



ANNUAL REPORT

FY20

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

JOIN US IN THE PUSH
TO 100% ACCEPTANCE.

**GLAAD
ANNUAL REPORT
FY20**

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KEY GLAAD INITIATIVES

GLAAD NEWS & RAPID RESPONSE

GLAAD serves as a resource to journalists and news outlets in print, broadcast, and online media 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 fighting for pro-equality candidates and policies.

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 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 non-binary 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 and AIDS, 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 reimaged 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.

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.



A MESSAGE FROM THE PRESIDENT & CEO

The year 2020 will be forever remembered as a year of great challenges for our country and people the world over. A global pandemic that stopped us in our tracks. A reckoning on race fueled by the murder of George Floyd and four hundred years of history. Economic uncertainty in the face of a divided country awaiting the outcome of the most consequential national election of our lifetimes.

As LGBTQ people, all of this affected our community deeply, but at GLAAD, we didn't step back from the fight for full equality and acceptance. We stepped up — and our supporters and sponsors stepped up with us.

I can see we are not the same organization today we were just one year ago. Like so many, GLAAD was forced to learn and grow in ways large and small that we could not have anticipated. Yet, it was one great skill that we have developed over more than 35 years of media advocacy that made all the difference — agility. Our ability to turn on a dime and deliver culture-changing impact proved once again that the GLAAD team had the power, experience, and intuition to bring calm amid the storm and action amid the temptation of complacency. We created new tools and programs for the media, for our community, and for the world to navigate a year of crisis effectively, and the results are propelling our social justice revolution forward.

GLAAD led the charge to ensure LGBTQ people were not left out of the media coverage of the 2020 Presidential Election. Then we took our collective voices to the polls and changed the course of history by turning out to vote and electing a pro-equality President and Vice President, who are already using the power of the Oval Office to right the wrongs inflicted on LGBTQ people and other marginalized communities by the previous administration. We gave them a new, pro-equality majority in the U.S. Senate, poised to enact systemic and comprehensive change for LGBTQ people. And we elected LGBTQ candidates up and down the ballot as we turned out in record numbers.

Our important work in Hollywood and entertainment didn't skip a beat. We reached new levels of inclusion in film, as tracked by our annual Studio Responsibility Index, honored a record number of video games for their historic inclusion through our GLAAD Media Awards, and worked with The Hallmark Channel to bring the network's first-ever LGBTQ-inclusive films into the living rooms of America over the holiday season.

Meanwhile, our GLAAD Media Institute was hard at work training more corporations, studios, and individuals than ever with the tools they need to create inclusive and affirming content and leverage the power of the media to make change.

Now, as we move into 2021 with new hope and optimism, we are better positioned than ever to tackle the important work ahead by using our voices — and the power of the media — not just to move hearts and minds, but to influence the narratives, public policies, and cultural moments that will shape our collective future.

Already in 2021, we launched our groundbreaking Social Media Safety Index to hold social media companies accountable for the hate and vitriol that permeates their platforms and work with them on a roadmap for improvement. We partnered with P&G to launch The Visibility Project, a new initiative to accelerate LGBTQ inclusion in advertising. And we are leading the charge in the media to raise awareness and ensure that The Equality Act, which would provide comprehensive federal protections for LGBTQ people, becomes the law of the land.

The truth is that the work of GLAAD is so vast, so impactful, so far-reaching, I could never contain it all in a single letter. So, I hope you'll spend time with this report, dive deeper into our work, and commit — or recommit — yourself to joining us in the critical fight for our future.

I am excited to build on the experience and powerful impact we created at GLAAD this year. We are at a turning point as the world moves forward. Join me, and let's continue the fight to accelerate acceptance together.

Sarah Kate Ellis
GLAAD President & CEO

GLAAD WORK AT A GLANCE MAY 2020 - APRIL 2021

MAY

GLAAD and P&G release groundbreaking research "LGBTQ Inclusion in Advertising and Media."

**LGBTQ
INCLUSION IN
ADVERTISING
& MEDIA**

More info on page 30

JUNE

There can be no pride if it is not intersectional: GLAAD uses Pride Month to center the voices of LGBTQ People of Color.

More info on page 11

JULY

GLAAD releases the Studio Responsibility Index, unveiling that Hollywood had reached a new peak percentage of LGBTQ inclusion in film.

**2020
Studio
Responsibility
Index**

More info on page 16

AUG

GLAAD releases a 30-second ad on Fox News, outlining the outgoing Administration's attacks on the LGBTQ community.

More info on page 14

SEPT

Star Trek: Discovery works with the GLAAD Media Institute to introduce the Star Trek franchise's first non-binary and transgender characters.

More info on page 17

OCT

GLAAD amplifies the voices of LGBTQ voters and pushes for LGBTQ questions during debates and candidate town halls.

More info on page 13

NOV

GLAAD works with our partners to make Trans Awareness Week 2020 the most visible TAW ever.

**TRANS
AWARENESS
WEEK**
NOVEMBER 13 - 19

More info on page 18

DEC

GLAAD works behind the scenes to create a memorable Holiday season with historic first LGBTQ holiday films.

More info on page 16

JAN

GLAAD releases the Where We Are On TV Report and calls on Hollywood to make strides towards acceptance.

**Where We
Are on TV**
2020-2021

More info on page 16

FEB

**HIV
STIGMA
& FAITH
SUMMIT**

GLAAD hosts its first three-day HIV Stigma and Faith Summit.

More info on page 24

MAR

GLAAD stops problematic coverage around the historic confirmation of Dr. Rachel Levine and celebrates her win.

CONGRATULATIONS

DR. RACHEL LEVINE
ASSISTANT SECRETARY OF HEALTH
Dept. of Health and Human Services



More info on page 11

APR

**GLAAD
MEDIA
AWARDS**

GLAAD hosts the biggest GLAAD Media Awards ever, a historic digital event spreading messages of acceptance around the world.

More info on page 27

KEY ACCOMPLISHMENTS

NEWS & RAPID RESPONSE

Ensuring fair and accurate media representation through real-time vigilance and action

Working with journalists across outlets from print to new media, our team serves both as a critical resource and as an attentive watchdog for mainstream media. From holding elected officials accountable through efforts like our ongoing GLAAD Accountability Project to changing discriminatory policies through strategic media campaigns, GLAAD's News & Rapid Response team is dedicated to safeguarding accurate and fair representation, as well as ensuring the inclusion of diverse LGBTQ perspectives across news media.

THERE CAN BE NO PRIDE IF IT IS NOT INTERSECTIONAL

Following the inhumane murders of Black Americans at the hands of police around the country, GLAAD wasted no time in setting a new tone for Pride month. With a focus on centering the voices of LGBTQ people of color, GLAAD worked with the media to make sure Pride 2020 was focused on the intersectionality and diversity of our community.

This Pride Month, we'll be centering and lifting up the voices of Black LGBTQ people. There can be no Pride if it is not intersectional. We are Together in Pride.

Black Lives Matter.

THE HISTORIC CONFIRMATION OF DR. RACHEL LEVINE

After Dr. Rachel Levine was misgendered during a radio interview ahead of her confirmation hearings, GLAAD jumped into action, hosting trainings across the country to focus on respectful and accurate coverage of gender identity and building a guide for journalists that was used throughout her hearings and historic confirmation as the first openly transgender person confirmed by Senate to a federal post.



SUPREME COURT

As the U.S. Supreme Court was hearing cases pertaining to the nondiscrimination rights of LGBTQ workers, GLAAD launched a coordinated campaign to ensure the media covered the landmark decision accurately. A detailed tip sheet outlined what the possible outcomes would mean for LGBTQ Americans, and placed interviews with plaintiff Gerald Bostock that ensured this major victory had accurate coverage.

Tip Sheet for Journalists Covering U.S. Supreme Court Decisions Regarding LGBTQ Workplace Discrimination

By GLAAD | April 22, 2020



INTRODUCTION

On October 8, 2019, The United States Supreme Court heard consolidated cases pertaining to Title VII of the Civil Rights Act and its application to LGBTQ workers and their nondiscrimination rights at the workplace. We now await what will surely be a landmark decision, which could be handed down any day.

GLAAD ACCOUNTABILITY PROJECT

GLAAD ACCOUNTABILITY PROJECT

Once President Joe Biden took office, GLAAD went to work to make sure that the most pro-equality administration ever elected stuck to its promises, while simultaneously holding anti-LGBTQ politicians accountable for their words and actions. The GLAAD Accountability project was launched, tracking anti-LGBTQ words and actions of public figures to ensure that when they're in the media, they are held accountable for their hateful rhetoric.

EQUALITY ACT MEDIA MONITOR

Since the Equality Act was introduced in congress, GLAAD has been running a coordinated campaign to drum up public support, work with the media to ensure accurate coverage, and track the progress of this landmark piece of legislation. Working with journalists to familiarize them with the facts and the participants' records has been key in moving the Equality Act forward, which, when passed, will be a major moment of cultural change for the LGBTQ community.

VOTER EDUCATION & ENGAGEMENT

Engaging, empowering, educating, and activating LGBTQ and ally voters

With the most pro-equality administration in power and pieces of legislation like the Equality Act at play, GLAAD is activating to create positive change for our community across all levels of government. A collaboration across all departments, GLAAD's Voter Education & Engagement work educates voters of all backgrounds and mobilizes our community and allies to the ballot box.

PRESIDENTIAL DEBATES

After five presidential debates without a single question about LGBTQ healthcare protections, workplace discrimination, violence against the community, or the Equality Act, GLAAD deployed 30 years of media expertise to amplify the LGBTQ voice in the election conversation. GLAAD's campaign, including a petition demanding news media include LGBTQ issues in presidential debates and town halls, worked. LGBTQ issues were spotlighted by political media and two LGBTQ questions were asked in ABC News' Biden Town Hall.

"What would you say to LGBTQ Americans and others who are very worried right now about the erosion of their rights and our democracy as a whole?"



"My youngest daughter is transgender. The Trump administration has attacked the rights of transgender people...How will you as president reverse this dangerous and discriminatory agenda and ensure the lives and rights of LGBTQ people are protected under U.S. law?"



DRIVE THE VOTE

To tell the stories of LGBTQ voters across the country, GLAAD worked with BuzzFeed to create and broadcast a four-part video series, "Drive the Vote." Featuring interviews with LGBTQ voters across four battleground states: Pennsylvania, Ohio, Michigan, and Wisconsin, the series explored their attitudes about the upcoming election, why they were voting, and what issues mattered most to them.

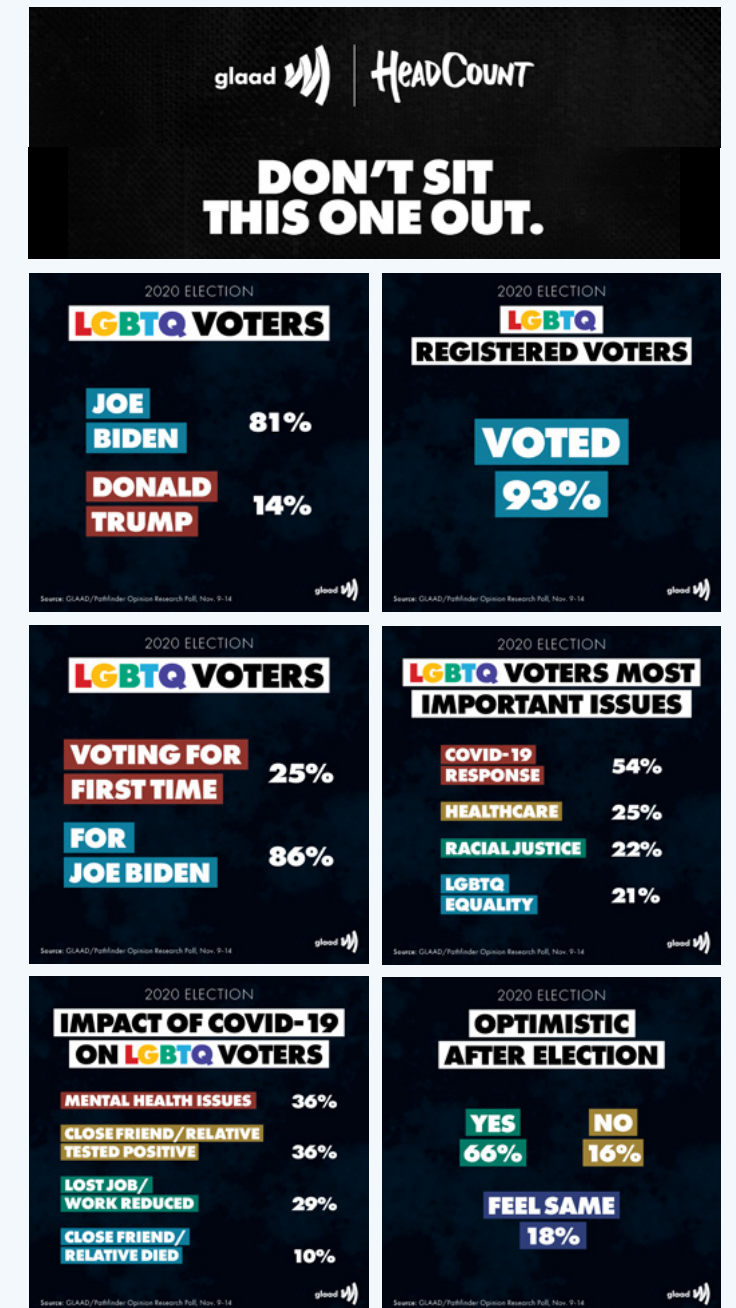
THE CONVERSATION

As coverage of the RNC began, GLAAD made a major statement on Fox News. With a 30-second ad depicting a gay man speaking to his mother about the Trump Administration's attacks on the LGBTQ community, GLAAD did not spare words when educating voters on both sides about the hateful rhetoric of the outgoing administration.



GETTING BIG NAMES INVOLVED

GLAAD worked our network, bringing out celebrities to lead the charge in turning out LGBTQ and ally voters. Voters in key states received auto calls from Hallie Berry, Demi Lovato, and Adam Rippon leading up to the presidential election, informing them about early voting, deadlines, and key issues. This continued through January's Georgia runoffs with voice messages from Tommy Dorfman and Kat Graham highlighting the issues at stake for the LGBTQ community.



THE OUTCOME

With partnerships with HeadCount and Vote America, GLAAD helped drive the biggest LGBTQ voter turnout in history. GLAAD conducted a 2020 post-election poll of LGBTQ registered voters that revealed a phenomenal turnout of the LGBTQ vote, a surge of first-time LGBTQ voters, and an overwhelming vote for President Joe Biden. GLAAD found that these votes were motivated by three top issues: COVID-19, healthcare, and racial justice.

GLAAD MEDIA INSTITUTE

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

Adjusting to current realities of a socially distanced world, The GLAAD Media Institute shifted strategy seamlessly, alongside its lead partner The Ariadne Getty Foundation. Moving all trainings into a new digital format, the Institute was able to expand its abilities, more than doubling the total number of trainees to over 20,000 activists around the world, now equipped with the tools to accurately represent the LGBTQ community through various media.



COVID-19

At the beginning of the COVID-19 pandemic, many survivors found themselves thrust into the media spotlight. The GLAAD Media Institute stepped in and conducted media trainings to help them learn how to authentically share their stories and amplify the issues raised by the reality of COVID-19.

FIGHTING BACK AGAINST HATE

Countering a series of dangerous and hateful anti-trans tweets by J.K. Rowling, GLAAD put the Media Institute's years of experience to work, responding by uplifting people and organizations who were working for the trans community while correcting the record about the truths about transgender people. The effort was broadcast through The New York Times, Washington Post, Variety, and some of the largest Harry Potter fan sites, turning an attack into an opportunity to educate the public about the issues the trans community faces daily.

KIDS & FAMILY PROGRAMMING

GLAAD took its Kids & Family advisory council on the road (virtually) this year, presenting to The Jim Henson Company, Nickelodeon, YouTube Kids, eOne, and other content creators about how to do a better job telling fair, accurate, and inclusive stories about LGBTQ people for consumption by all families. The work continued with the creation and first presentation of the GLAAD Media Award for Outstanding Children's Programming, given to The Not-Too-Late Show with Elmo, who accepted the award in the March event.

THE CRAFT: LEGACY

In October 2020, The Craft: Legacy was released, starring trans actress and GLAAD's 20 Under 20 honoree Zoey Luna. Blumhouse and Sony worked directly with GLAAD to make sure that the film's dialogue, portrayals, and on-set environment were LGBTQ-inclusive, including holding an open casting call for the character of Lourdes, with over 300 trans women applying before Luna landed the part.



LGBTQ-INCLUSIVE HOLIDAY FILMS

After working with The Hallmark Channel to combat fringe anti-LGBTQ group One Million Moms and reinstate inclusive ads on the channel during the holidays in 2019, the GLAAD Media Institute worked with studios across the board to make sure LGBTQ stories were part of the 2020 holiday season. With major – and hugely successful – films appearing on Hallmark, Hulu, Paramount Network, and Lifetime in December, the campaign was a success and the community was no longer left out of the narrative.

IN TRAINING (SELECTED LIST)

The GLAAD Media Institute trained more people than ever before this year, including teams at The Walt Disney Company, ACLU, Academy of Motion Pictures Arts & Sciences, Amazon, Apple, CBS, Citibank, Comcast, Discovery Networks, Edelman, Endeavor, Harvard Law School, Google, Headcount, Instagram, Mastercard, NBCUniversal, Netflix, Nike, Obama Foundation, Outfest, Sony, Spotify, TikTok, and many local and grassroots advocacy organizations.

RESEARCH

Studio Responsibility Index

GLAAD's annual Studio Responsibility Index (SRI), maps the quantity, quality, and diversity of LGBTQ characters in films released by the eight major film studios. This year GLAAD found that 18.6% of these films included LGBTQ characters, the highest in the eight-year history of the report. However, there was a significant decrease in racial diversity of these characters, leading GLAAD to call on the studios to ensure that at least half of their LGBTQ characters are people of color within two years.

Where We Are on TV

The Where We Are on TV report analyzes the overall diversity of scripted series regulars, assessing the number of LGBTQ characters appearing. This year, the report noted a decrease from the previous year's record high inclusions, and highlighted a disproportion in responsibility: most of this representation came from a small number of creators and shows. GLAAD also called on the industry to drive meaningful change around HIV by featuring authentic representations of people living with HIV.



TRANSGENDER MEDIA PROGRAM

Reshaping the way Americans view transgender and gender non-conforming people

DISCLOSURE

Disclosure was released globally on Netflix in June 2020 after five years of work between GLAAD and director Sam Feder. This game-changing documentary, which includes GLAAD staff on camera and behind the scenes, explores the history of trans people in film and television, the impact of representation, and where to go from here. Vanity Fair declared it the “documentary that changed Hollywood.”

TELL ME WHY

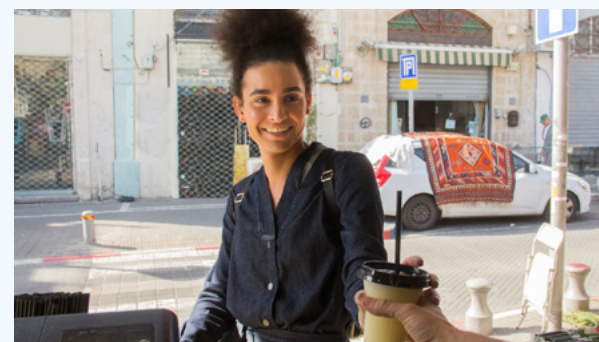
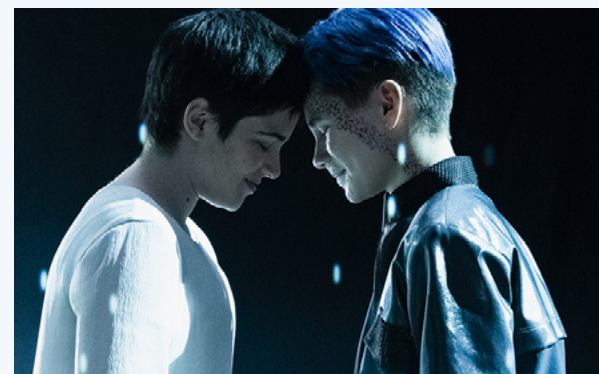
We know from our research that video games are one of the most popular media in the world and one of our biggest opportunities to change hearts and minds. After years of consultation work with GLAAD, Xbox Game Studios and DONTNOD released “Tell Me Why,” the first video game from a major studio to include a playable transgender character. GLAAD’s work with the creators led to critical acclaim, numerous award nominations, and the game has been embraced by trans and cisgender gamers alike.

STAR TREK: DISCOVERY

After years of consultation with GLAAD, Star Trek: Discovery introduced the first transgender and non-binary characters in the 55-year history of the franchise. GLAAD worked with executives and showrunners to ensure that the characters were written authentically, and with the actors themselves to prepare them to take on these high-profile roles in such a storied show.

GETTY IMAGES

GLAAD collaborated with Getty Images to launch The LGBTQ Guidelines, a comprehensive resource designed to support photo contributors around the world to better represent the diversity of LGBTQ people through authentic, respectful, and intersectional imagery. A more in-depth Transgender Guidelines document covered best practices for shooting, captioning, and working with trans and non-binary models. These guidelines help bring diverse representation into mainstream visual language that appears all around us.



TRANS AWARENESS WEEK

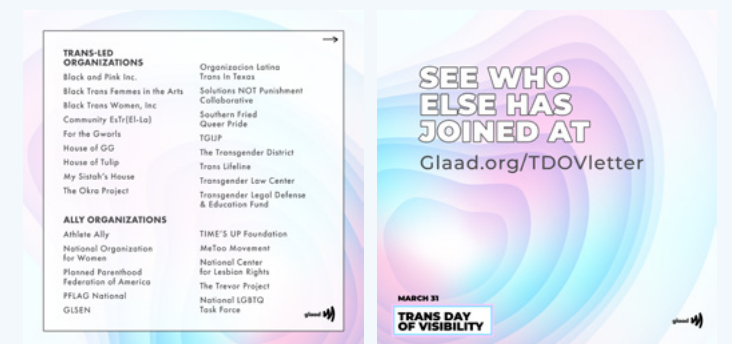
Each year between November 13-19, Transgender Awareness Week helps raise visibility about transgender people and issues members of the community face. This year was bigger than ever, including a collaboration with Google revealing the ways Americans are seeking to better understand the community and the epidemic of violence facing Black trans people.

ELLIOT PAGE

On December 1, 2020, actor Elliot Page disclosed that he was transgender in a heartfelt post on Instagram, sharing his new name and pronouns. GLAAD worked with Elliot to create a style guide for journalists on how to cover this information respectfully. GLAAD then worked with Elliot to prepare him for his TIME magazine cover story, and with Oprah Winfrey to help her prepare to interview Elliot in his first on-camera interview. As a result of GLAAD’s work with Oprah, she did a separate interview with a GLAAD staffer to talk about how GLAAD helped her and how people can be better allies to trans people.

OPEN LETTER IN SUPPORT OF TRANS WOMEN AND GIRLS

In honor of Women’s History Month and Transgender Day of Visibility, GLAAD released an open letter signed by over 600 feminist leaders standing in solidarity with transgender women and girls in response to ongoing hateful and discriminatory rhetoric and attacks. Notable signatories of the letter include Gloria Steinem, Regina King, Chelsea Clinton, Janelle Monáe, Anna Wintour, Patricia Arquette, Laverne Cox, leaders from national organizations including Time’s Up, Me Too Movement, Women’s March, Planned Parenthood, The Trevor Project, GLSEN, Athlete Ally, and more.



GLAAD'S TRANSGENDER MEDIA PROGRAM TRAINED THOUSANDS OF PEOPLE THIS YEAR, INCLUDING:

(SELECTED LIST)

The New York Times

Warner Bros. Interactive Entertainment

Citibank Employees Gender Diversity Boot Camp

Star Trek: Discovery cast & crew

Getty Images contributors

Toronto International Film Festival staff

Universal Studio Group

ABC Signature

Freeform

The Disney Channel

Disney Standards & Practices

The CW

Netflix

Management 360

SPANISH-LANGUAGE & LATINX MEDIA & REPRESENTATION

The most impactful LGBTQ resource for English- and Spanish-language Latinx media

GLAAD works to make sure that LGBTQ Latinx people see their lives reflected in the media around them, especially in culturally significant Spanish-language media. Through trainings tailored for these media professionals and individual consultation on stories, movies, and TV shows, GLAAD ensures the knowledge base we've amassed is translated to this audience.

REMEMBERING PULSE

When the Orlando community and journalists were commemorating four years since the shooting at Pulse nightclub on Latinx night, GLAAD sent our "Covering Pulse" guide to journalists and worked with local advocates on sharing their stories.

PUERTO RICO

To support a campaign to ban conversion therapy in Puerto Rico, GLAAD held trainings with Univision along with the territory's leading press groups and activists about the dangerous and harmful practice, working to ensure media coverage was fair and accurate.

SUNDANCE PANEL

As the Sundance Festival went virtual in 2021, GLAAD made sure the LGBTQ community was not left behind. Moving "Queer House" digital, GLAAD presented a stellar "Queer & Latinx" panel, highlighting the showrunners and directors bringing intersectional works to Sundance this year.

POPE FRANCIS

When Pope Francis made a statement about recognizing LGBTQ people as "God's children," GLAAD made sure to amplify these words of affirmation through Spanish-language media, understanding how these statements can positively influence family acceptance. Through interviews in Un Nuevo Día, Telemundo, and more, GLAAD was on the ground helping bring positive change.

VOTER REGISTRATION

Getting out the intersectional LGBTQ vote was a top priority this year. With a media training for Voto Latino's Power Summit, a Get Out The Vote campaign with Mexican singer Gloria Trevi, a Voter Registration Week panel with Latinx group Buen Vecino, and more, GLAAD activated and empowered voters to make their voices heard in the ballot box.

MORE THAN EVER, WE MUST MAKE OUR VOICES HEARD.

Learn important tools to help you and your community tell their stories. Together our voices **WILL** be heard.

JOIN

MONICA TRASANDES
Director of Spanish-Language & Latinx Media & Inclusion, GLAAD

OCT 2

AT
VOTO LATINO'S POWER SUMMIT

RSVP at VotoLatino.org/PowerSummit2020

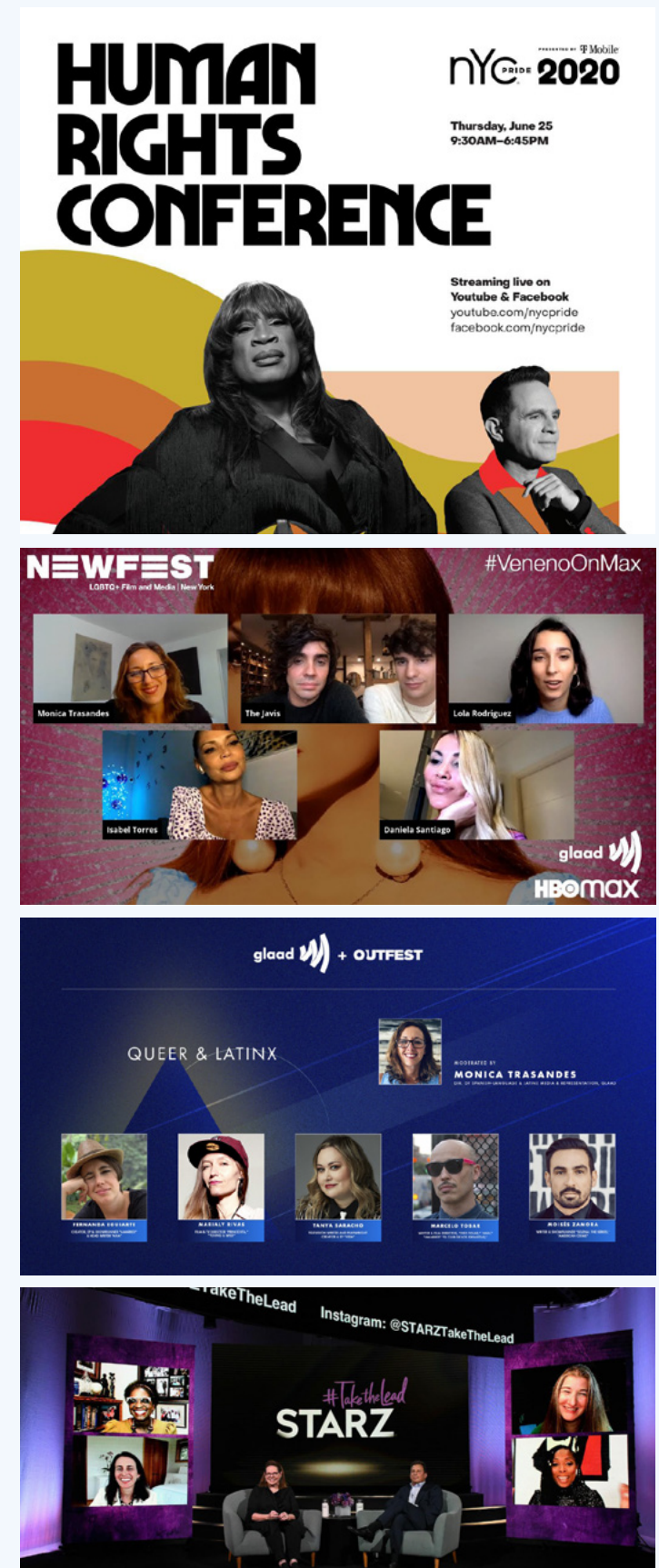
PANELS

Throughout the year, GLAAD leveraged digital panel appearances to spread messages of acceptance and educate viewers on the issues facing Latinx members of the LGBTQ community, including:

- New York Pride Human Rights Conference (The state of LGBTQ media representation)
- Town hall in Corpus Cristi, Texas (The importance of LGBTQ representation)
- Executives and staff at STARZ (Diverse storytelling)
- Café CNN on CNNE (Anti-trans bills)
- New York's NewFest with some of the cast and creators of "Veneno" on HBO MAX
- Cinema Queer México (LGBTQ representation in Spanish-Language film & TV)
- Noticiero Univision, Un Nuevo Día, Los Tres y Más (SCOTUS barring workplace discrimination)

GLAAD'S SPANISH LANGUAGE & LATINX PROGRAM TRAINED THOUSANDS OF PEOPLE THIS YEAR, INCLUDING:

- Netflix Marketing & Public Relations teams and Originals creators
- "Marketplace," NPR's business radio program
- Equality Florida
- Graduate Diversity Lab at USC's School of Cinema Arts



COMMUNITIES OF COLOR

Creating authentic and accurate portrayals and stories of LGBTQ people of color in media

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 like NEON as a means to educate the public on the issues facing the community and to accelerate acceptance.



NEON

GLAAD's ongoing digital content series NEON aims to increase the visibility of Black LGBTQ folks and their allies. This year, NEON's footprint grew with a Pride edition Black Legacy Series, with LGBTQ leaders across disciplines paying homage to groundbreaking legacy figures. Featuring George M. Johnson paying tribute to James Baldwin; Mila Jam recognizing Josephine Baker; Raquel Willis honoring Monica Roberts, and more, the series threaded together the impact of these figures

GLAAD Hangouts

After launching the digital Hangouts series, GLAAD leveraged this immense social reach to center the stories of LGBTQ People of Color. Bringing together a range of guests including artist Victor Jackson, journalist Shar Jossell, actor Julian J. Walker, author Robert Jones Jr., Recording Artist Mila Jam, and more, the series covered topics including the history of Black music, the importance of International Transgender Day of Visibility, diverse representation in media, and the Georgia Elections.



Noah's Arc: The 'Rona Chronicles

After a 12-year hiatus, Noah, Alex, Ricky & Chance finally reunited in a Noah's Arc virtual reunion special: The 'Rona Chronicles. GLAAD was alongside the whole time, supporting the reunion and ensuring these diverse stories reached thousands through livestreams and social media. The series was the first on American television to feature an all-Black and gay cast of characters, and the reunion special received a Special Recognition at the GLAAD Media Awards in 2021.

Black Queer Town Hall

During a Pride Month like none we have seen before, GLAAD worked with NYC Pride to center Black LGBTQ voices in the conversation. The Black Queer Town Hall was born, hosted by Peppermint and Bob the Drag Queen, the three day digital event became a centerpiece of Pride 2020, featuring performances, roundtable discussions, and fundraising opportunities for #BlackLivesMatter, Black LGBTQ organizations, and local Black LGBTQ drag performers.

GLAAD's Communities of Color presented trainings throughout the year and appeared on panels including: (SELECTED LIST)

- Universal Music Group Pride Panel: The Power of Black Queer Artists
- Express IG Live: The importance of unity, equality and what Pride means to us
- ViacomCBS: intersectionality, voting rights and protecting freedoms within the LGBTQ+ community
- Vote America's "Your Ballot, Your Voice" panel for #NationalBlackVoterDay
- New York Public Schools: National Black Lives Matter at Schools Week of Action initiative
- Global Ideas Institute: Bolstering the Digital Safety of Marginalized Communities
- GLAAD & Southern AIDS Coalition (SAC) Panel: Centering the lives and experiences of Black LGBTQIA+ folks in the South



HIV WORK

Reducing stigma around those who are living with HIV and AIDS

GLAAD’s work has expanded to continue leveraging media connections and influencers to drive change in the Southern United States, specifically around reducing HIV and AIDS stigma. Applying activist trainings, new research and reports, and decades of media expertise, GLAAD is committed to activating new storytellers to change dangerous perceptions across the country.

STATE OF HIV STIGMA

In July 2020, Gilead Sciences and GLAAD released the inaugural State of HIV Stigma Survey, measuring American attitudes toward HIV and the impact stigma has on people living with HIV. The data confirms that stigma and misinformation are widespread, and there is much work to be done to educate the public before we can end the epidemic once and for all. This research is the basis for GLAAD’s work in the field and informs our strategy to create maximum impact.

WORLD AIDS DAY

December 1 is recognized annually as World AIDS Day. In 2020, GLAAD made sure the stories of those living with HIV were front and center. Between far-reaching digital panels with partners like Anheuser-Busch and Georgia Power and a special GLAAD Hangouts edition with playwright Donja R. Love, these stories were amplified, bringing the world in with the work that needs to be done to reduce harmful stigma.



FILM & TV PARTNERSHIPS

In this year’s Where We Are on TV report, GLAAD called on the industry to drive meaningful change by featuring authentic representations of people living with HIV, and GLAAD is working behind the scenes to make this a reality. GLAAD produced screenings and talkbacks to amplify the documentary “Color on the Wall,” which tells the stories of six African American people from diverse sexual and gender identities, from diagnoses, through acceptance, and onto the road to thriving. And in conjunction with HBO Max’s “It’s A Sin” U.S. launch, GLAAD curated panels for the show creators and actors to discuss the importance of conveying the historic events of the HIV/AIDS crisis during the 1980s, the legacy and erasure of HIV in storytelling, the disproportionate impact of HIV and AIDS on People of Color, and eliminating HIV stigma.

HIV STIGMA & FAITH SUMMIT

In February 2021, GLAAD hosted its first HIV Stigma and Faith Summit, a three-day virtual event training and educating leaders to better address the HIV/AIDS epidemic in the Southern region of the United States. With GLAAD Media Institute Trainings, panels, and special guests including Karamo, Angelica Ross, Raquel Willis, and more, the Summit reached almost 50,000 people, inspiring, educating, and engaging them all on how to reduce HIV stigma and change hearts and minds.



YOUTH ENGAGEMENT

Engaging, informing, and inspiring the next generation

GLAAD's groundbreaking youth-focused programs are activating and empowering tomorrow's changemakers to build on the LGBTQ movement to accelerate acceptance and end hate.

20 UNDER 20

In June 2020, GLAAD revealed its inaugural Rising Stars 20 Under 20 list, spotlighting twenty young LGBTQ people accelerating acceptance while shaping the future of media and activism. GLAAD worked with Teen Vogue to release the list, which featured a diverse collection of young changemakers, including model Aaron Philip; rapper Kidd Kenn; actors Ian Alexander and Josie Totah; activists Emma González, Jazz Jennings, Jamie Margolin, Map Pesqueira and more. These honorees continue to activate with GLAAD throughout the year including on Spirit Day and GLAAD's 100 Days of Action campaign leading up to the election.

AMPU

As the world began social distancing, GLAAD created AmpU, a weekly digital chat creating a safe space for LGBTQ youth who may be isolating away from their community and in unaccepting families. The chat helped to amplify the voices and experiences of LGBTQ young people on social media during the COVID-19 pandemic, building a digital community and helping those most vulnerable feel a bit more connected.



SPIRIT DAY

Since its inception in 2010, Spirit Day has grown to become the largest, most visible LGBTQ anti-bullying campaign in the world, with its momentum increasing every year. Millions around the world went purple with GLAAD on October 15, 2020, taking a powerful stand against the bullying that disproportionately affects our community. Spirit Day now draws the participation of celebrities, schools, faith institutions, national landmarks, corporations, media outlets, sports leagues, and advocates around the world, all joining together to stand in support of LGBTQ youth.

Even though we couldn't be together to recognize Spirit Day in person this year, we made sure LGBTQ youth still saw the world going purple online. #spiritday was trending throughout the day generating almost 2 BILLION social impressions with social posts by President Joe Biden & VP Kamala Harris, The Chicks, Halle Berry, Celine Dion, Sarah Jessica Parker, Sterling K. Brown, and so many more. From Good Morning America and the TODAY Show in the morning, to The Late Late Show with James Corden and Watch What Happens Live with Andy Cohen in the evening, Spirit Day sparked a purple wave on-air and online on October 15, creating another 1.3 billion media impressions.

GLAAD worked with our corporate partners to amplify the Spirit Day message farther than ever. Target turned social media purple, working with influencer Parker Kit Hill to create the official 2020 Spirit Day Dance, set to "Just Do You" by India. Arie and creating custom Giphy stickers to bring the Spirit Day energy to everyone's Instagram Stories. Kellogg brought together all of its mascots to go purple and stand together with LGBTQ youth. And through our partners like Amazon, Delta Air Lines, the NBA & WNBA, and Skittles we were able to turn the world purple by lighting up landmarks across the country and introducing custom social frames.



NBC NEWS

NBC OUT & PROUD

Spirit Day 2020: Celebs, lawmakers, athletes send messages to LGBTQ youth

The anti-LGBTQ bullying campaign started in 2010 and takes place every year on the third Thursday of October.



EVENTS

The show must go on! When the world shut down in 2020, GLAAD jumped into action. After bringing together A-list LGBTQ personalities for a one-time digital event to support networks of local LGBTQ centers through CenterLink, GLAAD built an entirely new roster of digital events to bring our community together and accelerate acceptance through tailored offerings for our followers, supporters, and corporate partners.



31ST & 32ND ANNUAL GLAAD MEDIA AWARDS

In July 2020, GLAAD hosted a first-of-its-kind virtual awards show, bringing the glitz and glamour of the Media Awards into a new digital format. We leveraged the extraordinary circumstances of the year to bring messages of acceptance from the GLAAD Media Awards stage into the homes of thousands more than ever before possible. Between our hosts, Fortune Feimster and Gina Yashere, and performances by Chloe x Halle, Shea Diamond, and Ben Platt, the event served as a beacon of light and acceptance for LGBTQ folks everywhere who found themselves separated from the community. Presented by Delta Air Lines, Gilead, P&G, and Wells Fargo.

In 2021, we upped the ante and made the 32nd Annual GLAAD Media Awards the biggest ever - a spectacle of an event that pushed messages of acceptance around the world. Hosted by Niecy Nash and featuring performances by CHIKA, Jessica Betts, and Rebecca Black, along with an internet-breaking reunion of the GLEE cast, the GLAAD Media Awards garnered over 7 billion media impressions. The event drove home the fact that seeing fair and accurate representations of the LGBTQ community on TV, film, and in the media changes hearts and minds. Presented by Gilead, Hyundai, and Ketel One Family Made Vodka.



ROADMAP TO PRIDE & BEYOND PRIDE SERIES

Through our research with P&G, we know that advertising and marketing is a key route to accelerate acceptance (more on page 30). To ensure our corporate partners were taking the mantle to responsibly accelerate acceptance, GLAAD hosted a series of digital panels and trainings, educating current and prospective partners on the issues the LGBTQ community is facing and how they can help be a leader in creating cultural change. Through Roadmap to Pride, GLAAD helped our partners navigate marketing around the community in June. With Beyond Pride, GLAAD ensured that corporate support continues year-round. Our community still exists after July 1, and support from these partners is helping build the lasting change we've been working towards for over 35 years.



NEW PROGRAMS

In an unprecedented year, GLAAD continued to innovate, building new programs to meet the evolving needs and challenges of the world. Through unique digital offerings, GLAAD created new touchpoints for folks to engage with the organization, spread messages of support for the LGBTQ community, and accelerate acceptance.



GLAAD HANGOUTS

In response to the COVID-19 pandemic, and people around the world staying home, GLAAD launched GLAAD Hangouts, an Instagram live series highlighting different people in the LGBTQ community doing extraordinary things during the pandemic. Guests have included Jessica Betts, Tia Kofi, Mila Jam, Zeke Thomas, Kandi Burruss, Jaida Essence Hall, Shea Coulee, Lee Daniels, Jujubee, Noelle Stevenson, Jacob Tobia, Michelle Visage and more!

PRIDE UNBOXED & GLAAD TIDINGS BOX

As the world was adjusting to social distancing, GLAAD created Pride Unboxed to deliver a sense of community, resilience, and self-love to hundreds of our supporters. The custom gift box allowed GLAAD members to celebrate Pride safely, along with resources to showcase pride virtually this year through digital events and to support the Movement for Black Lives. As the holidays approached later in the year, GLAAD built another custom gift box to bring a sense of cheer and belonging to hundreds of LGBTQ community members and their chosen families, helping them celebrate the holiday season together from afar through the inaugural Tidings Box campaign.

THE VISIBILITY PROJECT

In May 2020, GLAAD and P&G released results from their groundbreaking research “LGBTQ Inclusion in Advertising and Media,” Developed to accelerate acceptance through the advertising industry, the study revealed that non-LGBTQ consumers who have been more exposed to LGBTQ people through the media are more likely to accept them in their daily lives, and consumers felt better about buying products from companies who showcase diversity in their marketing.

The initiative continues in 2021 as The Visibility Project. With the goal of establishing deeper understanding among advertising agents, GLAAD and P&G are working together to revolutionize the advertising industry, increasing LGBTQ representation both in front of and behind the camera.



UPCOMING PROJECTS

SOCIAL MEDIA SAFETY INDEX

Recognizing the urgent need to push major social media platforms to make their products safer, GLAAD is launching a new annual research report: the Social Media Safety Index. Working with leaders at the intersection of tech and LGBTQ advocacy, the report reviews the policies of each social platform alongside the lived experiences of users to establish a baseline of how safe the social media landscape really is for LGBTQ users. It also includes specific, actionable recommendations for how the product and policy teams can make meaningful change and build a better, safer online community for LGBTQ people and other historically marginalized groups.


LOCAL MEDIA ADVOCACY


GLAAD’s News & Rapid Response work is expanding, with a focus on local media especially across the area of the country where a majority of LGBTQ people live: the U.S. South. Seeing the disparity between population and laws of protection, GLAAD is working on the ground with LGBTQ people and local equality groups in the South, amplifying the stories of LGBTQ people and people living with HIV, leveraging media expertise to make the community more visible and more accepted. We have already been moving forward here, centering stories of LGBTQ people, working to defeat discriminatory state bills targeting trans youth, and monitoring media to respond to problematic coverage, and will be expanding and publishing important reports over the next few months.





**GLAAD BY
THE NUMBERS**


GLAAD AT WORK


488,387
FOLLOWERS*



764,208
FOLLOWERS*


311,219
FOLLOWERS*



46,869
FOLLOWERS*


36,876
FOLLOWERS*

1,647,559
TOTAL FOLLOWERS ACROSS CHANNELS / POTENTIAL REACH


596
POSTS ON
GLAAD.ORG*


191
EMAIL
CAMPAIGNS*


4,503.25
HOURS OF
TELEVISION REVIEWED

4.4M
UNIQUE PAGE
VIEWS*

18.9M
RECIPIENTS*

357
FEATURE FILMS
REVIEWED*

LETTER FROM THE TREASURER

On behalf of our Board of Directors, I am pleased to share GLAAD’s Financial Statements for the year ended September 30, 2020 (FY20). My letter lines up with the rest of this report; it is about overcoming the odds.

In the face of COVID-19, the generosity and flexibility of GLAAD’s donors made this a year to remember for our resolve and success. GLAAD remained fiscally healthy, grossing \$17.5 in revenue—up even from \$16.05M in FY19. In FY20, total net assets increased 43%, and that fiscal health translated into our reaching critical milestones. The GLAAD Media Institute celebrated 20,000 participants becoming equipped to drive LGBTQ acceptance. During a chaotic news cycle and a rash of proposed anti-LGBTQ legislation, GLAAD’s durable News & Rapid Response division maintained its watchdog tenacity. As a result, fact-filled, humanizing stories helped get out the LGBTQ vote—with historic outcomes up and down the ballot.

Emerging from the year with income that exceeded expenses, GLAAD has a reserve fund that will allow stability, as society reimagines normal. The road may be rough, but the organization’s financial successes and continuous growth position us well to weather the storm and drive LGBTQ acceptance, no matter what.

Thank you for investing in GLAAD. We continue to break ground, because of each of you!

Respectfully submitted,
Liz Jenkins
Treasurer

GLAAD is committed to meeting the highest ethical standards in every aspect of our work. Our annual financial statements have been audited by the Harrington Group, Certified Public Accountants, LLP, an independent audit firm with substantial expertise in nonprofit accounting. A copy of our full Financial Statements is available by request or on our website at glaad.org.

FINANCIAL SUMMARY FY20

Year	Income	Expense	Change in Net Assets
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
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

STATEMENT OF FINANCIAL POSITION
SEPTEMBER 30, 2020

with comparative totals at September 30, 2019

	2020	2019
TOTAL ASSETS	30,236,631	20,473,076
TOTAL LIABILITIES	2,163,995	827,411
TOTAL NET ASSETS	28,072,636	19,645,665

STATEMENT OF ACTIVITIES
FOR THE TWELVE-MONTHS ENDED SEPTEMBER 30, 2020

with comparative totals for the twelve-months ended September 30, 2019

	Twelve-Months 2020	Twelve-Months 2019
REVENUE AND SUPPORT	17,526,890	13,293,995
EXPENSES	9,099,919	9,749,277
CHANGE IN NET ASSETS	8,426,971	3,544.718
NET ASSETS, BEGINNING OF YEAR	19,645,665	6,298,343
NET ASSETS, END OF YEAR	\$28,072,636	\$19,645,665

INVESTORS & DIRECTORY

GLAAD SUPPORTERS

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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GLAAD accelerates LGBTQ acceptance, thanks to support from a range of corporate and private foundations. On behalf of the many we serve, we are honored to recognize them here.

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