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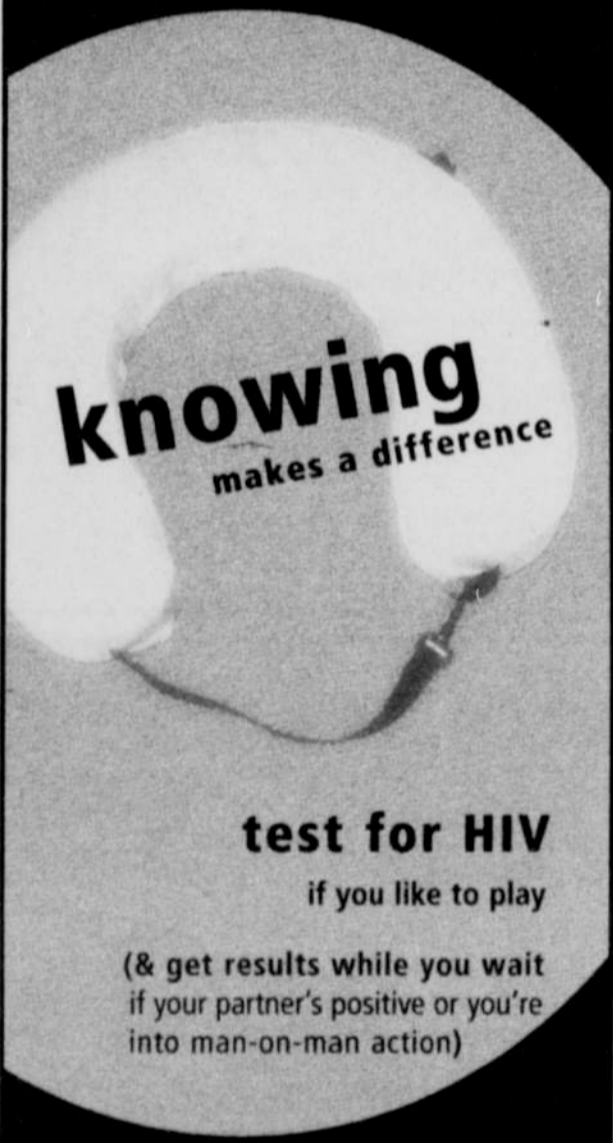
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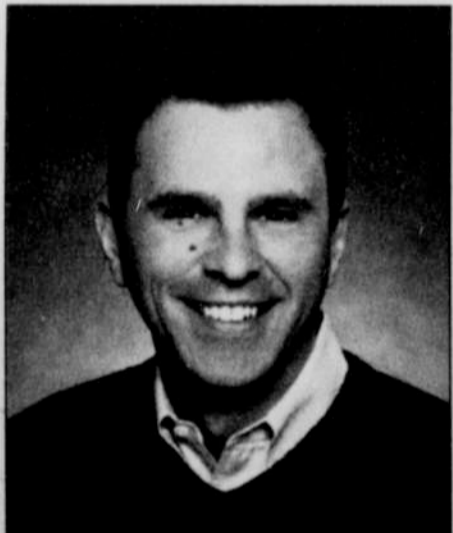


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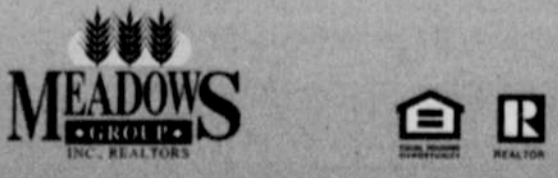
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national

NATIONAL GLAAD Raises Gay Asian Visibility

The Gay & Lesbian Alliance Against Defamation announced Oct. 10 that it plans to launch a targeted print campaign designed to increase visibility for queers from the Asian-Pacific Islander community.

Throughout October, the campaign is designed for Asian media outlets across the country to encourage community members to share stories about their love and committed relationships.

The visibility campaign features gay Filipino actor Alec Mapa with his partner, Jamison Hebert. Mapa is a successful entertainer and has been seen in television series including *Ugly Betty*, *Desperate Housewives* and *Half & Half*. Photographs of the couple follow various highlights throughout their relationship, including their commitment ceremony. The ads will appear in *Asian Week*, *Asian Fortune* and *Filipinas*—publications with a combined circulation of close to 100,000.

"This media campaign was designed to amplify the dreams and aspirations that countless same-sex couples share within the community," said GLAAD media strategist Andy Marra. "We hope that Alec's story and similar ones generated from the campaign will visibly demonstrate that love and commitment are values held by everyone regardless of sexual orientation or gender identity."

The print campaign targeting the Asian and Pacific Islander community is the final installment of three that were launched throughout the year. GLAAD previously debuted similar campaigns in ethnic media outlets geared toward communities of African descent and the Spanish-language speaking population.

Family Pride Changes Name

The Family Equality Council—formerly known as Family Pride—announced its new name and expanded mission Oct. 9 in advance of celebrating the changes at its annual National Awards Dinner on Oct. 13 in Los Angeles.



Gay Filipino actor Alec Mapa is lending his likeness to a GLAAD campaign aimed at increasing visibility for queer Asians and Pacific Islanders.

The Family Equality Council will continue to be the only organization in the country that is dedicated specifically to advocating at a national level for equality for families headed by queer parents.

"While we continue to have pride, our new name more accurately reflects our purpose: achieving family equality," executive director Jennifer Chrisler said. "Our primary focus remains LGBTQ parents and their families, but we also recognize that the laws, provisions and ordinances that hurt LGBTQ-headed families also hurt single parents, blended families, families of color and many other types of families."

During the past several years, the organization has enjoyed unprecedented growth and visibility. Its efforts have helped put families headed by sexual minority parents in the forefront of the American consciousness. In 2006, it organized a group of gay-headed families to attend the White House Easter Egg Roll, and the event grew into the largest instance of media visibility for queer parents and their children in history.

Wells Fargo Recognized for Fair Policies

Wells Fargo recently received two prestigious national distinctions in recognition of its queer-positive policies.

Wells Fargo received the "Workplace Excellence" award from Out & Equal Workplace Advocates, a nonprofit group based in San Francisco, Sept. 28 in Washington, D.C. The annual award recognizes "any employer that has an historic and ongoing commitment to pursuing and executing workplace equality for LGBT employees in their own workplace. This employer has a history of continually raising the bar of workplace equality for others to follow."

Pepsi, Intel and Kaiser Permanente also received the award.

The Human Rights Campaign awarded Wells Fargo the top rating of 100 percent on its sixth annual Corporate Equality Index released Sept. 17. The index examines and evaluates corporate policies affecting queer team members, customers and investors.

Wells Fargo was among 195 major U.S. companies to earn the top rating of 100 percent. This was the fourth year in a row that it received a perfect rating on the Corporate Equality Index.



Jennifer Chrisler says that despite a name change to her organization, the Family Equality Council still has "family pride."