PUBLICIS GROUPE | ÉGALITÉ

THE ÉGALITARIAN

Q2 2013

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DEBRIEF

Thank you to all those who downloaded issue one of *The Égalitarian*. We tracked over 1000 downloads and know that many Publicis Groupe agencies also forwarded the newsletter via Corporate communication emails. We couldn't be more pleased with the feedback we have received and thank all those who offered to provide content for this issue of the newsletter.

For those of you who may have missed our first issue, this newsletter is a publication of Égalité (French for Equality and pronounced EH-gah-lee-TAY), Publicis Groupe's employee network for lesbian, gay, bisexual, transgender (LGBT) employees and their allies. Whether you identify as LGBT or as a straight ally, this newsletter is geared towards all Publicis Groupe employees and will also provide you with an opportunity to learn more about the LGBT community through fun facts, figures, marketing best practices, case studies and interviews. To download the first issue of *The Égalitarian* click on this link: http://tinyurl.com/cox-d2dv

We hope you enjoy the *The Égalitarian* and welcome the opportunity to answer your questions at egalite@publicis-usa.com.

—The Publicis Groupe Égalité Board

OUT& ABOUT

NEWS FROM ACROSS THE GROUPE

Trophies for Equality

Every year the Human Rights Campaign (HRC) issues its report on workplace equality for LGBT employees. The report is called the Corporate Equality Index (CEI). Digitas, Publicis, Razorfish and Starcom MediaVest Group all scored a perfect 100 on the 2013 CEI thanks to the leadership of Égalité. On March 12 the agencies were honored at the HRC's Workplace Equality Awards in New York City.

The full 2013 HRC Corporate Equality Index report can be accessed here: http://tinyurl.com/cj97fq7

Jonathan Fan (Starcom), Robert Camilleri (Publicis Kaplan Thaler), Anthony Fischetti (MediaVest), Katie Jamieson and Dana Lee (Razorfish), Adam Wasserman (Digitas), Sandra Sims-Williams (Publicis Groupe).

Égalité Receives Shout Out in Publicis Groupe's Annual Report

For the first time since the group's founding, Égalité is referenced in Publicis Groupe's Annual Report. This is a considerable testament to the group's contributions to the organization and one of which we are very proud.

STRENGTHENING THE GROUPE'S CSR POLICIES

MATHIAS EMMERICH
Senior Vice President, Publicis Groupe

Two-thousand and twelve saw a significant effort within the Groupe to set up new procedures to facilitate non-financial reporting. This effort involved close interaction between the Finance and Human Resources

additionally discussed the topic of women's career advancement within the Groupe.

• **Well-being:** communications professionals face dual pressures – pressure from clients, which is natural and continuous; and stress arising from the digital revolution, which is new and subject to sharp and sudden change, potentially requiring shifts in skills and working methods on the part of us all. A great capacity for adaptation is therefore crucial, and the Groupe and its agencies work very attentively across all geographies to shape local programs sensitizing our staff to the topic of well-being at

• **Diversity:** in its broadest sense, diversity is a vital issue for the Groupe. We have taken a number of initiatives regarding non-discrimination in all its forms, setting up sensitivity programs and creating and leading visibility initiatives such as *Égalité*, the Groupe's cross-cutting lesbian, gay, bisexual and transgender network in the US.

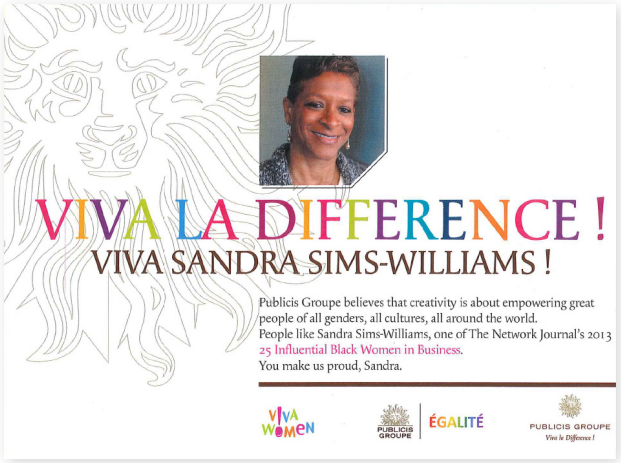
and agencies remain committed to their training programs. A constant effort in this sector is important given the technological shifts required by the Groupe's digital skill-set. 2012 has been a turning point for e-learning, and a number of networks have continued their management programs.

• **Diversity:** in its broadest sense, diversity is a vital issue for the

of an internal Charter for Responsible Purchasing that defines key criteria, as well as the revision of the CSR Questionnaire that is distributed to all the Groupe's main suppliers.

4 Environment

The Groupe has continued working along two main tracks. Firstly, heightened sensitivity training and information for



Ad placed by Publicis Groupe, VivaWomen! and Égalité in The Network Journal's 25 Influential Black Women in business program.

Viva Sandra Sims-Williams!

On March 21st Sandra Sims-Williams, Publicis Groupe's Chief Diversity Officer in the U.S., was honored as one of The Network Journal's 25 Influential Black Women in business. Égalité and Viva Woman congratulate Sandra for this recognition and for her efforts in helping to make Publicis Groupe agencies ever more diverse and inclusive for all.

Chris Boese (Razorfish), Joni Note (Rosetta), Nicole Scalamandre (Digitas Health) and Tracy Wise (AddThis).

Égalité Supports Stonewall Community Foundation

On Wednesday, April 17th the Stonewall Community Foundation hosted a night of hors d'oeuvres, cocktails and dancing to celebrate the extraordinary accomplishments of four women, Dr. Jane Aronson, Laura Flanders, Dr. Elizabeth Lorde-Rollins and Linda Villarosa for their countless contributions to the LGBT community. A few lucky Égalité members won free tickets to the event (valued at $100 each) and had an absolute blast!

Égalité Expansion Plans

Égalité was founded at the grassroots level in New York City in 2009 by Groupe employees who wanted to create a forum through which LGBT employees and their allies could meet and network. Following a year in hibernation, the group resurfaced in 2012, and most recently launched chapters in Atlanta, Chicago and Los Angeles.

In the U.S., Égalité plans to launch chapters in San Francisco and Seattle by the end of the year. Internationally the first chapter to launch will be in London.

To be added to the Égalité London, Seattle or San Francisco email distribution list, please email egalite@publicis-usa.com.

"Imagining a World Without Hate" Campaign

Kicking off the Anti-Defamation League's centennial is the public awareness campaign "Imagine a World Without Hate". The video, produced by Publicis Kaplan Thaler, encourages people to stand up and speak out against hatred and bigotry. The creative brings the ADL's mission to life by imagining the contributions that victims of high-profile hate crimes might have continued to make to society had their lives not been brutally cut short by racism, homophobia or anti-Semitism. Matthew Shepard, a teen brutally beaten for being gay, and Harvey Milk, the first openly gay person to be elected to office in California, are both featured in the spot.

View the full spot here: http://tinyurl.com/cgcrt4r

Robert Camilleri, VP, Global Operations Director at Publicis Kaplan Thaler

Publicis Groupe Represented at the Out & Equal Executive Forum

Because of his leadership role with Publicis Groupe Égalité, Robert Camilleri was sponsored by Publicis Kaplan Thaler to attend the sixth annual Out & Equal Executive Forum. The forum convened over 30 high-ranking and emerging lesbian, gay, bisexual and transgender (LGBT) leaders to share best practices for advancing LGBT workplace equality. Over the course of the two-day symposium, participants focused on building their strengths as executives in some of the world's largest corporations and furthering their skills as LGBT leaders.

ÉGALITÉ CHAPTER UPDATES

Current news & events from Égalité
Atlanta, Chicago, Los Angeles and New York

ÉGALITÉ ATLANTA

By Pedro Lugo, Razorfish

The Égalite Atlanta chapter is hosting an all Publicis agency mixer in May to raise awareness of upcoming Égalite initiatives and how you can get involved as an ally. Details are still in progress, communication will be distributed to all Atlanta Publicis agencies by lead. Please contact Pedro Lugo or Parker Nowell with questions or for additional details (pedro.lugo@razorfish.com or pnowell@moxieinteractive.com).

The Égalite Atlanta Chapter will also be participating in Backpack in the Park, an event hosted by For The Kid In All Of Us at Piedmont Park in July. We will also sponsor a group of walkers in October for the Atlanta AIDS WALK.

To be added to the Atlanta area distribution list, please email me:

pedro.lugo@razorfish.com

ÉGALITÉ CHICAGO

By Jason Southerland, Starcom

Égalité Chicago launched a 2013 calendar full of events, from kickball to "Out at Wrigley" to LGBT Marketing 101. If you're in the Chicago area, please join our Facebook group; Égalité Chicago. A small group attended "Égalité at the Art Institute", an evening exploring the LGBT artists whose work is housed in Chicago's most famous museum. In April members attended the Bon Foster Gala to raise money for Lambda Legal. In May we'll host our first wine and cheese party as part of our Concerts in Grant Park series. To be added to the Chicago area distribution list, please email me:

jason.southerland@starcomww.com

Égalite at the Art Institute

ÉGALITÉ LOS ANGELES

By Alison Cernansky, Saatchi LA

In February Saatchi LA's chapter of Égalité partnered with SSLA 4 Good to volunteer at Project Chicken Soup in Culver City, CA. Project Chicken Soup is a non profit organization that prepares and delivers free, nutritious, kosher meals to people in the greater Los Angeles area living with HIV/AIDS, cancer and other serious illnesses. Volunteers are Project Chicken Soup's life blood and we were all so inspired by the work of the organization and proud to represent Saatchi LA in giving back to the community. If you are interested in Project Chicken Soup and would like more information about making a donation of either time or money, please be sure to check out the organization's website: http://projectchickensoup.org

To be added to Saatchi LA's Égalité distribution list, email kristen.hosack@saatchila.com.

By Michael Nnadi, Team One

Team One LA was thrilled to have had Dan Savage as our guest inspirational speaker at our 250+ all agency meeting in late February. He discussed his "It Gets Better" campaign and how its anti-bullying message to LGBT youth has altered our culture through awareness and is saving young lives. It was a moving talk and Q&A that we won't forget. Dan shared his time with us because our Égalité members endeavor to partner with his organization, itgetsbetter.com.

In light of the recent Supreme Court hearings on Proposition 8 and the Defense Of Marriage Act (DOMA), where gay rights activists sought to challenge the constitutionality of state and federal laws prohibiting same-sex marriage, we

invited organizers from Vote For Equality, a Los Angeles-based grassroots organization representing the LGBT community, to discuss their mission with Team One staffers and 60+ attendees in early April. The organizers shared how they do door-to-door canvassing, volunteer recruitment, leadership development, voter education and message development, to change the hearts and minds of those who voted for Proposition 8, and share information with the larger LGBT community and their allies. Several staff members have since volunteered for them. Visit their website at: www.lagaycenter.org/voteforequality

To be added to Team One's Égalité distribution list, email me at michael.nnadi@teamone.com

Dan Savage addresses Team One about his "It Gets Better" campaign.

ÉGALITÉ NEW YORK

By Robert Camilleri, Publicis Kaplan Thaler

In February Égalité New York hosted an informational conference call on the topics of financial and estate planning for LGBTs. This was the first time that such a call took place involving members from all four of our chapters in Atlanta, Chicago, Los Angeles and New York. If you missed the conference call and would like to know more about financial and estate planning, click on this link to download a financial and estate planning checklist, along with information on wealth protection and transfer: http://tinyurl.com/ckbuz22

The Ali Forney Center is a not-for-profit organization that houses and protects homeless LGBT youth in New York. Every year during the month of March, the center organizes a talent show that provides AFC kids with the opportunity to share their interests and skills. Égalité New York board members attended the event as volunteers helping to put up decorations, serve food and also cheer and support the kids.

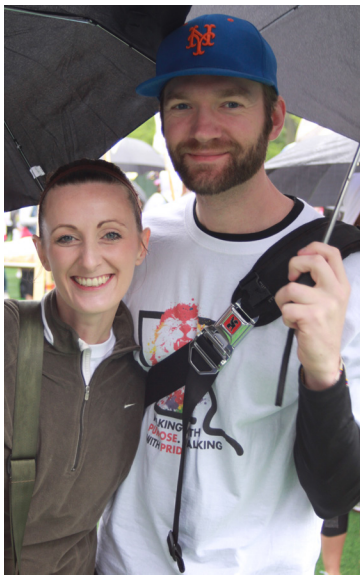
Égalité New York board members Brian Vaught and Franky DeJesus (ZenithOptimedia) help with set-up at the AFC talent show.

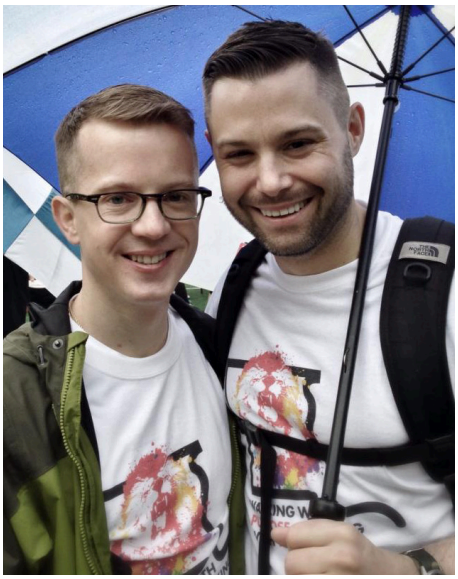
In April Égalité New York hosted its first inter-agency happy hour of the year at Therapy Bar & Lounge. The evening kicked off with a presentation given by Joanne Sprague (Digitas alum) from Friendfactor and was followed by an opportunity to socialize and network. Joanne is the "Re-Founder" and CEO of the start-up organization that helps straight people become visible, vocal, and active allies to LGBT people. Friendfactor works with leaders at corporations and universities to build ally programs that make it easy for people to take regular, tangible actions that create more inclusive environments for their LGBT colleagues, and to connect with other allies doing the same.

Event organizer Bryan Rivera (Publicis Kaplan Thaler) and speaker Joanne Sprague (FriendFactor).

Égalité New York Raises Big Bucks In Support Of AIDS Walk NY

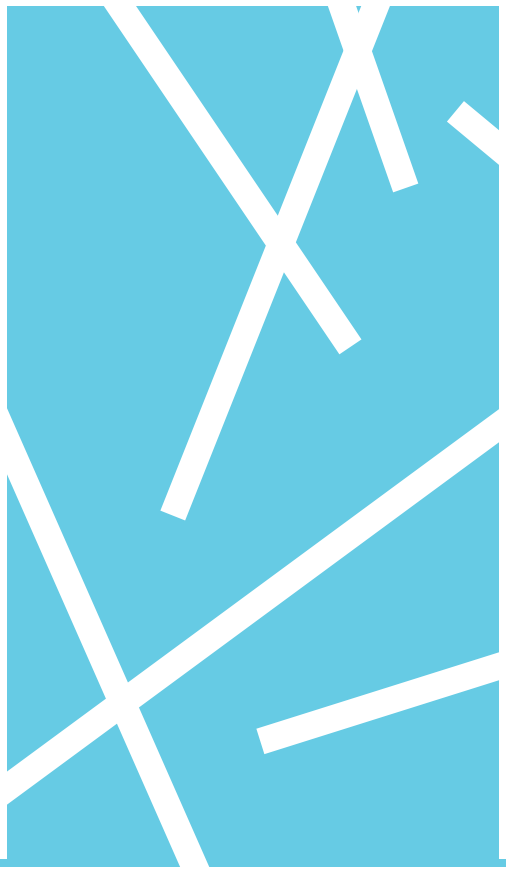
Despite the rain Égalité New York mobilized its members to participate in AIDS Walk New York on Sunday, May 19th. With representatives from across Publicis Groupe agencies, Égalité New York registered some 105 walkers who collectively raised $19,420. AIDS Walk New York helps raise vital funds for more than 40 AIDS service organizations in the tri-state area, providing services to more than 15,000 men, women and families living with, or affected by, HIV/AIDS.





BUILDING BUSINESS

Connecting brands with the LGBT market



AN INTERVIEW WITH SMG'S LAURA DESMOND

Laura Desmond is the Global CEO for Starcom MediaVest Group. The Égalitarian recently had a chance to interview Laura about her take on the communications industry and the ways Publicis Groupe can better help its clients and brands connect with members of the LGBT community.

THE ÉGALITARIAN: SMG once again achieved a perfect score on the HRC Corporate Equality Index, owing to its transgender-inclusive health benefits. What does this mean to you, the agency and your employees?

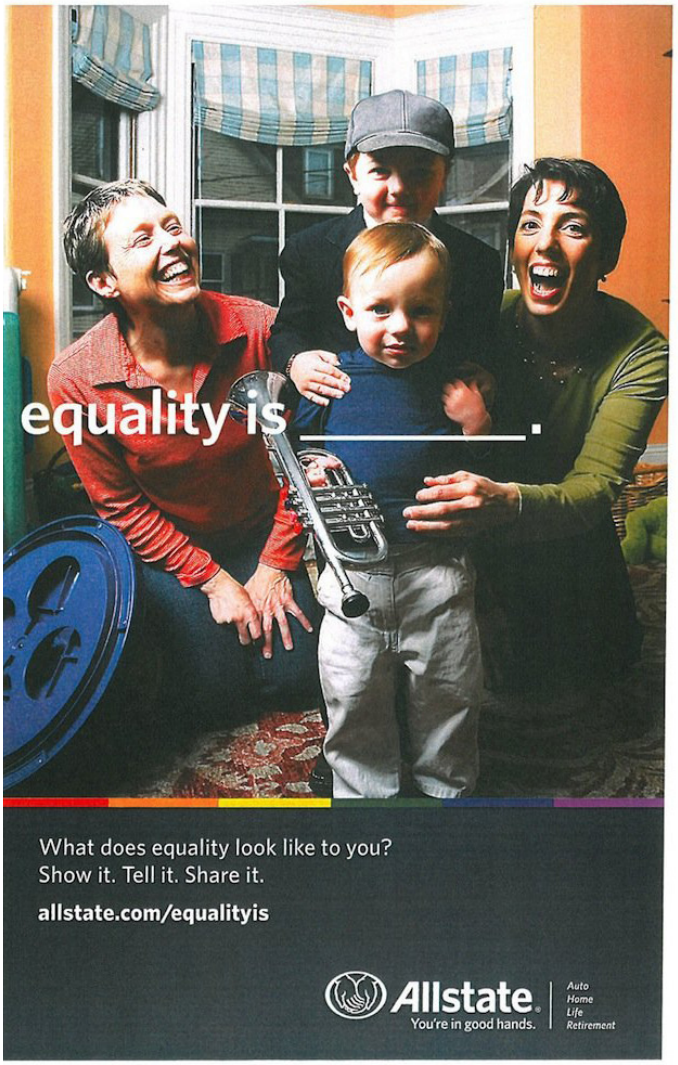
LAURA: First, I am so proud that SMG has once again been recognized with this distinction. We believe in celebrating differences and embracing diverse viewpoints, and this perfect score validates that we are bringing to life our ongoing commitment to diversity and inclusion with real and meaningful actions. Our employees are our most valuable asset, enabling us to better serve the diverse needs of our clients and consumers. The success of our business depends on the ability to recruit and retain the best employees in a global market for talent - regardless of their sex, race, sexual orientation, gender identity or expression. A diverse environment is a stronger environment.

THE ÉGALITARIAN: You recently joined Rich Stoddart (Leo Burnett) and Tony Weisman (Digitas) in speaking out in support of same-sex marriage in Illinois. Tell us what this has meant to the agency and your position in the industry? Has this posed any problems for any of your client relationships?

LAURA: We're a people business. We're a human experience company so we're also a human rights company. Our people are the single most important thing to us and our clients. And to understand consumers and their struggles is to understand the minority viewpoint, no matter the origin. So the decision to support same-sex marriage was made through the lens of our people and aligning with our employees' core values. We employ over 7,000 people in this company, and we support a work environment where diversity is embraced and where our differences are valued and respected. And we're in good company. Our clients like Microsoft, Mondelez, and Allstate have also openly supported same-sex marriage.

THE ÉGALITARIAN: From a marketing perspective, can you share work that SMG clients are doing to specifically target the LGBT consumer? Are there any missed opportunities you see on a macro level? Do you think there are any clients best poised to target the LGBT community that may not be doing any marketing now?

LAURA: LGBT consumers represent a powerful buying community that marketers simply cannot afford to ignore. As far as our client work goes, there are many campaigns that we were very proud to partner on. One great example that stands out is Allstate's "Equality Is" campaign, because we overcame a major challenge that was making a meaningful and lasting connection to a liberal audience traditionally skeptical of big businesses. The actual campaign work also stood out because many LGBT-focused campaigns use imagery of stereotypically beautiful people, and they're rarely shown as everyday, committed LGBT couples in relationships. Our campaign purposely used images of real people to showcase the wide spectrum of the LGBT community.



THE ÉGALITARIAN: Do you think there is a best-in-class example of LGBT marketing in the industry?

LAURA: I think the most effective LGBT marketing creates inclusive mainstream media and truly reflects the values of the brand. I think there have been many successful examples, especially in the last year. One that stands out is when Oreo posted a rainbow-stuffed Oreo cookie with the headline "Proudly Support Love!" on its Facebook page in honor of Gay Pride month. The social engagement it drove was incredible – resulting in more than 231,000 likes and nearly 40,000 comments, while going viral on a number of other social media platforms after its release. Although not everyone was a fan of the ad, it demonstrated Kraft Foods' history of celebrating diversity and inclusiveness and the buzz about the image showed how relevant Oreo is to people even after 100 years.

THE ÉGALITARIAN: In what ways has SMG leveraged LGBTid, its proprietary LGBT segmentation study, to its advantage? As a senior member of the Groupe, do you see opportunities at SMG for any LGBT-inclusive opportunities that we might not be aware of?

LAURA: As was recently demonstrated by the tremendous outpouring of support after NBA player Jason Collins announced his sexuality, attitudes about gay men and women are shifting at every level of our society. The LGBTid study was designed to expose expanding opportunities for advertisers interested in learning about and communicating with the LGBT community and society's evolving attitudes and perceptions of it. The study gave us a road map to key motivations, influences and values impacting brand and communication decisions that we now use as a working document to inform creative and communications strategies in the LGBT space. As a direct result of the work we were able to increase investment level and we are looking for additional opportunities this year to continue to drive experience design with new clients using our proprietary research as a platform. It's work we were proud of on a human level and has been very successful from a business perspective.

LGBTid

by Esther Franklin & Danielle Cherry

STARCOM MEDIAVEST

Our industry often uses words like "consumer" to describe people...but people are so much more than that. To dig deeper and get to the core of their identities, the cultural research series, Beyond Demographics™, was created. It delivers understanding of multicultural communities, including the LGBT audience. This audience is at the threshold of visibility and understanding as it integrates into the larger culture.

LGBTid, in partnership with the LOGO network, revealed a story primarily of transcendence and optimism, but the journey is far from over. Of the eight identities described, three are formed out of extraordinary challenges:

METAMORPHOSIS – An identity on the coming-out journey. A discovery process that ranges from introspection, preparation or a continuum of questioning.

OUTCAST – An identity of feeling outside any stable support network, both inside and outside of the LGBT community, where acceptance and belonging are primary desires and motivations.

CLOAKED – An identity of being secretive about their LGBT existence. Their reasons why are vast, personal and could range from unaccepting environments to cultural or religious norms.

There are five additional identities, some of which are validating archetypes and others that demonstrate the progressive movement of an evolving community:

INITIATORS – An identity that manifests as outspokenness. As LGBT activists, Initiators organize, participate, protest and make their voices heard on behalf of the community at large.

OUT & PROUD – An identity that personifies "celebration", displaying pride to one and all.

BEYOND THE ALPHABET – An identity that embodies the future, evolving beyond traditional LGBT norms and has untethered themselves to gender or sexuality labels.

JUST WHO I AM – If any one identity embodies the idea of well being, it is this identity. Living a life that is fulfilled and satisfying, their LGBT status is simply folded into everyday life, not prioritized over any other aspect of who they are.

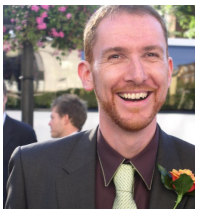
CHAMPIONS – As "straight" or heterosexual allies, their role has manifested into an identity that is essential to the LGBT story. There were always non-LGBT supporters in LGBT networks who were equally as active and influential.

The LGBT identity spectrum is diverse and thought provoking. Now brands and services are exploring how some of these identities will drive culturally grounded connection options between themselves and consumers.

For more information on LGBTid and Beyond Demographics™, contact Esther Franklin (e.t.franklin@smvgroup.com) or Danielle Cherry (danielle.cherry@mediavestww.com).

PUBLICIS LONDON DELIVERS DIVERSITY

FOR THE ROYAL BANK OF SCOTLAND



by Nigel Hewson

PUBLICIS LONDON

Since 2008 Publicis London has delivered above-the-line and integrated digital recruitment advertising campaigns to help drive the domestic and global recruitment needs of the Royal Bank of Scotland. With its strong commitment to diversity, as manifested in part by the strength of its LGBT Rainbow Network, RBS tapped Publicis in 2012 to help connect the brand with members of the LGBT community and evolve its image as an employer of choice for LGBT individuals.

The perfect backdrop for the effort was the Manchester Pride Parade that takes place every August complete with floats, bands, and thousands of marchers and spectators who line the streets and cheer. In addition to its assignment in ensuring that the brand would stand out in the parade, Publicis was also charged with helping RBS increase the number of visits to its Manchester Pride jobs page and the number of job applications received through the site.

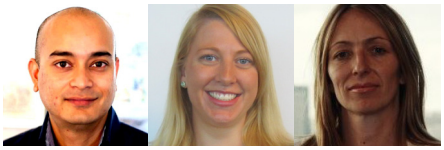
With "Queer'd Science" serving as the theme for Manchester's 2012 pride parade, the team at Publicis set about developing all the marketing materials that would lead to RBS's memorable presence at the parade all while driving its business results. The diversity of all the elements represented in the periodic table was a perfect fit with both the theme of the parade and RBS's diversity initiative. As RBS's agency, Publicis not only came up with the concept for the float, we also developed costume ideas, style guides, artwork for T-shirts, designs for RBS's website, and the event's official mobile app. Leading up to the parade, all of our social, mobile, radio and print media helped drive traffic to the dedicated jobs website where visitors had a chance to win a spot on the RBS float.

With just three short weeks of activity, the campaign was a resounding success. We smashed our initial goal of increasing traffic to the brand's Pride jobs site, increased the RBS Pride mobile app downloads by two-thirds and ultimately collected 366 job applications. The crowning moment was having RBS awarded Best Commercial Float for the second year running, helping to showcase the brand's ongoing commitment to diversity within the LGBT community.

LOVE COMES IN MANY FLAVORS

by Akash Sen, Ashley White & Marsha Meredith

SAATCHI & SAATCHI X NEW YORK



In March 2013, Saatchi & Saatchi X New York was tasked by the Smirnoff Global Brand Team to develop LGBT visibility items specifically for their US Market.

Visibility refers to Smirnoff-branded permanent items that are seen throughout bars and restaurants which create long-lasting visibility and affinity for the brand. To support it, the items make strong use of brand iconography and heritage.

In order to refresh the work for 2013, and keeping it in line with the inventive theme of Smirnoff's new "Yours For The Making" platform, Saatchi & Saatchi X deconstructed the iconography and reconstructed it in a mash-up style.

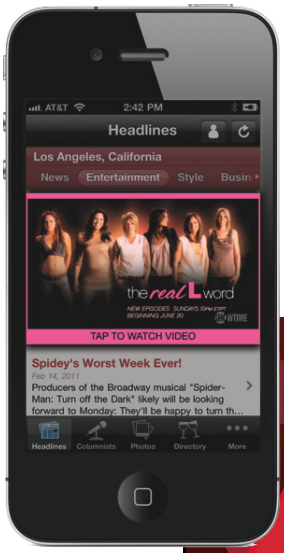
The upcoming NYC Pride 2013 further allowed Saatchi & Saatchi X the opportunity to develop tactical programming and visibility items aimed at showing Smirnoff's support of the LGBT community during the Pride Events.

For on and off trade point-of-purchase, the Smirnoff brand colors were replaced with the LGBT rainbow vignette. Playful items like false rainbow eyelashes and temporary tattoos (with an area on it for you to declare who you love, and wear it proudly), were also designed for the LGBT community.

Lastly, engaging posters were developed, which both highlight the colorful Smirnoff Range, and feature playful headlines, to disrupt and appeal to the audience celebrating and partaking in the Pride festivities.

Due to the success of these items in the US, they will be made available to all of Smirnoff's global markets as part of its Global Visibility Catalogue.

by Todd Paschen



EDGE Media Network was started in 2004 in an attempt to bring quality local journalism to cities across the U.S. The local LGBT newspaper businesses weren't yet effectively utilizing digital mediums, and we wanted to provide a new solution for the increasingly web-based community. We were surprised how well it worked; our first portal, Boston, became a successful news source, and is still well-known throughout the world. We've expanded to 22 cities now, and based on the incredible migration to mobile platforms, we've launched news and entertainment apps to both iOS and Android as well.

EDGE offers a trusted brand for LGBT community members to get news about their world, as published by our writers and our partner newspapers. We're also the most popular LGBT mobile news platform on the planet. We aggregate news from multiple sources, including our own writers and photographers, and present that huge daily data pool to our readers in attractive, easily navigated formats. For our advertisers, EDGE offers a comprehensive solution for reaching the LGBT community via digital media; we're technologically savvy and journalistically sound, which is a compelling combination for advertisers looking to reach our community in novel ways.

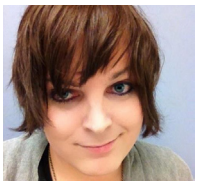
Some of our favorite success stories involve advertisers and readers effectively collaborating on compelling stories, with EDGE as the medium. A perfect example is our award-winning AIDS Day content, which in 2012 incorporated a fabulous new program called "Portraits of Hope." Our editors explored the artistic sides of our readers, presenting unique stories of how people impacted by HIV and AIDS are expressing their altered worldviews via art, music and creative writing. We were incredibly proud of this program, and it was sponsored by OraQuick, the maker of the in-home HIV test, which was a perfect example of an advertiser willing to create, with EDGE, a completely unique digital experience that went far beyond traditional publishing.

For more information about EDGE Media Network and opportunities that may exist for your brand to better connect with members of the LGBT community, please reach out to Todd Paschen, VP, Sales: tpaschen@edgemedianetwork.com

MEMBERS IN THE SPOTLIGHT

Celebrating the diversity of Publicis Groupe's Égalitarians

TRANSGENDER **101**



by Parker Molloy
STARCOM

As a recently out transgender woman at Starcom's Chicago office, there are certain experiences and perspectives that I believe I am uniquely qualified to provide. As transgender individuals make up somewhere between 0.25% and 1% of the general population – as estimated by the National Transgender Center for Equality – it's understandable that many of my co-workers had never met, let alone worked with, an openly transgender person before. That said, they've all been wonderful. So in the interest of nurturing a culture of corporate acceptance, I'd like to offer up a "trans-in-the-workplace" primer.

Let's begin with some FAQs about transgender people.

1. WHAT DEFINES A TRANSGENDER PERSON?

Transgender people are individuals who identify with a gender that differs from the sex they were assigned at birth. These individuals may identify with a gender opposite of the sex assigned at birth, they may identify with multiple genders, or they may not identify with any gender at all.

2. WHY ARE TRANSGENDER INDIVIDUALS THAT WAY?

No one knows for sure. There are medical theories that would suggest that imbalances or fluctuations in hormones during pregnancy may result in a child being transgender. Additionally, there is speculation that gender identity is tied to brain structure.

3. IS BEING A TRANSGENDER A MENTAL ILLNESS?

No.

4. WHAT HARDSHIPS DO TRANSGENDER PEOPLE FACE IN THE WORKPLACE?

In 34 states, it remains legal to fire (or not hire) someone solely because they are transgender. Additionally, UCLA's Williams Institute notes that transgender individuals were unemployed at a rate twice that of the general population, with 15 percent of all transgender individuals reporting an income of less than $10,000 annually.

5. HOW DO I ADDRESS A TRANSGENDER PERSON? WHAT IS OKAY TO ASK? WHAT'S OKAY TO SAY?

In regards to names and pronouns, always use that person's preferred pronouns and chosen name. It is inappropriate to ask a transgender person what their "real name" is, or to ask them questions related to their medical history and plans for future medical treatments or surgeries. As a general rule, if someone is a transgender woman, meaning that they were assigned male at birth, it's likely that she will prefer she/her pronouns. If someone is a transgender man, meaning that they were assigned female at birth, it's likely that he will prefer he/him pronouns. Also please note that "transgender," is an adjective, not a noun. Avoid calling someone "a transgender." Additionally slang terms for transgender people, such as "tranny" or "shemale," are considered derogatory.

6. ARE DRAG QUEENS (AND KINGS) CONSIDERED TRANSGENDER? WHAT ABOUT CROSS-DRESSERS?

In the absolute broadest sense of the term, the answer is...maybe, but not necessarily. Drag queens and kings are performers who put on a persona – usually wearing loud and over-the-top outfits associated with the gender opposite the sex they were assigned at birth – as part of a performance. Cross-dressers are most often straight non-transgender men who wear women's clothing for some sort of personal enjoyment or excitement. At the end of the day, both drag performers and cross dressers put their clothes away and return to their lives as non-transgender individuals. This is not to say that there aren't drag performers or cross-dressers who turn out to be transgender; it's just not the norm.

7. OKAY SO WHAT DOES "TRANSEXUAL" MEAN?

Someone who is transsexual, like me, takes steps to physically and socially transition to the gender they identify as. In my case, to date, this has involved traditional therapy and hormone replacement therapy (HRT), designed to reduce "male" physical characteristics, and increase "female" physical characteristics. Other medical procedures male-to-female transsexuals may undergo include sexual reassignment surgery (SRS, also known as gender confirmation surgery, facial feminization surgery (FFS), or breast augmentation.

8. IS IT OKAY IF I DISCUSS SOMEONE'S STATUS AS A TRANSGENDER PERSON WITH OTHERS OUTSIDE THE OFFICE?

Please do not. Being transgender comes with its own set of risks. Transgender people (especially transgender women, and especially transgender women of color) are significantly more likely to be assaulted or killed. Outing someone as transgender may compromise their safety in other aspects of their lives. So while a person may seem openly trans at work, this doesn't necessarily translate to outside the office. It is best practice to not "out" anyone without their consent.

Coming out as transgender is a learning process for family, friends, co-workers and the trans individual alike. The important thing to remember is that transgender people are simply trying to live their lives, trying to be true to themselves. We do not choose to be transgender, nor do we transition because it seems like it would be fun. We do it to be ourselves. We're all human, just like you.

"The important thing to remember is that transgender people are simply trying to live their lives, trying to be true to themselves."

MICHAEL NNADI

TEAM ONE LA

Upon completing a degree in film and art from University of California, Berkeley, Michael Nnadi began his career at the San Francisco Lesbian and Gay Film Festival. Over the subsequent years, he honed his skills in a variety of industries, including fashion, photography and events. Currently Michael is an Associate Director of Interactive Production at Team One Los Angeles, where he has been an effective leader in process improvement and team building. His passion for being authentic and encouraging inclusiveness led to his founding role as Chairperson of Team One LA's Égalité Committee. He has led his colleagues in the development of an impressive program of guest speakers, volunteer events and fundraising, all in support of the LGBT community.

ALISON CERNANSKY

SAATCHI & SAATCHI LA

Alison is the Talent Generalist at Saatchi & Saatchi LA, and an out and proud ally of the LGBT community. When Publicis Groupe Égalité was introduced to Saatchi at the end of 2012, Alison knew she needed to be a part of it and help it to grow and succeed at the company. After attending the Out & Equal Summit in Baltimore and meeting some amazing fellow Égalité members from other agencies, she wanted to expand the presence at SSLA. In the past few months alone, the group has grown in size and tackled some big initiatives by volunteering with Project Chicken Soup, partnering with Saatchi's philanthropic team SSLA4Good to raise money for the Los Angeles AIDS Walk and beginning development on an "It Gets Better" video. Alison is constantly inspired by the courage, tenacity and good will of her LGBT friends and colleagues, and her goal as an ally is to move others to support and stand tall for them, just as she proudly does every day.

NATHAN DAVID

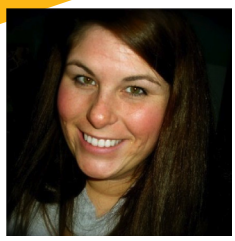
ROSETTA CLEVELAND

Nathan David is a Search Engine Optimization Strategist at Rosetta in Cleveland, Ohio, and is the founder of the Rings of Equality website. He created the site to be a hub for LGBT relationship stories and a resource center for those who wanted to learn more about LGBT relationships. His vision is to grow a diverse collection of stories that help legitimize LGBT-committed relationships and marriages in society. He hopes that every visitor feels as inspired as he does when reading about these courageous couples. If you are in an LGBT relationship, he welcomes you to help bring about positive change in society by sharing your story as well. Be sure to visit www.RingsOfEquality.com.

WHY I'M AN ALLY

by Bridget Kelly

PUBLICIS KAPLAN THALER



My name is Bridget. And I'm a proud LGBT ally. A lot of people don't understand, but it's something that's pretty important to me.

I get a lot of questions, which I'm generally happy to answer. "Bridget, are you a lesbian?" No. "Bridget, are you sure you're not a lesbian?" Yes. "What's with you and the gays?" Ummm... "Are you crazy?" Yes, but that has nothing to do with this. "Why does this matter to you?"

It matters to me because in the eighth grade one of my closest friends attempted to take his life because he was tormented for being gay. A 13-year old kid thought he had nothing left to live for because a bunch of kids made him feel ashamed of who he was on a daily basis. I'm not okay with that. I realized at a very young age that everyone deserves to be treated with respect. And I'm happy to help my LGBT friends fight for the rights and respect they deserve.

There are so many ways to show your support as an ally. Here are some examples shared with us by FriendFactor:

CHANGE YOUR LANGUAGE

How uncomfortable would it be to have to clarify (if you're a gay guy) every time someone asks if you have a girlfriend? Get comfortable and make an example by using gender-neutral terms like partner, spouse or significant other, when talking to others and about yourself.

BE VISIBLE

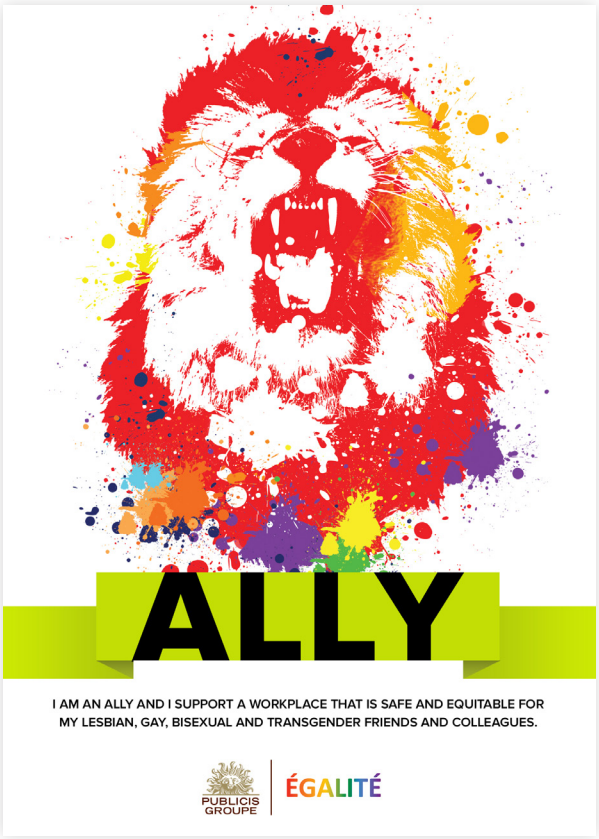
Use physical and visual cues to show that you're an ally. For example, you can put a rainbow sticker on your laptop or pin on your bag. Think how much it might comfort that colleague who's struggling with whether to come out at work.

BRING IT UP

Start a casual conversation with your team about how inclusive your workplace is. Gay people get forced into these conversations all the time; why not take a turn chatting and answering some questions?

POINT IT OUT

When you see something, say something: not just for unattended luggage anymore. The worst thing you can do if you hear a homophobic joke or a word used out of context is to ignore and tacitly accept it. Ask the person why they think that it's ok to say, and share your view that it can be hurtful.



SHOW UP

Step out of your comfort zone and attend a meeting or event focused on LGBT equality. For ideas, be sure to track down and LIKE the Égalité Facebook page so that our programming updates show up in your newsfeed. In Facebook, search for "Égalité – Facebook".

Thank you to Friendfactor for providing these five pointers on how to be an effective ally. For more information about the organization, be sure to check out www.friendfactor.org

If you too identify as an ally, please consider printing out the visual on the following page of this newsletter and hang it in your workplace.

I AM AN ALLY AND I SUPPORT A WORKPLACE THAT IS SAFE AND EQUITABLE FOR MY LESBIAN, GAY, BISEXUAL AND TRANSGENDER FRIENDS AND COLLEAGUES.

PUBLICIS GROUPE | ÉGALITÉ

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* = EMAIL THESE PEOPLE TO BE ADDED TO A LOCAL EMAIL DISTRIBUTION LIST.

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THANK YOU JUN LU FOR THE TIME PUT FORWARD
IN DESIGNING THIS NEWSLETTER!