



For June, which is LGBT (Lesbian, Gay, Bisexual, Transgender) Pride Month, we are giving you a valuable tool to share with all your employees as you continue their education in cultural competence. We are supplying a Timeline of barriers that have been broken, major legislation and legal decisions, protests and landmark events impacting LGBT people and their allies, plus Facts & Figures on demographics of open LGBT people, income/buying power/customer loyalty, and major LGBT people in business, sports, entertainment and politics. Our cultural-competence series, “Things NOT to Say,” focuses on LGBT people this month. This information should be distributed to your entire workforce and also should be used by your LGBT/allies resource group internally and externally as a year-round educational tool.

LGBT Pride Month

For All Employees



1 HISTORIC TIMELINE

The landscape for LGBT rights and being open has changed very dramatically in the past two years. It's more vital than ever for your workforce to be culturally competent and to understand what LGBT equality means. We recommend you start your employees' cultural-competence lesson by using this Timeline, which documents LGBT organizations, "firsts," discrimination, and significant political and legal changes in the United States. It's important to discuss how rapidly rights for gays and lesbians are evolving and what that means for corporations, schools, religious institutions and government. It's also valuable to discuss transgender and gender-identity rights, and how they intersect and differ with lesbian and gay rights.

???

Discussion Questions for Employees

» **How can we build an atmosphere of inclusion, regardless of our personal or religious views?**

Have you ever heard people at work making homophobic comments? What did you do? Do you know what your corporate policies are on hate speech at work?

» **Why are "firsts" important to note? What other barrier breakers have you witnessed in your lifetime?**

This is a personal discussion designed to help the employee note other barrier breakers historically. (Cite Jason Collins, Barney Frank, Ellen DeGeneres.) This discussion can be further explored after the Facts & Figures section below is discussed.



2 FACTS & FIGURES

After discussion of the Timeline, the next step is to review available data and understand why the ability for more LGBT people to be open and treated equally under the law has profound societal and business implications. It's also critical to note that almost everyone has an LGBT relative or friend, and that straight allies also frequently make purchasing and business decisions based on whether they perceive an organization to be inclusive.

This page includes a list of companies DiversityInc ranks as the Top 10 for LGBT Employees. This year, the list factored in strongly companies that took active roles in supporting inclusion, such as [AT&T's denouncement of the homophobic laws in Russia at the Sochi Olympics](#), [Eli Lilly and Company's advocacy of same-gender marriage in Indianapolis](#), and [MassMutual's support of efforts to repeal the Defense of Marriage Act](#). We also assess companies for LGBT-supportive benefits, having an active resource group of LGBT employees and allies, using LGBT suppliers, cultural-competence training, and messaging on website and external communications. All of these companies have a 100 percent score on the Human Rights Campaign's Corporate Equality Index, which measures corporate benefits.

???

Discussion Questions for Employees

» **Since many national figures have come out, most recently football's Michael Sam, is it easier for employees in your organization to come out?**

How would you feel if you couldn't show a photo of your significant other at work or discuss what you did over the weekend?

» **Why are LGBT people and their allies so loyal to specific customer brands?**

How should consumer-facing companies let them know that the company is gay-friendly? How should B-to-B companies communicate to clients about their inclusive culture?

» **How can you use your resource groups to reach out to the LGBT-and-allies community, internally and externally?**

Does your company have an LGBT resource group and, if so, are you a member? Does your group have the words "allies, friends or straight" in its title and does it clearly communicate that it's a group for everyone? Is your group sponsoring community events as well as internal events?



3 THINGS NOT TO SAY TO LGBT PEOPLE

Our popular “Things NOT to Say” series includes these interviews with LGBT leaders about offensive phrases they’ve heard in the workplace and how best to respond to them to further cultural-competence education.

???

Discussion Questions for Employees

» **What phrases have you often heard uttered “innocently” in the workplace that are offensive to LGBT people—comments like “That’s so gay” or “I don’t care about a person’s sexual preference.”**

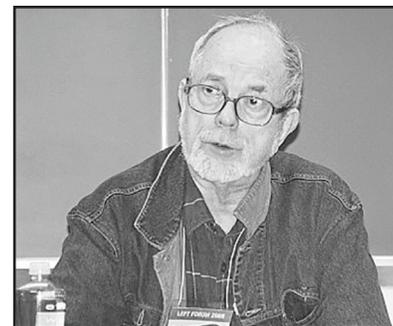
This [educator’s guide](#), part of the ThinkB4YouSpeak campaign launched by [GLSEN](#) (Gay, Lesbian & Straight Education Network), can help you determine how to handle workplace comments.

» **What active role should the company play when offensive comments occur?**

Have the employees talk about under what circumstances they would report offensive comments and what they believe the company should do. Get advice from DiversityInc CEO Luke Visconti at www.DiversityInc.com/atwg-offensive-language.

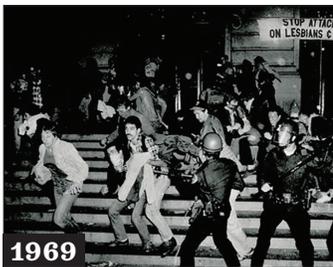
» **After today’s lesson, what would you do if you overheard a colleague make one of these comments?**

Continue the discussion with each employee having a plan of action on how to address offensive language.



NEXT MONTH

White Men & Diversity for all employees and DiversityInc Top 50 Best Practices for D&I, HR, Marketing and Communications staff.



Timeline

- 1867** “Father of the LGBT Movement” Karl-Heinrich Ulrichs is first to speak out for gay rights

- 1903** First recorded raid on gay bathhouse, in New York City; 12 men charged with sodomy

- 1924** Society for Human Rights, first gay-rights organization in United States, is founded. It is shut down by police within a few months

- 1945** Veterans Benevolent Association, first LGBT veterans group, is formed

- 1952** Christine Jorgensen becomes first American to have gender-reassignment surgery

- 1955** Daughters of Bilitis, first national U.S. lesbian organization, is formed

- 1958** In first case regarding LGBT rights, Supreme Court protects First Amendment rights of *ONE: The Homosexual Magazine*

- 1962** Illinois becomes first state to remove sodomy from criminal code

- 1966** National Planning Conference of Homophile Organizations is formed

- 1969** Stonewall Riots in New York gain national attention for gay rights

- 1970** First Gay Liberation Day March is held in New York City; similar events are held in Los Angeles and San Francisco

- 1973** American Psychiatric Association removes “homosexuality” as a mental disorder

- 1974** Kathy Kozachenko (Ann Arbor, Mich., City Council) becomes first openly LGBT candidate to win elective office in U.S.



- 1975** Minneapolis becomes first city to pass law protecting transgender people from discrimination

- 1978** Rainbow flag is first used as symbol of gay pride

- 1979** First national gay-rights march is held in Washington, D.C.

- 1980** David McReynolds becomes first openly LGBT person to run for President, for Socialist Party USA

- 1982** Wisconsin is first state to ban discrimination on basis of sexual orientation in employment, housing and public accommodations

- 1983** U.S. Representative Gerry Studds (Mass.) becomes first openly gay member of Congress

- 1986** In *Bowers v. Hardwick*, Supreme Court upholds Georgia law banning homosexual sex

- 1989** Denmark becomes first country to legalize same-gender partnerships

- 1991** First TV kiss between same-gender couple, two women on *L.A. Law*

- 1993** “Don’t Ask, Don’t Tell” policy allows gays/lesbians to serve in U.S. military as long as they are closeted

- 1993** Minnesota passes first state-wide law prohibiting discrimination against transgender people

- 1993** Assistant Secretary for Fair Housing and Equal Opportunity Roberta Achtenberg becomes first openly LGBT official confirmed by Senate



1994 Deborah Batts becomes first openly LGBT federal judge

1996 In *Romer v. Evans*, Supreme Court says gays and lesbians have same right to be protected against discrimination as non-LGBT people

1996 President Clinton signs Defense of Marriage Act (DOMA) into law

1999 California becomes first state to legalize domestic partnerships for same-gender couples

2000 Vermont becomes first state to legalize civil unions for same-gender couples

2000 President Clinton declares June Gay and Lesbian Pride Month

2003 In *Lawrence v. Texas*, Supreme Court overturns 1986 ruling and declares anti-sodomy laws unconstitutional

2004 Massachusetts becomes first state to legalize same-gender marriage

2007 DiversityInc requires domestic-partner benefits as a prerequisite to make DiversityInc Top 50 list

2008 Diego Sanchez is hired as senior policy adviser by openly gay U.S. Representative Barney Frank (Mass.), making him first transgender staffer on Capitol Hill

2009 President Obama signs law making it a federal crime to assault someone because of sexual orientation or gender identity

2009 President Obama declares June Lesbian, Gay, Bisexual, and Transgender Pride Month

Timeline cont.

2009 Respect for Marriage Act introduced in Congress; would repeal DOMA and require government to recognize legal same-gender marriages

2010 President Obama signs law ending “Don’t Ask, Don’t Tell” policy

2010 Supreme Court agrees to hear Edith Windsor’s case, which challenges the constitutionality of the Defense of Marriage Act

2011 Obama administration announces it will actively combat anti-LGBT efforts by other countries

2012 Ellen DeGeneres is named JCPenney spokesperson; CEO Ron Johnson supports her—and her strong values—despite protests from group calling itself “One Million Moms”

2012 Seven LGBT candidates win election into U.S. House and Senate

2013 Supreme Court strikes down section of DOMA that denies federal benefits to legally married same-gender couples

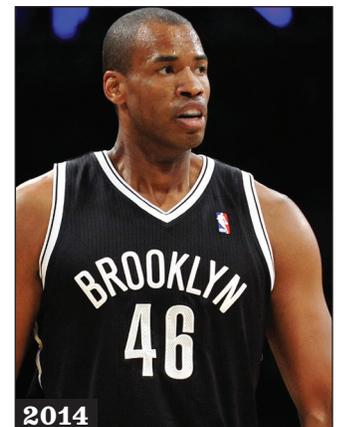
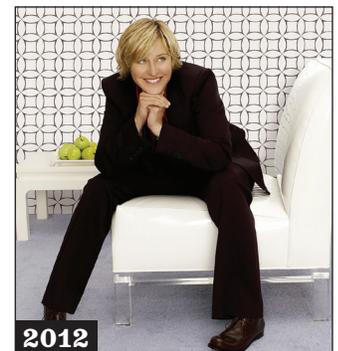
2013 Department of the Treasury announces that legal same-gender marriages will be recognized for federal tax purposes

2014 Department of Justice announces that legally married same-gender couples will receive equal protection in every program it administers

2014 National Basketball Association player Jason Collins becomes first gay athlete to play in one of the U.S.’s four major sports leagues

2014 Illinois becomes 17th state to allow same-gender marriage

2014 Several state legislatures continue to try to pass “religious freedom” bills designed to allow discrimination against LGBT people



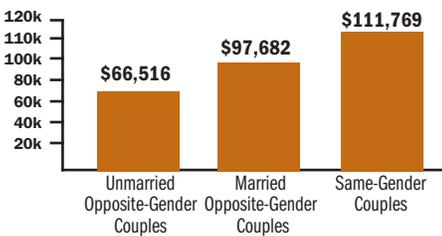
Facts & Figures

DEMOGRAPHICS

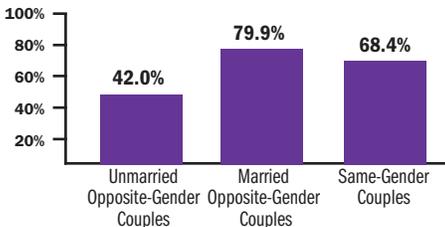
NUMBER OF LGBT ADULTS

There continues to be differing views on the percent of the U.S. adult population that is LGBT. The Williams Institute/Gallup says **3.5 percent**, while Harris Interactive/Witeck Communications says **6.8 percent**. Other estimates range as high as **10 percent**.

AVERAGE HOUSEHOLD INCOME



HOME OWNERSHIP



BUSINESS

LGBT BUYING POWER



PROMINENT OPENLY LGBT EXECUTIVES

Beth Brooke-Marciniak, Global Vice Chair – Public Policy, EY (No. 3 in the DiversityInc Top 50)

Renee Brown, Senior Vice President and Director of Social Media, Wells Fargo (No. 17)

George Kalogridis, President, Walt Disney World (The Walt Disney Company is No. 34)

Sources: Gallup, Harris Interactive, Human Rights Campaign, U.S. Census Bureau, The Williams Institute, Witeck Communications

DIVERSITYINC TOP 10 COMPANIES FOR LGBT EMPLOYEES

1. AT&T
2. Wells Fargo
3. MassMutual Financial Group
4. Time Warner
5. Eli Lilly and Company
6. EY
7. KPMG
8. Target
9. IBM
10. Aetna

POPULAR CULTURE

PROMINENT OPENLY LGBT PEOPLE

| | |
|----------------------------|---------------------------|
| Clay Aiken | Rachel Maddow |
| Chaz Bono | Ricky Martin |
| Anderson Cooper | Ian McKellen |
| Ellen DeGeneres | George Michael |
| Melissa Etheridge | Rosie O'Donnell |
| Jodie Foster | Suze Orman |
| Neil Patrick Harris | Raven-Symoné |
| Elton John | Michelle Rodriguez |
| Adam Lambert | Michael Stipe |
| k.d. lang | Wanda Sykes |
| Jane Lynch | Chely Wright |

SPORTS

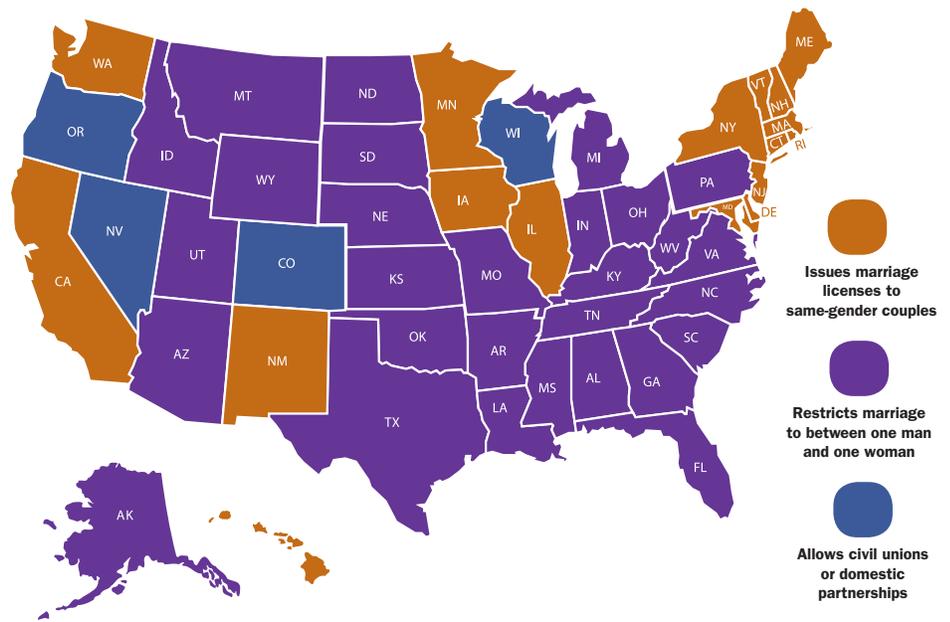


OPENLY GAY ATHLETES IN TOP 5 U.S. PROFESSIONAL LEAGUES

Robbie Rogers, Major League Soccer
Jason Collins, National Basketball Association
Michael Sam, National Football League*

*Selected in 2014 NFL draft

MARRIAGE EQUALITY LAWS



Things NOT to Say to LGBT People



Doug Case



Jean-Marie Navetta

The growing acceptance of same-gender marriage and diversity in sexual orientation in recent years has shifted mindsets and removed a lot of blatant discrimination toward LGBTs from workplaces, says Jean-Marie Navetta, Director of Equality & Diversity Partnerships at PFLAG National, a nonprofit grassroots organization that promotes the health and well-being of gay, lesbian, bisexual and transgender persons and offers support for parents, families, friends and allies. But Navetta notes that LGBT employees still face comments and questions that subtly allow stereotypes to persist.

“These can be both more common and more hurtful. For example, it’s easy to label someone as horrible (and unprofessional) for asking about your sex life, but the line is blurrier when the question isn’t overt,” says Navetta.

When faced with an off-color comment or an inappropriate question, it’s important to remember that people do not necessarily mean to offend. Doug Case, Business/Marketing Segment Manager for Wells Fargo’s Community Bank in San Francisco, suggests it’s best to address the lack of cultural competence. “We expect colleagues to have inclusive language, but we need to hold ourselves accountable to inviting that dialogue,” says Case, who serves as an executive sponsor for Wells Fargo’s PRIDE Team Member Network.

Remember—everyone has their own biases and internal barriers they need to work through. “Don’t write people off,” advises Navetta. “Becoming inclusive—especially about something that is new to someone—isn’t an overnight transformation. It is a journey, and we need to be the ones who show them how.”

Things NOT to Say to LGBT Employees

1 “Wow. I never would have guessed that you’re [gay, lesbian, bi, or transgender]!”

While this comment might be meant as a compliment—acknowledging that a person does not fall into the traditional, sometimes negative stereotype—it can still cause offense. Don’t believe the sitcoms: Not all gay guys love Madonna, and not

all lesbians watch sports. Addressing commonplace assumptions like these is a good first step in creating inclusion.

2 “Is one of you the husband and one the wife? I don’t get it.”

Why do relationships have to be about traditional roles? In any marriage or relationship, it’s about partnership and



I have a friend who's [gay, lesbian, bisexual, transgender] that you should meet.



MORE THINGS NOT TO SAY

“You're gay? That's great. I love gay people.”

“Do you watch *Glee*?”

“What should I [wear, do with my hair]?”

“Do you know if [insert name] is gay too?”

“Does that mean you don't want kids?”

“Wait, you're not attracted to me ... right?”

sharing responsibilities. Reframing the conversation this way can help open mindsets about same-gender partnerships and marriage.

3 To a transgender person: “What's your real name? What did you used to look like?”

Transgender issues are still a very new topic to many people, says Navetta, which creates an organic curiosity among people. “But asking about someone's ‘past’ life is an absolute no-no. “People should be seen as who they are today, in the affirmed gender in which they live,” she says.

4 “Your lifestyle is your business. We don't need to talk about it here.”

Referring to sexual orientation and gender identity as a “lifestyle” or “sexual preference” suggests that being LGBT, and ultimately identifying as such, is a choice. Being able to talk about your partner at work, putting family photos in your cubicle, bringing your partner to the office holiday party—these are simple things that allow ALL employees to bring their whole selves to work and fully engage.

5 “It's too bad you're gay.”

While it's meant as a harmless flirtation or joke, this can imply that there is something wrong with being gay. Why else would you call it “bad”?

6 “I have a friend who's [gay, lesbian, bisexual, transgender] that you should meet.”

Just because two people share or have similar sexual orientations does not mean they automatically will be able to blossom a friendship or other relationship. Every person has their own personality, interests and hobbies, but being gay isn't one of them.