN KEY STATES**

ARIZONA, GEORGIA,  
NEVADA, OHIO,  
PENNSYLVANIA, FLORIDA

glaad  VOTE

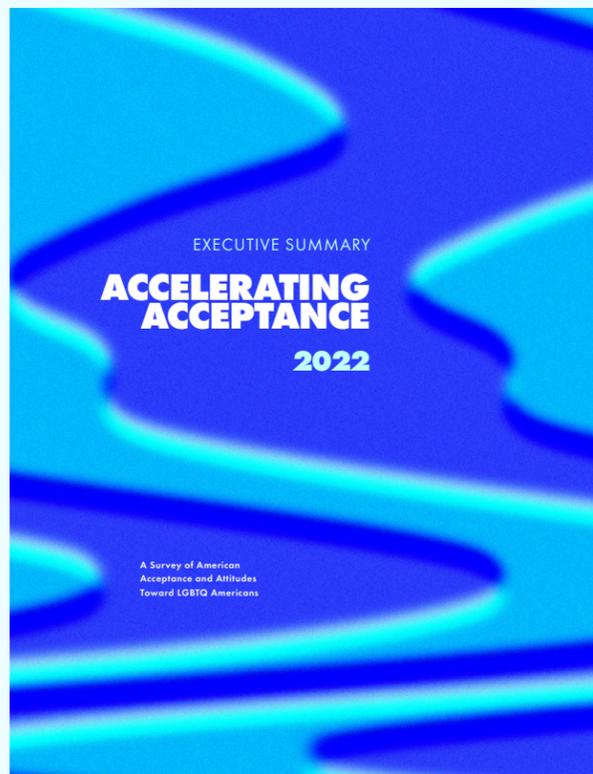
## VOTER EDUCATION & ENGAGEMENT

GLAAD is committed to ensuring LGBTQ people and our allies register to vote and have the tools they need to know what's at stake for LGBTQ people in the 2022 midterm elections. We teamed up with Headcount, a national organization that aims to increase voter registration and promote participation in democracy, to register voters and we launched [GLAAD.org/vote](https://glaad.org/vote) to educate voters on their rights and ensure we can #VoteWithPride. In July 2022, we premiered our "Say Vote" campaign video series to urge the LGBTQ community and its supporters to vote in the midterm elections, featuring messages from Ariana DeBose, Wilson Cruz, Cody Rigsby, and Dyllon (accent over the O) Burnside, among many others.

# RESEARCH & INDEXES

## SOCIAL MEDIA SAFETY INDEX

Our second annual Social Media Safety Index (SMSI), released in 2022, included new metrics measuring LGBTQ safety, privacy, and self-expression through our Platform Scorecard. GLAAD has worked with platforms to ensure progress since the 2021 SMSI – including TikTok prohibiting targeted misgender, deadnaming, and promotion of conversion therapy – our newest report illustrated just how far social media platforms still have to go. All platforms received below 50 out of possible 100 on our scorecard when assessed on measures like explicit protections from hate and harassment for LGBTQ users, offering gender pronoun options on profiles, and prohibiting advertising that could be harmful and/or discriminatory to LGBTQ people. Misinformation and inaccuracies on social media continue to translate into real-world harm, and are cited as drivers of increased anti-LGBTQ legislation in the U.S.

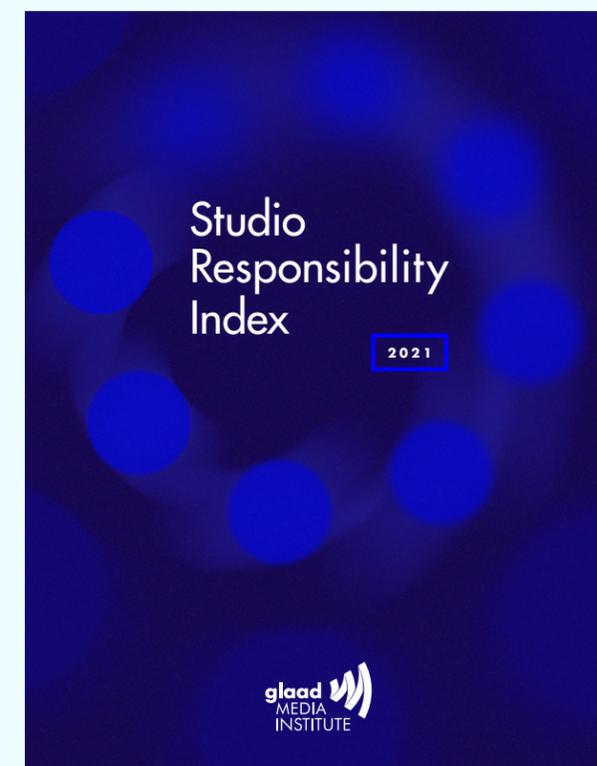
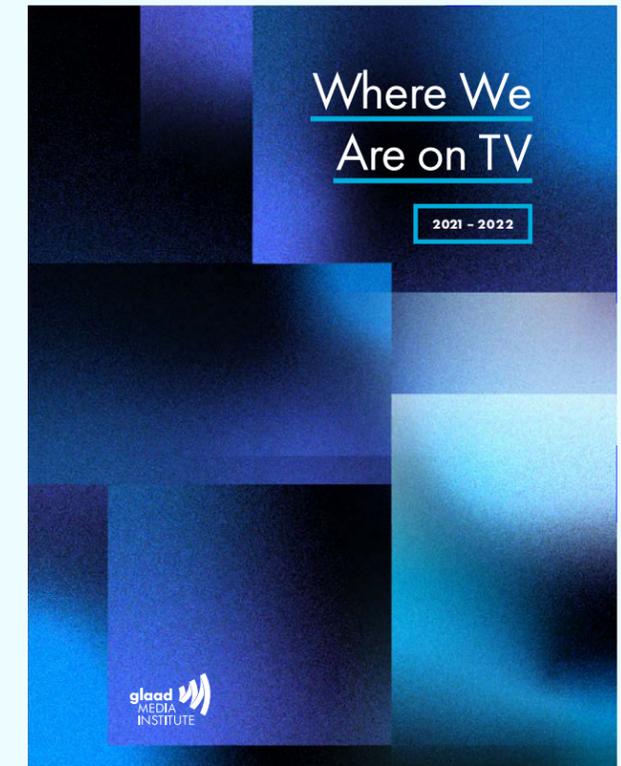


## ACCELERATING ACCEPTANCE

Since 2015, GLAAD's annual Accelerating Acceptance study has measured Americans' attitudes and comfortability towards LGBTQ Americans. The report shows key markers of acceptance are increasing year after year, but this year we found key changes of note: non-LGBTQ Americans feel increased confusion around the letters and terms used to describe our community, showing an increased need for GLAAD's public education and media work. Most alarmingly, our 2022 report revealed that a significant majority of the LGBTQ community—a startling 70%—says that discrimination has increased over the past two years. This falls hardest on LGBTQ people of color, and transgender and nonbinary people.

## WHERE WE ARE ON TV

Our 17th edition of Where We Are on TV, GLAAD's analysis of LGBTQ representation across television and streaming platforms, found that of the 775 series regular characters on scripted broadcast primetime programming in 2021-2022, 92 characters (11.9 percent) are LGBTQ. This is an increase of 2.8 percentage points from the previous year and marks a new record high of LGBTQ series regulars on broadcast. For the first time in this report's history, lesbian characters represent the majority of the LGBTQ characters on broadcast at 40 percent (56 characters), up six percentage points from the previous season. The TV industry still has room for improvement on telling LGBTQ stories in genres like kids & family programming and in telling stories of diverse LGBTQ people. There were only 31 transgender characters counted in the report and only two characters living with HIV. The growing state of LGBTQ representation on television is a signal that Hollywood is beginning to understand the power of telling LGBTQ stories, but we must leverage these stories to further educate the world on important LGBTQ issues.



## STUDIO RESPONSIBILITY INDEX

The GLAAD Studio Responsibility Index (SRI) maps the quantity, quality and diversity of LGBTQ characters in films released by eight major motion picture studios. GLAAD's analysis inspired four major motion picture studios to increase representation by 20% in two years. Yet our 2021 report showed a decrease in bisexual representation, zero transgender or nonbinary characters in major studio films released, and zero LGBTQ characters living with HIV, showing that major studios still have work to do. Promisingly, we documented an increase in lesbian representation, and an increase in racial diversity of LGBTQ characters. The GLAAD Media Institute will meet with studios year-round to guide upcoming and future LGBTQ storylines and to advocate for more diverse and impactful stories. Our upcoming 2022 report will include new sections documenting donations to anti-LGBTQ elected officials, whether LGBTQ stories are censored when films are released overseas, and more.

# GLAAD MEDIA INSTITUTE

Training. Consultation. Research. Empowering others to help accelerate acceptance.

The GLAAD Media Institute continued providing online and in-person training along with its lead partner, the Ariadne Getty Foundation. Together we reach thousands of activists around the world with tools to accurately represent the LGBTQ community through media.

## **EDUCATED & TRAINED**

NEARLY **90,000** PEOPLE DURING FY22

## **CONSULTED & ADVISED**

ON NEARLY **600** STUDIOS' FILMS AND TV SHOWS

ADVISING **75%** OF HOLLYWOOD'S  
**MAJOR TALENT AGENCIES**

WORKING WITH **30+**  
**CORPORATE BRANDS**  
**ON THE FORTUNE 500**

RELEASED **12** PIECES OF  
**RESEARCH & REPORTS**

# TRANSGENDER MEDIA PROGRAM

GLAAD's team worked to widen authentic transgender representation in a year when almost half (47%) of non-LGBTQ respondents to GLAAD's Accelerating Acceptance survey were unfamiliar with trans people



**.SUNDANCE INSTITUTE** – In partnership with the documentary Disclosure on Netflix, we released an entertainment industry toolkit along with Sundance Film Institute and the International Documentary Association (IDA) to support authentic and accurate transgender stories. It includes a state of the industry overview, best practices for casting and finding transgender talent, questions to consider when starting a film or TV project, and additional materials for research and consultation.

**ELLIOT PAGE INTERVIEW** – Nick Adams, Vice President of the GLAAD Media Institute, prepared Oprah Winfrey for her Apple TV+ interview with trans actor Elliott Page. Oprah thanked Nick, saying...

**WHITE HOUSE ADVOCACY** – We ensured trans and gender-diverse advocates were a voice at the White House's listening sessions on safety and inclusion, resulting in a report with 45 key, early actions the administration is taking to address the root causes of anti-transgender violence, discrimination, and denial of economic opportunity.



## SPOTLIGHT: LGBTQ CHARACTERS IN THE MCU

Our behind-the-scenes work with the television and film industry resulted in Marvel's The Eternals featuring the first LGBTQ characters in the MCU, plus representation in Doctor Strange in the Multiverse of Madness and Thor: Love and Thunder.



# SPANISH LANGUAGE & LATINX MEDIA & COMMUNITIES

Latinx consumers of both English and Spanish-language media want very much to see their lives reflected in the media they enjoy. And, it is crucial to get LGBTQ stories and education in front of a rapidly growing audience. That's why GLAAD offers English and Spanish-language resources for media professionals working in any medium, from newspapers and magazines, to websites, movies, and video games.

**DON'T SAY LGBTQ BILL** – GLAAD spread awareness about Florida's "Don't Say Gay/Trans" bill through interviews on the Spanish-language channel CNNE and Edicion Digital's news. Both are viewed by a large audience of Spanish speakers in the U.S. and abroad.

**GLAAD SPANISH-LANGUAE MEDIA LEADERS** – GLAAD's Spanish-Language Media Program Director, Monica Trasandes, was featured in the journal, "Hispanic Executive," and she co-produced a "Libera Tu Orgullo" (Release Your Pride) event alongside Mexican activists for International Day Against Homophobia, Transphobia, and Biphobia (May 17th).

**LATINX HERITAGE MONTH** – In honor of Latinx Heritage Month, our Spanish-Language Media team introduced a new guide in English and Spanish to help writers, producers and others working in entertainment in the US, Latin America and Spain to expand LGBTQ-inclusive storytelling.



**Hispanic Executive**  
Amplifying the voices of Latino leadership in America

**Monica Trasandes: "Get It Right"**

FEBRUARY 8, 2021  
As a director at GLAAD, Monica Trasandes fights for positive, authentic representation for the Latino LGBTQ+ community

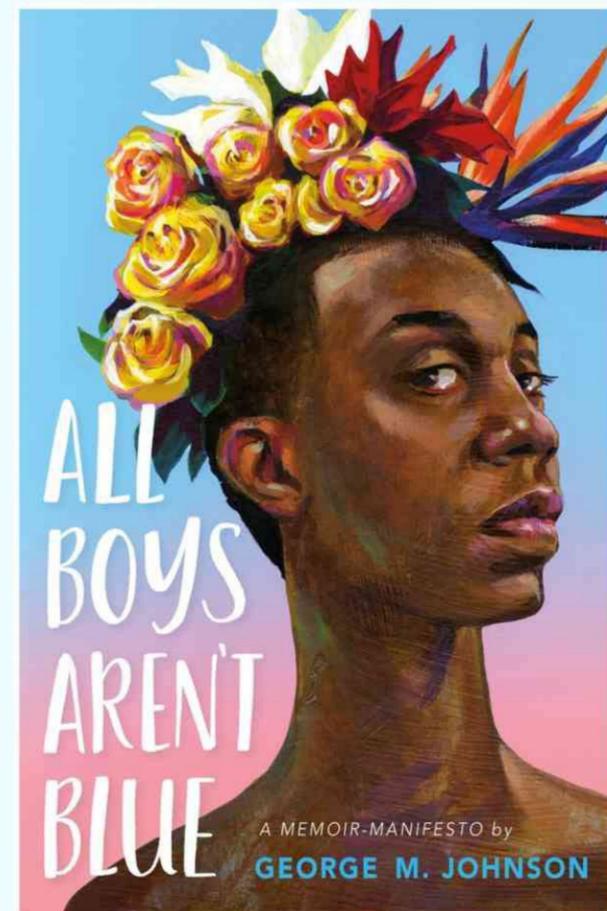
# COMMUNITIES OF COLOR



With a focus on implementing GLAAD’s goals of promoting visibility and understanding through media for LGBTQ people of color, particularly Black and African descent communities, GLAAD’s Communities of Color program leverages traditional media, influencers, and original content as a means to educate the public on the issues facing the community and to accelerate acceptance.

**GLAAD FIRESIDE CHATS** – Our Fireside Chats continued to center the stories of people of color, taking on COVID-19, family, working in the arts, dismantling racism, thriving with HIV, and more. Guests included actor Brian Michael Smith, the first Black transgender actor on a broadcast network TV show, and author George M. Johnson, an award-winning Black non-binary author and activist, who’s book “All Boys Aren’t Blue” has become one of the most banned books in the nation.

GLAAD’s Virtual and hybrid trainings and workshops empowered activists, students at HBCUs, and health stakeholders.



# HIV WORK

2021 marked 40 years since the first AIDS cases were reported in the U.S. Educating media professionals, fighting stigma and pushing for 100% acceptance for those living with HIV continues to be a critical centerpiece of GLAAD’s work.

## LIL NAS X AT THE VMAS

At the 2021 MTV VMAs, Lil Nas X delivered a powerful performance to accelerate acceptance of LGBTQ Americans and shine a spotlight on the stigma that fuels HIV, especially across the South. He worked with GLAAD and Gilead COMPASS Initiative – a GLAAD partner – to fundraise for 13 organizations working to address the HIV epidemic. GLAAD, Southern AIDS Coalition, Wake Forest University’s Faith Coordinating Center, and organizations in the Gilead COMPASS Initiative also shared HIV facts tied to Lil Nas X’s performance and fundraising campaign



## 2021 STATE OF HIV STIGMA

GLAAD’s 2021 State of HIV Stigma, a national survey in partnership with the Gilead COMPASS Initiative, measured American attitudes toward HIV and people living with HIV. According to its study, people living with HIV continue to experience stigma, which is fueled by misinformation and lack of information about the progress science and medicine have made to make HIV preventable and, when treated, untransmittable. The study found that less than half of Americans (48%) feel knowledgeable about HIV, down three points from a year ago, with the highest discomfort levels allocated to the South and Midwest.

GLAAD continued to highlight the stories and voices of people living with HIV to combat stigma. We also published an open letter to rapper DaBaby setting the facts straight about HIV after he made remarks fueling stigma and misinformation about HIV at a concert in July 2021.

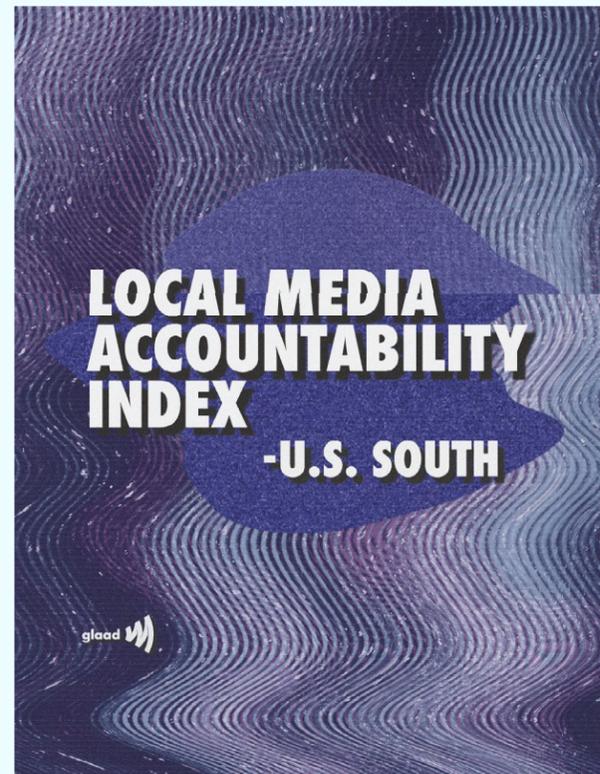


# SOUTHERN STORIES

GLAAD's Southern Stories initiative aims to positively showcase the lives of, and build acceptance for, the LGBTQ community in southern states.

Local Media Accountability Index - U.S. South – Reviewing 181 newspapers and TV outlets in nine Southern U.S. states, GLAAD found a limited or complete lack of LGBTQ or HIV-related content, and a lack of LGBTQ voices and local voices, particularly transgender people, in related stories. We launched a newsroom tour across the U.S. South to educate journalists and editors on our findings and how to include LGBTQ and HIV-related content.

Working with our partners at Gilead COMPASS Initiative – which works to address the HIV epidemic in the Southern United States – GLAAD-led stories have appeared in local news outlets and we are reaching out to newsrooms to discuss the findings and share best practices to improve coverage and representation moving forward.

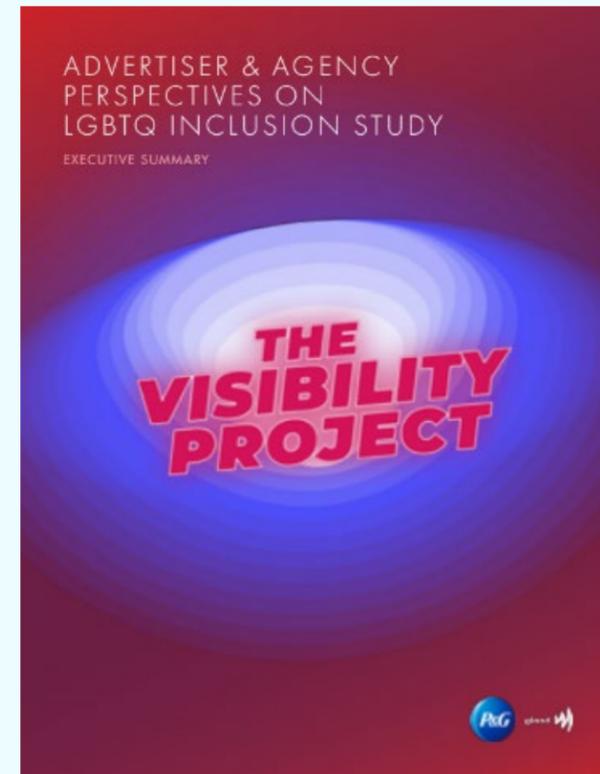


# THE VISIBILITY PROJECT

The advertising industry has an outsized impact to drive acceptance for the LGBTQ community. GLAAD's Visibility Project continues to push industry leaders to feature diverse LGBTQ representation in advertising and to leverage the power of corporations to take action on LGBTQ issues.

## CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY

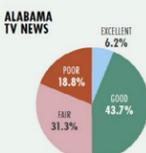
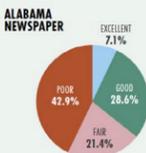
A recent study found that only 1.8% of characters in ads at the Cannes Lions Festival were LGBTQ inclusive. We attended the 2022 festival to discuss the state of LGBTQ inclusion in the advertising industry and corporate responsibility as harmful rhetoric and anti-LGBTQ legislation continue to rise. Research conducted in partnership with Procter & Gamble and GLAAD shows that advertising executives have a strong need for tools, resources, and best practices around LGBTQ inclusion that eliminates concerns about backlash from the community when they miss the mark and that creates a pathway forward for more LGBTQ inclusion. GLAAD is helping marketers, advertisers, creatives and agencies embrace the challenge and to get it right.



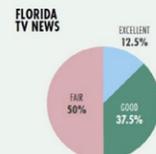
## STATE-SPECIFIC HIGHLIGHTS

### ALABAMA

"Dinner and a show: The Starlite bringing drag back to Montgomery." (June 3, 2019) from the Montgomery Advertiser is a fair and accurate local culture piece that notes the lack of LGBTQ gathering spaces and plans for a new restaurant and club with entertainment.



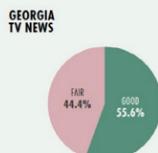
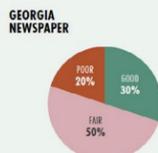
### FLORIDA



Solid reporting from the Orlando Sun-Sentinel, "Anti-LGBT Florida schools getting school vouchers" (January 23, 2020) about the 156 private Christian schools with anti-LGBTQ views that educated more than 20,800 students with tuition paid for by state-funded scholarships.

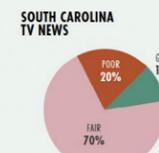
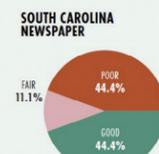
### GEORGIA

The reporting is solid and in-depth in this video report and accompanying text article about the citizenship struggle facing the child of gay parents in Georgia, from WXIA (Atlanta), "Born out of wedlock" policy used to deny 1-year-old citizenship, because her parents are gay" (August 14, 2019).

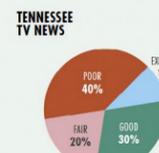
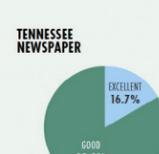


### SOUTH CAROLINA

This local reporting from Greenville News (Greenville) includes quotes from council members as well as community members who spoke out both in favor and against rescinding the measure: "County Council measure to rescind anti-gay resolution fails by 1 vote" (March 3, 2020).



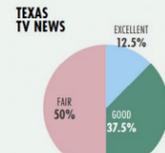
### TENNESSEE



WBIR (Knoxville) featured a lot of accurate and original reporting including this video report, "University of Tennessee ranks as second most LGBTQ-unfriendly university in the U.S." (August 26, 2020).

### TEXAS

The Dallas Morning News includes in-depth and consistent reporting on LGBTQ issues including this piece, "Texas leads the nation in transgender murders. After the latest attack, the Dallas trans community asks why" (September 30, 2019).



### MYTH:

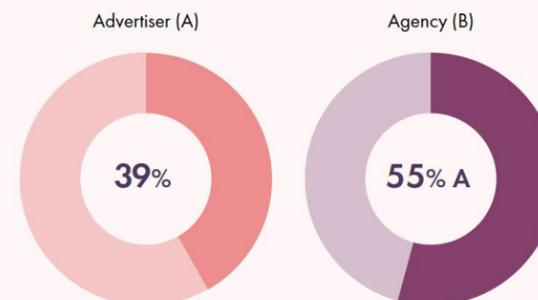
Corporate Support for LGBTQ Inclusion in advertising is strong

### FACT:

Despite the high visibility and support in Hollywood as well as the strong emergence of LGBTQ in our younger generation, there is relatively weak corporate support for LGBTQ inclusion in advertising, especially among Advertisers.

### Support Among Top Leadership for featuring LGBTQ People and Scenarios in Advertising is NOT Strong

% "Agree Completely" Featuring LGBTQ People and Scenarios is Supported by Top Management



Importantly, however, advertisers more significantly understand the societal impact of using LGBTQ people in advertising, with more than half understanding they are making a positive impact through representation.

### Advertisers More Significantly Understand the Societal Impact of Using LGBTQ People in Advertising

% "Completely Agree" with statement



# GLAAD GAMING

Right now, 10% of gamers identify as LGBTQ. GLAAD Gaming officially launched this year to drive equity and acceptance across the gaming industry, with particular emphasis on creating an accountability report to drive safe and inclusive environments for LGBTQ users on gaming platforms. Our work includes working with game designers to include more LGBTQ storylines and characters and engaging their teams to create safe spaces for LGBTQ gamers on their platforms.

## THE SIMS 4

Thanks to the work of GLAAD, the It Gets Better Project, and Electronic Arts (EA) gamemakers, the latest update for The Sims 4 now allows players to customize their Sims' pronouns.



### Commemorating a piece of LGBTQ gaming history – Phantasmagoria: A Puzzle of Flesh

By Blair Durkee | June 25, 2021



### GLAAD celebrates Outstanding Video Game nominees for the 32nd Annual GLAAD Media Awards

By Blair Durkee | January 28, 2021



# GLAAD BY THE NUMBERS

## DIGITAL IMPACT



## FINANCIAL SUMMARY

YEAR	INCOME	EXPENSE	CHANGE IN NET ASSETS
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
2018	\$19,673,634	\$9,871,030	\$9,802,604
2019	\$13,293,995	\$9,749,277	\$3,544,718
2020	\$17,526,890	\$9,099,919	\$8,426,971
2021	\$24,984,204	\$11,061,903	\$13,922,301
2022	\$16,545,985	\$14,672,342	\$1,873,643

## STATEMENT OF FINANCIAL POSITION SEPTEMBER 30, 2022

with comparative totals as of September 30, 2021 and September 30, 2020

	FY22	FY21	FY20
<b>TOTAL ASSETS</b>	\$46,156,013	\$44,226,917	\$30,236,631
<b>TOTAL LIABILITIES</b>	\$2,287,433	\$2,231,980	\$2,163,995
<b>TOTAL NET ASSETS</b>	\$43,868,580	\$41,994,937	\$28,072,636

## STATEMENT OF ACTIVITIES SEPTEMBER 20, 2022

with comparative totals as of September 30, 2021 and September 30, 2020

	2022	2021	2020
<b>REVENUE AND SUPPORT</b>	\$16,545,985	\$13,293,995	\$17,526,890
<b>EXPENSES</b>	\$14,672,342	\$9,749,277	\$9,099,919
<b>CHANGE IN NET ASSETS</b>	\$1,873,643	\$3,544,718	\$8,426,971
<b>NET ASSETS, BEGINNING OF YEAR</b>	\$41,994,937	\$6,298,343	\$19,645,665
<b>NET ASSETS, END OF YEAR</b>	\$43,868,580	\$19,645,665	\$28,072,636

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