

# LGBT Movement Communications Toolkit



Authors



Contributing Editors



## About the Authors

The **MOVEMENT ADVANCEMENT PROJECT (MAP)** is an independent, intellectual resource to the LGBT movement. We are a think tank that provides information, analyses, insights and strategic reports to LGBT organizations, foundations and donors. Our information is available free of charge to LGBT organizations and significant funders of the LGBT movement. As part of our mission, we work with organizations and subject matter experts to look at key issues facing the LGBT movement—and to recommend solutions. In 2007, we partnered with GLAAD and a five-organization contributing editor team (in addition to multiple other reviewers) to look at how to more effectively communicate on LGBT issues, resulting in this communications toolkit. For more information about this toolkit, contact **Ineke Mushovic** at [ineke@lgbtmap.org](mailto:ineke@lgbtmap.org).



The **GAY & LESBIAN ALLIANCE AGAINST DEFAMATION (GLAAD)** is dedicated to promoting and ensuring fair, accurate and inclusive representation of people and events in the media as a means of eliminating homophobia and discrimination based on gender identity and sexual orientation. At GLAAD, we're in the business of changing people's hearts and minds through what they see in the media. We know that what people watch on TV and read in their newspaper shapes how they view and treat lesbian, gay, bisexual and transgender people. And we know that finding common ground through fair, accurate and inclusive media images can foster awareness, understanding and respect. This toolkit is the latest expansion of GLAAD's media and messaging training resources, designed to enhance our community's ability to promote media images and stories that shatter stereotypes and pave the way for lasting political, legal and cultural change. For more information about this toolkit, contact **Sean Lund** at [lund@glaad.org](mailto:lund@glaad.org).



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## Contributing Editors

**ARIZONA TOGETHER.** Arizona Together is a statewide coalition of organizations, businesses, communities of faith, and individuals that works to protect the benefits and protections of unmarried people in the state of Arizona.

Special thanks to **Kyrsten Sinema**, State Representative for District 15 in the Arizona House of Representatives and Chair of the Arizona Together campaign. Since leading the first campaign to defeat this initiative, Kyrsten now works with leaders across the country to help defeat these and other social wedge initiatives, and to successfully win progressive measures. Kyrsten also works in Arizona and across the country on numerous progressive issues, including LGBT equality, women's rights, immigration, energy and environmental protection, ending genocide, and social justice. Kyrsten can be reached at [ksinema@cox.net](mailto:ksinema@cox.net).

**HUMAN RIGHTS CAMPAIGN.** The Human Rights Campaign (HRC) is America's largest civil rights organization working to achieve gay, lesbian, bisexual and transgender equality. By inspiring and engaging all Americans, HRC strives to end discrimination against GLBT citizens and realize a nation that achieves fundamental fairness and equality for all. HRC seeks to improve the lives of GLBT Americans by advocating for equal rights and benefits in the workplace, ensuring families are treated equally under the law and increasing public support among all Americans through innovative advocacy, education and outreach programs. HRC works to secure equal rights for GLBT individuals and families at the federal and state levels by lobbying elected officials, mobilizing grassroots supporters, educating Americans, investing strategically to elect fair-minded officials and partnering with other GLBT organizations. For more information, visit [www.hrc.org](http://www.hrc.org).

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**LAKE RESEARCH PARTNERS.** Lake Research Partners is a national public opinion and political strategy research firm. The firm's principals are among the Democratic Party's leading strategists, serving as tacticians and senior advisors to dozens of incumbents and challengers at all levels of the electoral process, as well as to a wide range of advocacy organizations, non-profit organizations, and foundations. They have nationally recognized

expertise on the politics of the women's vote, young voters, children's issues, and the environmental movement today. They are also a leading firm on marriage equality and other GLBT issues, having worked with over a dozen state equality organizations. In their work with Arizona Together in 2006, they were part of the only team to defeat a marriage ban at the ballot box. They are also the research firm for MassEquality and helped develop a message strategy to defeat a plan to put marriage equality up for a vote in Massachusetts and to protect marriage rights for gay and lesbian couples in that state. Lake Research Partners is proud to do work for a number of outstanding clients, including the Democratic National Committee (DNC), the Democratic Governor's Association (DGA), AFL-CIO, SEIU, CWA, IAFF, Sierra Club, NAEAL, Human Rights Campaign, Emily's List and the Kaiser Foundation. For more information, visit [www.lakeresearch.com](http://www.lakeresearch.com).

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**PARENTS, FAMILIES AND FRIENDS OF LESBIANS AND GAYS (PFLAG).** PFLAG is a national non-profit organization with more than 200,000 members and supporters and over 500 affiliates in the United States. PFLAG promotes the health and well-being of gay, lesbian, bisexual and transgender persons, and their families and friends through support, to cope with an adverse society; education, to enlighten an ill-informed public; and advocacy, to end discrimination and to secure equal civil rights. For more information, visit [www.pflag.org](http://www.pflag.org).

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