

Pride! The Time is Now!



Workplace
Advocates

Today's Town Call
Sponsored by:



Presenters:

Pat Baillie, O&E Training Manager

Tom Kulaga, New York Times

Philene Frazar, Pepsico



Sponsor Welcome

Debbie Chang, Documentation & Training
Manager for Process Research & Development

January Town Call sponsored by

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out&EQUAL

Announcements



- ! Executive Forum (March 18 – 20 in San Francisco, CA)
- ! Gala Awards Dinner (June 11 in San Francisco, CA)
- ! Annual Summit 2009 – Orlando Florida (October 6-9)

Pride! The Time is Now!

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Using Pride All Year Long



Presenter: Pat Baillie, Training & Professional Development Manager



Using Pride Events for Outreach

- ! **Marching**
 - ! Visibility
 - ! Building Teams (not just LGBT!)
- ! **Advertising or having a booth**
 - ! Maximum Access
 - ! Cost effective messaging
 - ! New Customer base
- ! **Sponsoring/Donating**
 - ! Increased visibility
 - ! Stepping up your commitment



**2009 Worldwide Theme:
Your Rights, Our Rights, Human Rights**





Other LGBT Events

- ! Aligning your business with LGBT Events
- ! Creating events that can feature your products
- ! Working with other companies or organizations
- ! Coordinating on statewide, regional or national events





Beyond Pride

- ! LGBT Presence at non-LGBT events
- ! Provide education and visibility
- ! Develop allies
- ! Pride all year long!
- ! Creating strategic influence





A Case Study: Pride at the New York Times



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Presenter: Tom Kulaga, Executive Creative Director, Marketing, New York Times



Creating Pride

- ! GLBT & Allies formed fall 2007 — one of five affinity groups officially sanctioned by the Company
- ! Succeeded a longstanding, ad hoc group known as “the caucus”
- ! June 2008 marked our first Pride — and a major opportunity to raise our presence and awareness throughout the Company



Executive Sponsors:



Steve Ansley
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Martin Isenhotz
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Co-Chairs:



Nancy Lee (Co-Chair)
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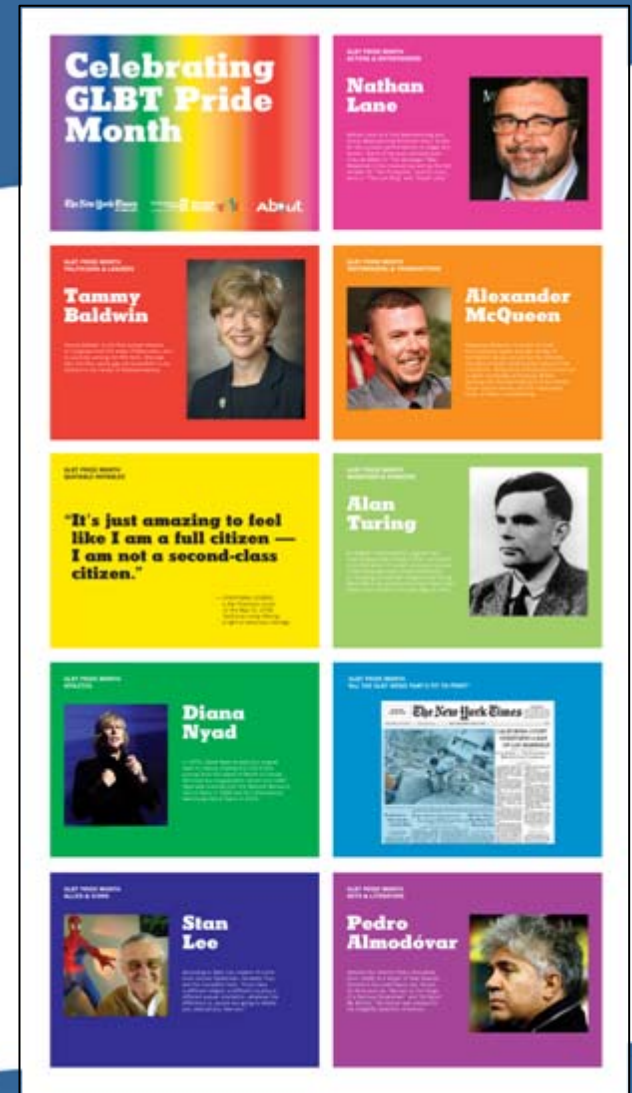
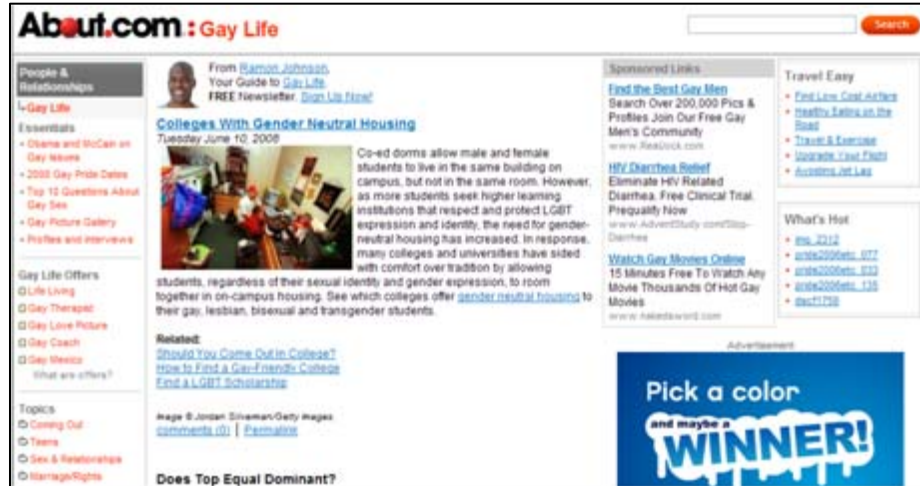
Goal: Raise Awareness with Prominent External Speakers

- ! Pride Month speakers:
Out & Equal's Selisse Berry and Reverend Gene Robinson



Goal: Raise Awareness With Display of LGBT Icons

- ! Poster display of 100 GLBT Icons & Allies in Company cafeteria
- ! Repurposed content on Gay Life site on About.com, a top 15 original content Web site owned by The Times Company



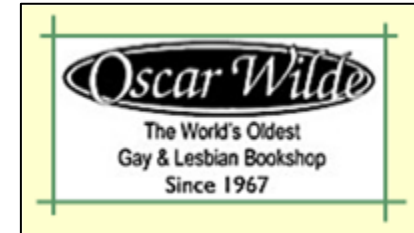
Goal: Educate Colleagues About Our Place in GLBT History

- ! Internal presentations of “Changing With The Times: A Media Brand’s Growing Commitment to Inclusion,” first created for 2007 Out & Equal Annual Summit



Goal: Collaborate with Community Groups to Raise Visibility

- ! Oscar Wilde Bookshop sale in cafeteria
- ! Astraea Benefit Screening of Oscar-winning documentary “Freeheld”



Astraea LESBIAN FOUNDATION FOR JUSTICE

The Astraea Lesbian Foundation for Justice and The New York Times Company GLBT & Allies Affinity Group invite you to a private benefit screening of the 2008 Academy Award-winning Documentary Short Subject

FREEHELD

Click [here](#) to watch the trailer for Freeheld

Directed by Astraea Grantee Cynthia Wade
Post-screening discussion with the filmmaker, led by New York Times Metro reporter Robin Finn
Introduction by Christine Vachon, producer of Boys Don't Cry

Monday, June 16, 6:00 - 8:30 p.m.
The New York Times Building
620 Eighth Avenue
(between 40th and 41st Streets)
[\[click here for map\]](#)

8:00 p.m. Light hors d'oeuvres and wine
7:15 p.m. Screening
Tickets: \$60
To purchase tickets call 212.529.8021 x17
Proceeds from this event will be donated to Astraea

New Book Releases

Lesbian Titles	Gay Titles	Nonfiction Titles

Goal: Collaborate with Community Groups to Raise Visibility

- ! Fragrance Party at NYC LGBT Community Center hosted by Chandler Burr, fragrance critic of T: The New York Times Style Magazine
- ! TimesTalks gay/lesbian event in honor of Center's 25th anniversary

Center Voices presents
CHANDLER BURR
NEW YORK TIMES SCENT EDITOR

THURSDAY, JUNE 19, 2008
Reception 6pm, Program 7pm, \$10

Take an olfactory journey of the world with New York Times perfume critic Chandler Burr. Your senses will be stimulated by raw materials obtained by perfume houses from the four corners of the globe—everywhere from Haiti (vetiver) to Indonesia (patchouli) and India (jasmine) to Bulgaria (roses).*

His new book, *The Perfect Scent: A Year Inside the Perfume Industry in Paris & New York* tells two parallel stories: the first about a year Burr spent for *The New Yorker* magazine in Paris behind the scenes at Hermès watching legendary perfumer Jean-Claude Ellena create the Hermès scent "Un Jardin sur le Nil"; and the second about a year inside Coty with Sarah Jessica Parker as she directed the making of her perfume "Lovely."

Reservations: www.gaycenter.org

Cocktail reception sponsored by ESTÉE LAUDER

Co-sponsored by

www.gaycenter.org

at TheTimesCenter

Times Talks

The Impact of
"Don't Ask, Don't Tell"

One of the most hotly debated and divisive social issues of the past few decades has been whether to allow openly gay men and lesbians to serve in the U.S. military. See the New York premiere of "Don't Ask," a new documentary that explores the impact of 1993's "don't ask, don't tell" policy. The screening will be followed by a panel discussion featuring filmmaker Johnny Spector, military analysts and several former soldiers who have been discharged for speaking out about their sexual orientation. Moderated by Andrew Jacobs, New York Times Metro reporter.

Friday, June 13
6 - 8 pm

TheTimesCenter
242 West 41st Street
New York City

Tickets: TimesTalks.com or call (888) NY1-2870
General admission \$20

Sign up for The New York Times events newsletter at TimesTalks.com



A Time for Celebration

- ! Renewed the tradition of our annual “Pride party”



Global and Regional Perspectives



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Presenter: Philene Frazar, Pepsico

PepsiCo National Pride

! PepsiCo National Pride Participation

- ! Parade participant in cities include Denver, Phoenix, St. Petersburg, Chicago, Long Beach, LA, NYC, Sarasota, Dallas, San Francisco involving large ally participation
- ! Founding member of City Wide Pride in Chicago
- ! Pride guest speakers have included B.D. Wong, Judy Shepard, Betty DeGeneres, Esera Tuaolo

Chicago City Wide Pride

! What is Citywide Pride?

- Consortium of Chicagoland companies
- Fortune 1000
- HRC Corporate Equality Index
- Focus on Integration - Relationship Development - Representation
- Chicago O&E Affiliate responsible for organization, marketing and approval of events

Chicago City Wide Pride

! City Wide Pride Events Focus -

- ! Learning opportunities
- ! Panel discussions
- ! Keynote speakers
- ! Networking
- ! Celebration

Chicago City Wide Pride Events Page

Events - Microsoft Internet Explorer provided by Ernst & Young

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Address http://www.citywidepride.info/events.html

out&EQUAL Workplace Advocates
Chicago and Regional Affiliates

Citywide Pride

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Events

Below is the current calendar of events for Citywide Pride 2008. Citywide Pride is a coalition of Chicagoland companies coming together during Pride Month to celebrate diversity in the workplace. In particular, the consortium strives to raise awareness and celebrate the contributions of the GLBT workforce and community.

Participation is limited to employees and guests of the Citywide Pride sponsoring corporations.

Please RSVP 48 hours in advance of the date of the event to provide hosts with enough notice. In order for sponsoring corporations to adequately provide space and/or follow their respective security desk protocols, please be sure to fill out ALL fields when RSVPing.


Space is limited. Sign up today!

Click [here](#) to download a pdf of the calendar for 2008!

Jenner & Block, LLP
The Inside Scoop on Civil Unions in Illinois
Speakers: Illinois State Representative Greg Harris
Monday, June 2, 2008
Noon - 1:30 p.m. - Lunch will be served
Location: 330 N. Wabash, 40th Floor Conference Center, Chicago

Click [here](#) to sign up!
RSVP by May 28th

Harris Bank
Inclusiveness and Acceptance
Speakers: Laurene von Klan, CEO, Chicago Academy of Sciences' Notebaert Nature Museum
Wednesday, June 4, 2008
Noon - 2:00 p.m. - Lunch will be served
Location: 111 W. Monroe, Chicago



Internet

Chicago City Wide Pride Events Calendar

Citywide Pride Event Schedule - Celebrating Pride Month - June 2008

Topic	The Inside Scoop on Civil Unions in Illinois	Topic	Out in the Workplace, but In the Dark About Your Financial Future? 10 Things You Need to Know about Employee Benefits and Financial Planning for Domestic Partners
Speaker(s)	Illinois State Representative Greg Harris	Speaker(s)	Karen Rabin, Nora Wansberg, Marcus Boggs & Todd Solomon
Date	Monday, June 2nd	Date	Tuesday, June 17th
Time	Noon - 1:30pm - Lunch will be served	Time	Noon - 1:30pm - Lunch will be served
Location	330 N. Wabash, 40th Floor Conference Center	Location	McDermott Will & Emery, 227 W. Monroe St., 45th Floor
RSVP	RSVP online at http://citywidepride.info by May 28	RSVP	RSVP online at http://citywidepride.info by June 16
Company	Jenner & Block	Company	Merrill Lynch / McDermott Will & Emery
Topic	Inclusiveness and Acceptance	Topic	Financial and Legal Challenges for the GLBT Community
Speaker(s)	Laurene von Klan, CEO, Chicago Academy of Sciences' Notebaert Nature Museum	Speaker(s)	Kyle Young and Steven Schmitt (Wachovia Securities) moderated by Todd Young (Hinshaw & Culbertson)
Date	Wednesday, June 4th	Date	Wednesday, June 18
Time	Noon - 2:00pm - Lunch will be served	Time	11:45 to 1:30 - Lunch will be served
Location	111 W. Monroe	Location	Hinshaw & Culbertson, 222 N. LaSalle, Suite 300
RSVP	RSVP online at http://citywidepride.info by May 28	RSVP	RSVP online at http://citywidepride.info by June 13
Company	Harris Bank	Company	Aon Corporation / Hinshaw & Culbertson LLP
Topic	Changing Responsibilities for Not-for-Profit Board Members	Topic	Tax Opportunities for Unmarried Couples
Speaker(s)	Michael Cook, President, Howard Brown Health Center / Jim Bennett, Midwest Regional Director, Lambda Legal / Patrick Sheahan, Board Member UBS, Center on Halsted, Goodman Theater	Speaker(s)	Paul Lutter of Bryan Cave and Tom Franklin of Blackman Kallick
Date	Thursday, June 5th	Date	Thursday, June 19
Time	11:30am - 1:00pm - Lunch will be served	Time	11:30am to 1:30pm - Lunch will be served
Location	70 W. Madison, 4th Floor Conference Center	Location	181 N. Clark Street, 28th floor conference room
RSVP	RSVP online at http://citywidepride.info by May 28th	RSVP	RSVP online at http://citywidepride.info by June 1
Company	Crowe, Chizek & Company, LLC	Company	Bryan Cave / Blackman Kallick
Topic	Blind Friends of Lesbians and Gays (BFLAG) Talk and Visitor Center Tour	Topic	Out & Equal Regional Affiliates: Networking and Sharing Best Practices with Other Corporate LGBT Employee Resource Groups
Speaker(s)	Terry Gorman; Moderated by Rick Harris	Speaker(s)	Selisse Berry, Executive Director, Out & Equal Workplace Advocates
Date	Monday, June 9th	Date	Friday, June 20
Time	Noon - 1:00pm - Snacks and Refreshments will be served	Time	11:30am - 1:00pm - Lunch will be served
Location	230 S. LaSalle Street (corner of Jackson and LaSalle)	Location	Sears Tower, 233 S Wacker Drive, 33rd Floor
RSVP	RSVP online at http://citywidepride.info by June 4	RSVP	RSVP online at http://citywidepride.info - Tuesday, June 17th
Company	Federal Reserve Bank of Chicago	Company	Ernst & Young, LLP

In 2008, we had 21 events for City Wide Pride with participation ranging from 30 to 300 per event!

Chicago City Wide – The Future

! Expansion

- ! Programs and activities beyond Pride Month
- ! National Coming Out Month etc.
- ! Expanding to other O&E Affiliates

! Relationships

- ! Strengthening existing
- ! Developing New

! Funding

- ! Event and Ongoing
- ! Sources



Questions & Answers

How to ask a question...

- ! Online - use the question or chat mode
- ! Teleconference - dial *1 on your phone



Closing Comments



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Thank you for your participation!

Complete our Town Call survey:

http://www.surveymonkey.com/s.aspx?sm=GVNWRCeqz5T0_2fxR7yO7iSQ_3d_3d

Consider a donation to Out & Equal:

<http://www.outandequal.org/about/Donations.asp>

***Next Town Call:
Thursday, February 26, 2009***

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More questions?

Contact Pat Baillie, Training Manager
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