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# THE ÉGALITARIAN

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Q4 2014

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# ÉGALITÉ



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# LET TER

FROM THE BOARD

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When we first launched The Égalitarian two years ago it was with the hope that Égalité would continue to grow and rack up successes around the country and across the globe which would be of interest to all our members and to the larger Publicis Groupe community. Two years later we continue to be inspired by the overwhelmingly positive response and support Égalité has received. The Publicis Groupe Diversity Council and agency leaders could not be more supportive and for that, we are tremendously thankful.

As you know, Égalité is a volunteer organization, and only exists because of the time and effort put in by the many leaders who have taken steps to help drive our group forward. With 2015 fast approaching we would like to encourage you to consider how you too can contribute to the continued success and evolution of Égalité in your market. If you would like more information about Board Member responsibilities, please be sure to check out the last page of this newsletter for a complete list of Égalité contacts. Those with a red star by their name are the point people for each market you can reach out to.

Here's wishing each and every one of you a joyous holiday season and all the best for a happy, healthy and prosperous 2015!

*–The Égalité Board*



# OUT

# ABOUT

NEWS FROM ACROSS  
PUBLICIS GROUPE



# HOURS AND CASH FOR LGBT ORGANIZATIONS

Community outreach is one of the pillars around which Égalité has organized much of its programming this year. We are thrilled to report that at the time of this newsletter's release, Égalité has volunteered 1,712 hours. That's equivalent to 214 eight hour days, 43 work weeks, or just over ten months.

Similarly, Égalité has raised and donated \$104,794 to various LGBT charities and organizations across the country, including Café Pride in Chicago, Lifeworks in Los Angeles, the Ali Forney Center for homeless LGBT youth in New York, and the various AIDS Walks that took place in each of the cities where we have a presence. Congratulations to all who have contributed time and money towards making a difference in our communities!



Some 30 ambassadors from Publicis Groupe agencies around the country convened in San Francisco to attend the 2014 Out & Equal Workplace Summit. This marks the third year in a row that Publicis Groupe serves as an Advocate level sponsor of the Summit and it continues to be the only major holding group in our industry to sponsor the event.

In addition to attending workshops and seminars on various workplace equality topics, Égalité also hosted its very own panel discussion titled "Queering Your Brand." The panel discussion, moderated by Jason Southerland (Performics), featured Daniel Spadaro and Christopher Warmanen (Leo Burnett), Danielle Cherry (Tapestry, SMG), Tim Pennington (Digitas), Laura Witmer (P&G), and Randy Hedlund (Allstate). The discussion then broke up into small groups to help coach audience members on what steps they could take at each of their companies to start the conversation about establishing and nurturing a relationship with the LGBT community.

With so many Égalité members together in one location, the opportunity was also taken to carry out planning for Égalité's evolution in 2015 and beyond.

# PUBLICIS GROUPE SPONSORS OUT & EQUAL WORKPLACE SUMMIT



PUBLICIS GROUPE

MAURICE LÉVY  
*Chairman of the Management Board  
Chief Executive Officer*

October 28, 2014

Bonjour and welcome to San Francisco!

2014 marks the third year in a row that Publicis Groupe has committed to sponsoring the Out & Equal Summit and I could not be more pleased to hear that we have set another new record for participation. Our Advocate-level sponsorship and commitment to sending 30 Publicis Groupe ambassadors to this summit I believe showcases Publicis Groupe's continued dedication to LGBT diversity and inclusion.

Many of you have a leadership role with Publicis Groupe Égalité and for that I would like to thank you. Égalité is a tremendous source of pride and I admire all the passion and hard work dedicated to making it a success. Since its launch in 2012 Égalité has helped evolve our corporate culture making it ever more inclusive.

As you navigate the summit, I encourage you to share Égalité's story and learn as much as possible from the people you will meet. There are many lessons to be learned and I hope you will be inspired by your time in San Francisco.

Thank you for representing Publicis Groupe and **Viva la Difference!**

Maurice Lévy

# AIDS RUN & WALK CHICAGO

The efforts of two co-captains from Re:Sources in charge of Égalité's AIDS Run & Walk Chicago were recently documented in Re:Sources' Cyber Source newsletter. Below is an extract from that newsletter.

Through many hours of hard work and dedication, Nick Abbamonte, Senior Operations Analyst, and Chad Ostlund, Operations Manager, served as cocaptains of the 2014 Aids Run & Walk Chicago (ARW) Égalité team, ultimately raising over \$26,000 for the AIDS Foundation of Chicago. Both Ostlund and Abbamonte are members of Égalité. "I think Égalité represents a different type of outlet to grow and develop professionally outside of the realm of IT," Ostlund said. "Through my participation in this event, I looked to capitalize on who we are [in advertising] and how I could leverage that to benefit other organizations within the community."

The event, held September 14, 2014 in Chicago, raised over \$400,000 for the AIDS Foundation of Chicago. The money will be used to improve the lives of those living with or at risk of HIV. Ostlund, a first-time participant in the event, joined forces with Abbamonte, who was a member of the team in 2013. They worked closely together this year to lead the overall fundraising and recruitment efforts for the Égalité team. "We did everything we could to get the word out there," Abbamonte said. "E-mail blasts, posters, handouts, fundraising events, anything that would encourage participation." Abbamonte was inspired to participate two years in a row by the idea of making an even bigger difference for the cause affecting millions of people worldwide. "Donating is a great way to make an impact, but it's a one-shot deal. Registering takes it to the next level by allowing you to diversify and solicit donations to your friends, family and coworkers," he said. "Working as a captain and participant took it to an even higher level by coordinating the entire team and rallying them to make an impact."

Although the extensive coordination and fundraising required many hours of planning, for Ostlund it was well worth the effort. "With activities such as strategizing the timing and execution of all events and communications, cheerleading team members to raise as much as they can and organizing preand post-race events at the Égalité tent, it was exhausting but so exciting at the same time."

Abbamonte said he could not stress enough the power of a collective effort when it comes to achieving a goal for such a worthy cause. "A group of individuals that were so committed to making an impact by participating and/or donating came together and, with just a little work on everyone's part, raised over \$25,000."

Both Ostlund and Abbamonte cannot wait to get involved again next year. "The experience was challenging, educational and rewarding. I can't wait to do more next year," Ostlund said.





# SPIRIT DAY 2014

Once again Égalité's largest national event this year was Spirit Day, celebrated on October 16. Spirit Day was launched three years ago when a teenager asked her friends to wear purple to show support for young LGBT (lesbian, gay, bisexual and transgender) people. Soon, with the help of GLAAD, the Gay and Lesbian Alliance Against Defamation, millions participated, including cast members from Glee, Ricky Martin, Katie Couric, The White House, brands like Facebook and Goldman Sachs, the cast of The View and on-air hosts at CNBC. Americans came together to take a stand against bullying and to show support for LGBT youth. Publicis Groupe agencies across the country signed up as Corporate Partners of Spirit Day by taking the pledge to help generate awareness for the day. In addition, Égalité distributed informational postcards and purple bracelets across each of its chapters.



Égalité Seattle



MSLGROUP Boston



Starcom New York



DigitasLBi Chicago



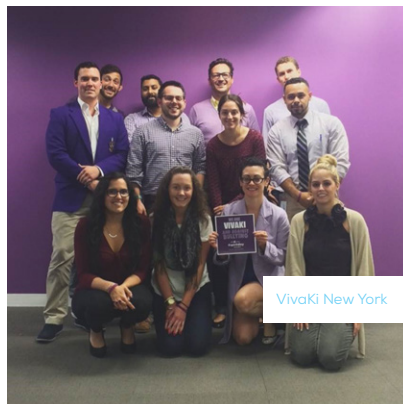
MSLGROUP New York



ZO and Performics Chicago



Spirit Day pumpkins at Publicis Life Brands Medicus



VivaKi New York

# ÉGALITÉ RE-FOUND- ER HONORED AT ADCOLOR 2014

On Saturday September 20 Robert Camilleri (Publicis Kaplan Thaler), Égalité's re-founder and National / New York co-chair, took home honors at this year's ADCOLOR awards, held at the Beverly Hills Hotel. Robert won the esteemed Change Agent Award for his success at re-founding, and growing, Égalité to what it is today: A catalyst for inclusion across Publicis Groupe.



# CHAPTER UPDATES

# ÉGALITÉ ATLANTA

BY PARKER NOWELL, MOXIE



Members of Égalité Atlanta have been busy the past few months raising money and strutting our stuff for AIDS Walk Atlanta (AWA), preparing ourselves for and recovering from Pride weekend festivities, and decking ourselves out in purple for Spirit Day. We were extremely successful this year in regards to our participation with AIDS Walk Atlanta. We had a team of 25 walkers and were able to raise \$3,614. There are still some potential donation matching opportunities in the works that will put our final fundraising total well above our \$4,000 team goal. Our Moxie Atlanta office also made and sold rainbow Jell-O shooters during Beer Friday, which turned out to be a wildly successful fundraising initiative for our AWA team! Our very own Robin Glass from Moxie personally raised over \$1,400 for the team. Go Robin!

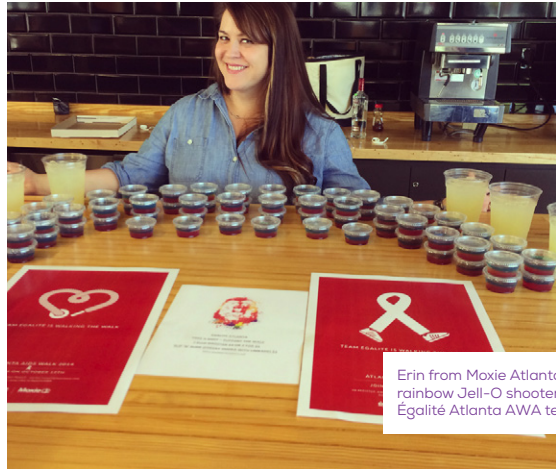
Spirit Day was also a huge success this year thanks to our Moxie, MSL and Razorfish offices going purple. Most recently, three Atlanta team members attended the Out & Equal Summit for workplace equality in San Francisco, and we intend to volunteer with the Georgia Safe Schools Coalition. With all of our successes growing and evolving our chapter, we'll have lots to celebrate during our end-of-year happy hour.

To be added to Égalité Atlanta's distribution list, email me at [parker.nowell@moxieusa.com](mailto:parker.nowell@moxieusa.com).

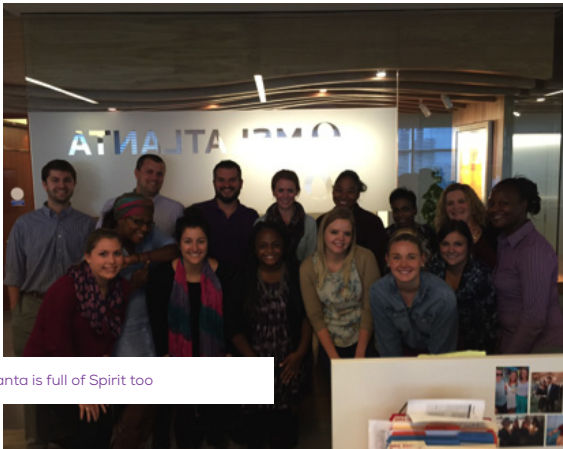




Purple is the new orange at Moxie Atlanta on Spirit Day



Erin from Moxie Atlanta behind the bar slinging rainbow Jell-O shooters to raise money for the Égalité Atlanta AWA team



MSL Atlanta is full of Spirit too



Égalité Atlanta getting ready to walk it out at AIDS Walk Atlanta



Razorfish Atlanta says no to bullying and yes to dip

# ÉGALITÉ CHICAGO

BY SCOTT BARTOSIEWICZ,  
LEO BURNETT



Chicago kept busy and wrapped up the summer with some great events engaging members, making new friends, and raising some serious funds for charity in the process. Our social committee helped members enjoy the coveted last days of summer with our 2nd Annual Movie in the Park event where we caught the "family favorite" *The Birdcage* and then officially said goodbye to our favorite season at our End of Summer Party, benefitting the AIDS Run & Walk Chicago.

Our outreach committee helped us forge some new friendships, both in connecting with other local ERGs as well as engaging the Ally community at our "Ally 101" Workshop. We saw a great turnout thanks to our partnership with the Chicagoland chapter of Out & Equal and we co-hosted the first inter-ERG happy hour mixer with groups from United, PepsiCo, and MillerCoors. We have begun discussions about doing these quarterly in Chicago.

The biggest excitement came on September 14 with this year's AIDS Run & Walk Chicago where we raised almost \$30,000, nearly doubling our fundraising efforts from last year! We wrapped up the quarter with another stellar Four Color Process panel discussion hosted by our recruiting and retention committee. The prestigious 4-person panel examined what's next in LGBT advocacy following the great strides on marriage equality.

To be added to Égalité Chicago's distribution list, email me at [scott.bartosiewicz@leoburnett.com](mailto:scott.bartosiewicz@leoburnett.com).



Égalitarians enjoying "The Birdcage" at Movie in the Park



Leo Burnett's Scott Bartosiewicz and Jessica Edwards at Égalité's first Ally 101 event



The Chicago team brought in a record setting \$30,000 this year in support of the AIDS Run & Walk



Enjoying the last moments of summer at Égalité's End of Summer Bash (from left: Richard Wong (Performics), Donnie Young (Razorfish), Chad Ostlund (Re:Sources))



# ÉGALITÉ NEW YORK

BY ANTHONY FISCHETTI  
STARCOM NEW YORK



On Wednesday September 17 Égalité New York hosted its annual End of Summer happy hour which this year was sponsored by Saatchi & Saatchi, Smirnoff, and Johnnie Walker. Record numbers came out for free food, drinks, networking, and live music by Jack Lucy and Aaron Pfeiffer. Special thanks goes to Saatchi & Saatchi New York for hosting the event and to Brent Smart, Saatchi & Saatchi's CEO, for extending a warm welcome to Égalité.

Égalité members out in force at the end of summer happy hour



Our New York agencies were seeing purple on Spirit Day on October 16. The day provides an opportunity for people to speak out against bullying. Many of our agencies went all out by recoloring their corporate logo on their various online channels, encouraging people to wear purple, handing out purple cupcakes and organizing photo shoots in front of branded step & repeat backdrops. Spirit Day continues to generate a great deal of interest and engagement across our agencies and is backed by many senior leaders including SMG's Laura Desmond, MSL's Renee Wilson and Paul Newman, and MRY's David Berkowitz.



MRY celebrates Spirit Day

To close out the month of October, Égalité volunteers also trekked up to 125th street to help decorate, cook for and chaperone the kids of the Ali Forney Center during their Halloween bash.

To be added to Égalité New York's distribution list, email me at [egalite@publicisusa.com](mailto:egalite@publicisusa.com).



Égalité members volunteered at New York City's Ali Forney Center for homeless LGBT youth during their annual Halloween extravaganza



# LOS ANGELES SSLA

BY KRISTEN HOSACK,  
SAATCHI & SAATCHI  
LOS ANGELES



SSLA Égalité celebrated Spirit Week in October with a speaker lunch and Spirit Day Happy Hour. Drian Juarez and Christopher Argyros from the LA Gay & Lesbian Center visited SSLA Monday October 13, to discuss Gender Identity 101. Topics covered terminology, common barriers, understanding the transition process, and tips for creating inclusive environments. The Saatchi Game Room was packed and audience participation reached an all-time high.

Then on Thursday October 16, the Spirit Day Committee put on a purple-tastic happy hour—again with record attendance! Saatchilians met to discuss bullying issues, share stories, and toast to kinder ways of dealing with life's challenges.

To be added to Égalité Saatchi & Saatchi LA's distribution list, email me at [kristen.hosack@saatchila.com](mailto:kristen.hosack@saatchila.com).



Tommy DiPaolo and Kristen Hosack (SSLA) alongside Drian Juarez and Christopher Argyros from the LA Gay & Lesbian Center



Over 50 Saatchilians participated in SSLA's 2nd Annual Spirit Day Happy Hour by wearing purple

# LOS ANGELES TEAM ONE

BY JAY THONGNOP TEAM ONE



This year, Team One LA, Égalité, and Toyota worked closer than ever for the 2014 AIDS Walk Los Angeles. A variety of departments at Team One and Toyota joined forces to fundraise throughout the months of September and October—Taco Tuesday, Pancake Breakfast, Cupcake/Pupcake Sale, Silent Auction, Pizza Lunch, and Raffles. Through our fundraisers, and with the donations garnered by individual walkers both at Team One and Toyota, we raised over \$33,000 to support AIDS Project Los Angeles (APLA). Thanks again to everyone for all the hard work. We look forward to continuing our support of APLA and their dedication to improving the lives of those affected by HIV/AIDS at next year's walk.

To be added to Égalité Seattle's distribution list, email me at [jay.thongnop@teamone-usa.com](mailto:jay.thongnop@teamone-usa.com).



Team One LA walkers proudly holding our sign while walking in West Hollywood at the 2014 AIDS Walk Los Angeles



Team One LA walkers strike a pose with our friends and family in preparation for our inspiring 10k walk



# ÉGALITÉ SEATTLE

BY GREG EPPICH,  
MSLGROUP



On October 16, Égalité Seattle joined other Égalité chapters and Publicis Groupe offices across the country to show support for Spirit Day by wearing purple and taking a stand against bullying directed at LGBT youth.

More than 60 people from Razorfish, MSLGROUP, PBJs, Publicis Seattle, Optimedia, and other Publicis Groupe agencies dressed in varying shades of purple and stopped by Égalité Seattle's Spirit Day Social to show their support.

In honor of Spirit Day, and a highlight of the event, Égalité Seattle made a \$500 donation to the LGBTQ Access Project. Addressing those who attended Égalité Seattle's Spirit Day Social, Sid Jordan Peterson from the LGBTQ Access Project at King County Coalition Against Domestic Violence said, "The time is now for ensuring that LGBTQ people have equitable access to community services designed to support survivors of abuse. Thank you, Égalité Seattle, for bringing support and visibility to the LGBTQ Access Project and including us in your Spirit Day event!"

#### **About the LGBTQ Access Project**

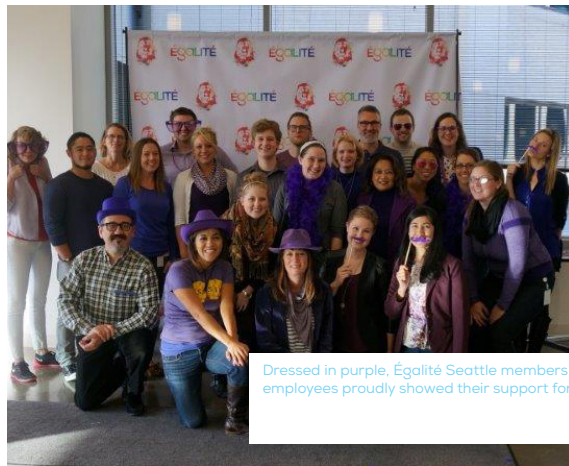
The LGBTQ Access Project aims to increase access to support services for LGBTQ survivors of abuse or exploitation. Launched in January 2012 in King County, this 3-year demonstration initiative is part of a national effort to improve services for LGBTQ communities across the country. Every day, LGBTQ people reach out to human services organizations and programs for support or services; yet many of these programs report that they feel unprepared to adequately serve the specific needs of LGBTQ communities. The LGBTQ Access Project has already reached more than a thousand local providers and advocates in King County, and provided training and technical support to more than 20 local organizations. By mobilizing a county-wide campaign to increase provider knowledge, the project has developed educational trainings and materials, and created new collaborations and possibilities for change. To learn more, visit LGBTQ Access Project's website: [www.demonstrateaccess.org](http://www.demonstrateaccess.org).

To be added to Égalité Seattle's distribution list, email me at [greg.eppich@mslgroup.com](mailto:greg.eppich@mslgroup.com).





Publicis Seattle's Janelle Sosh and Alex Hart got into the spirit of Spirit Day on October 16



Dressed in purple, Égalité Seattle members and Publicis Groupe employees proudly showed their support for Spirit Day



Among a variety of snacks and drinks at the event, the Rainbow "Gaybie" Cakes from locally owned Cupcake Royale were a big hit



Sid Jordan Peterson from the LGBTQ Access Project at King County Coalition Against Domestic Violence thanked Égalité Seattle for the chapter's \$500 donation





# BUILDING BUSINESS

# GEN (GA)Y: INSIGHTS ON THE NEW GEN- ERATION

BY  
STEPHEN  
MURRAY,  
HERE  
MEDIA



The phrase Generation Y, or Gen Y, first appeared in Advertising Age in 1993 to describe teens of the day (born early 80s to late 90s) who were culturally different than Gen X. By now, marketers are well-versed on general traits ascribed to Gen Y. The men and women of Gen Y are “digital natives,” the first generation to grow up with the Internet and social media. They are the most optimistic generation in decades, despite being on “a lower income path for the next 10 years or perhaps their entire lives” according to Bloomberg News. They are described as loyal, educated, outgoing, curious, creative and inclusive—as well as opinionated, lazy, and entitled.

Here Media is America’s largest LGBT media company reaching 17MM+ consumers monthly with iconic brands including The Advocate, OUT, Here TV and SheWired that have been leading conversations around identity and community for three generations. In January 2014, Here Media commenced a series of monthly LGBT Gen Y focus groups to better understand how LGBT Gen Y compare to their non-gay peers and Gen X counterparts. Our early findings are directional only, but they bring to light some important takeaways for marketers. Here are a few insights, along with direct quotes from focus group members:

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## LGBT GEN Y AND THE COMING OUT PROCESS

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The coming out process among those we spoke to was challenging but not as isolating as with the older Gen X generation. Most Gen Y realized their gay identity in preteen years but kept it to themselves until their mid-teens despite more frequent interactions with LGBT culture.

- Most were called gay by peers before self-identifying or coming out.
- First interactions included AOL gay chat rooms, Gay.com, and through the proliferation of gay characters on TV shows and film.
- About half were officially outed by parents, around half came out on their own. In general this happened between ages 15 and 18.
- All those we spoke to currently identify as being out, but they range in terms of who they share this information with. Many utilize strategic filters/privacy settings on social media to prevent certain parties (family, work) from knowing their orientation.

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## LGBT GEN Y AND GAY IDENTITY

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LGBT Gen Y do not identify as predominantly with their sexual orientation as their older counterparts. Some feel it is a central part of who they are, but many others identify more closely with other characteristics such as gender and race.

- “Growing up gay, I always felt a little different and suffered from having so many different expectations that it kind of sticks with me in a way that no other [factors] from the outside do. It’s deeper.”
- “It’s a major part of my identity. What bothers me is that as LGBT millennials, we are so accustomed to being able to walk down the street and hold our partner’s hand, or kiss them, and have it not be reviled. But the reason we stand so tall is because we’re on the shoulders of giants.”
- “I don’t really think of my personal identity as a direct result of being gay.”
- “As much as I identify as a gay man, I don’t lead with it.”

# LGBT GEN Y AND SOCIAL MEDIA

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In general, they look to social media sites primarily for support, identification, connection, and entertainment. They also consider these sites essential for career building and networking.

- Top social sites/uses:
  - o Facebook: Interacting with friends, family, favorite brands
  - o Twitter: News, current events, celebrities, award shows
  - o Instagram: Pictures of celebrities/attractive guys
  - o Blog sites: Following friends and celebrities/influencers
  - o Snapchat: Sharing photos, videos with very select group of friends
- Other popular social sites:
  - o YouTube, Google+Vine, Reddit, Kik, Pinterest, StumbleUpon, Foursquare, LinkedIn, Tumblr, Wordpress
- Facebook still reigns supreme in usage among this audience despite its being considered dated:
  - o "Facebook is like a home base at this point. If you delete it, it's like unplugging your phone."
  - o "Facebook's the big one... It can be useful if you're looking for something, or globalized Facebook groups."
  - o "Facebook is the closest thing to real life on the Internet. Our generation is unique, because of how many people we can stay in touch with from high school through Facebook as opposed to the generation before us."
  - o "If I took myself off social media, I wouldn't have a career."
- They are somewhat more cautious about privacy around their social media platforms due to their orientation:
  - o "I filter LinkedIn, but that's it."
  - o "I try to keep myself a little more under control on Facebook, because of my family."
- They consider the 'selfie,' and responses to it, a form of social acceptance and empowerment:
  - o "I love the selfie. We live in a world with media messages constantly telling us we're not good enough. Yet, when I take a selfie, I feel great. Then my friends see it, and like it. And they're supporting me, just like I support them."

# LGBT GEN Y AND GAY IDENTITY

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- National News Sources (e.g., state welcomes same-sex marriage):
  - o The New York Times, The Advocate, OUT, BuzzFeed, Huffington Post, E! News, Facebook, Twitter, BBC, After Ellen, YouTube, Twitter, social media in general, and Fox News ("know thine enemy," quipped a focus group member)
  - o Friends post news articles before they see them on other websites
  - o They trust news they see on social media if multiple people post it
  - o Some will click through links they see on their news feeds to see the source media, others read only what is in their feeds
  - o If they don't see/read about it on their own social feeds, they may not hear about it
- Pop-culture News Sources (e.g., celebrity came out of closet):
- Facebook and Twitter Feeds
- Google (to do 'spot research' and confirm posts they've seen on Facebook or Twitter for related websites/articles)



# LGBT

## GEN Y AND ADVERTISING

The Gen Y we spoke with were very aware of when they were being marketed to as LGBT. They appreciate it, but also want to see more inclusiveness and diversity—ideals they embrace.

- When asked to list brands they consider 'gay-friendly,' top answers included Kenneth Cole, Target, IKEA, Macy's, Starbucks, Lexus, and MasterCard.
- What they would like to see more or less of in gay advertising:
  - More diversity and inclusiveness—different races, genders, gay and straight people—within LGBT-directed advertising.
  - More marketing to young LGBT parents and families.
  - Fewer rainbow flags; more ads that reflect, in general, a gay sensibility rather than overt symbols.
  - LGBT-identified women in particular feel underserved. They want to see marketing directed to them and could not recall a brand doing so.

Here Media is excited to take these insights and shape the most authentic experience for millennial LGBTs, which will debut early 2015. We will continue our monthly Gen Y focus groups throughout 2015—and implement an online survey panel to yield both qualitative and quantitative research data. Here Media can conduct custom focus groups and surveys for advertising partners. Learn more about how to connect to his valuable audience by contacting [joel.shoemaker@heremedia.com](mailto:joel.shoemaker@heremedia.com) or [stephen.murray@heremedia.com](mailto:stephen.murray@heremedia.com).

Stephen Murray is SVP of Marketing & Brand Strategy at Here Media. He has held senior marketing positions at NBC Universal and Playboy—and served as Marketing Director for LPI Media, former publisher of The Advocate, Out, and The Out Traveler, from 2000 to 2006.



# MARKET PULSE



By Robert Camilleri,  
Publicis Kaplan Thaler New York



# THE CHEERIOS EFFECT

In 2013 Cheerios received much praise within the advertising community for casting an interracial couple and their daughter in one of their commercials. "The Cheerios Effect" is a new campaign from the cereal maker that revolves around inspirational love stories and continues to celebrate the diversity of the brand's consumers. One of the stories features André and Jonathan and their journey towards becoming parents when they adopted their baby girl. Each of the inspirational love stories concludes with the line "Just like two Os in a bowl, we all love to connect." Check out the ad here: <http://tinyurl.com/o9n2p6y>. (Source: [www.glaad.org](http://www.glaad.org).)



# DIRECTV'S NFL TICKET

With professional sports being qualified as notoriously homophobic, it surprised many when NFL hopeful Michael Sam came out of the closet earlier this year. While things didn't quite work out for him, it is courageous people, such as Sam, that help pave the way for others to follow in their footsteps. More and more states are legalizing same-sex marriage; companies are seeing that LGBT-inclusive advertising is good for business. That includes DirectTV which aired an ad during the 2014 NFL kickoff featuring a same-sex couple. In response to the ad, one YouTube commenter wrote: "Loving this advertisement and being a part of the LGBTQ+ community it warms my heart to see a same-sex couple in mainstream media! I also love seeing all the positive comments! Good job DIRECTV." Check out the ad here: <http://tinyurl.com/ooxxk7f>. (Source: adweek.com.)



## NEVADA EMBRACES MARRIAGE EQUALITY

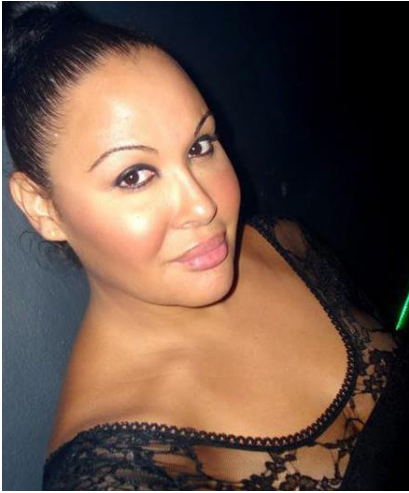
In October, Nevada joined the list of states which now allow same-sex marriage. In response to the ruling, the Las Vegas Convention and Visitors Authority was exceptionally quick on its feet to celebrate the occasion by running a full page ad in USA Today with the headline: "Now You Can Say 'I Do' To One More Thing Here". Commenting on the importance of marriage equality from a business standpoint, Michael Weaver, Senior Vice President of Marketing for Wynn Resorts, said, "We have reached a point in the state of Nevada where our current laws governing gay and lesbian marriage have made our most vital industry, tourism, uncompetitive. Nevada resorts, restaurants, caterers, florists, photographers and musicians all need to be allowed to compete with the 19 other states that allow the freedom to marry." (Source: nymag.com.)







# MEM- BERS IN THE SPOT- LIGHT



# LAUREN ALMONTE

## MRY

Lauren grew up in the Lower East Side of New York and attended an all-boy school until high-school at which point she came out to her Dominican parents at age 15. Three years later, with the support of friends, family and youth programs, Lauren started her transition from a male to the woman she is today.

Lauren has always been very active in the LGBT community. She currently participates in monthly seminars called "Street Talk," a support group that provides financial and medical support to transgender teens in the Harlem community. She is also a charter member and Treasurer of the North Brooklyn Rotary Club. Her chapter founded a scholarship for underprivileged youth and seeks to collaborate with "Operation Warriors: Wellness," a veterans group whose mission is to educate the public about PTSD (Post-Traumatic Stress Disorder).

Today, Lauren is a formidable force as Billing and Collections Manager at MRY and is thrilled that MRY launched its chapter of Égalité in early October and is determined to be a voice for transgender individuals, reassuring them that they have the capabilities to be successful in a corporate environment without discrimination.



# JAY THONGNOP

## TEAM ONE, LOS ANGELES

Jay completed his bachelor's degree in Business Administration at the University of Southern California and, after graduating, began his career at Team One LA. Shortly after starting at Team One LA, Jay became involved with the Team One AIDS Walk Committee. He supported the team by fundraising and participated in the walk year after year. This past year, Jay led a successful partnership with client Toyota to fundraise and recruit walkers for the 2014 AIDS Walk Los Angeles.

Currently, Jay is an Account Supervisor on the Lexus National team and co-leads Team One LA's Égalité chapter with Michael Nnadi. Jay looks forward to expanding/cultivating his leadership role within the Égalité organization, by continuing to develop events that educate the agency and providing opportunities for his peers to volunteer and fundraise in support of the LGBT community.

#### ÉGALITÉ ATLANTA

Moxie – Parker Nowell\*  
MSL – Ellen Schneidau  
Razorfish – Christy McDonald  
Team One – Laura Mills

#### ÉGALITÉ CHICAGO

Arc – Michael McMillen  
Digitas – Carlo Guardascione  
Leo Burnett – Jessica Edwards  
Leo Burnett – Karl Wenzel  
Leo Burnett – Ken Gilberg  
Leo Burnett – Rich Stoddart  
Leo Burnett – Scott Bartosiewicz  
Performics – Jason Southerland\*  
Performics – Richard Wong  
Razorfish – Donnie Young  
Re:Sources – Chad Ostlund  
Saatchi & Saatchi X – Amanda Danish  
Saatchi & Saatchi X – Tony Brost  
Spark – Klariza Alvaran  
Starcom – Alden Golab  
Starcom – Ryan Dietz  
VivaKi – Joe Griffith

#### ÉGALITÉ LONDON

Re:Sources UK – Nicola Raj  
Saatchi & Saatchi – Giulio Vaiuso  
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\* = Email these people to be added to  
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