



**Anti-LGBTQ Attacks:  
Lessons Learned from 2022  
& Fighting Back**

#glaadinstitute

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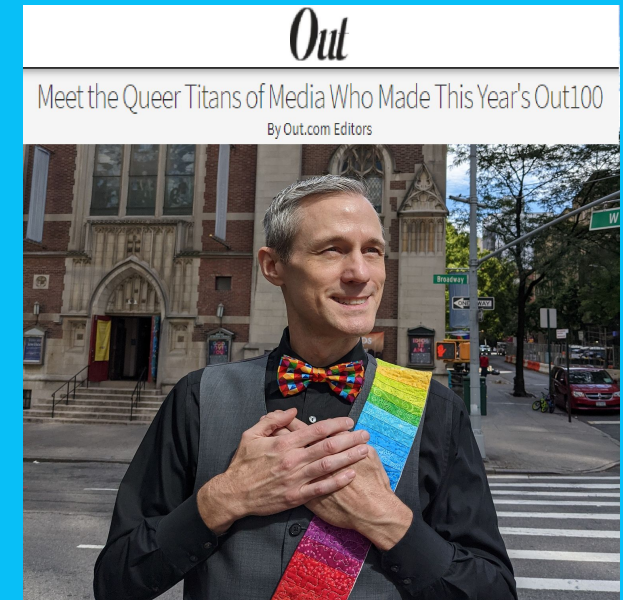
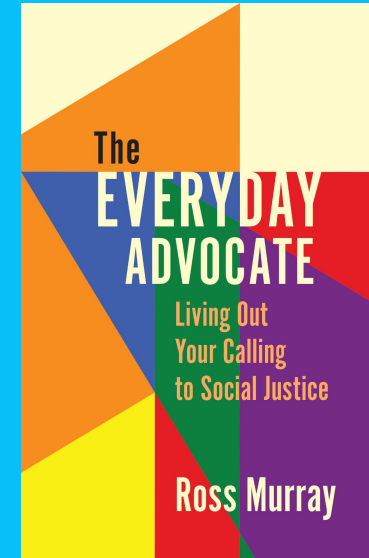
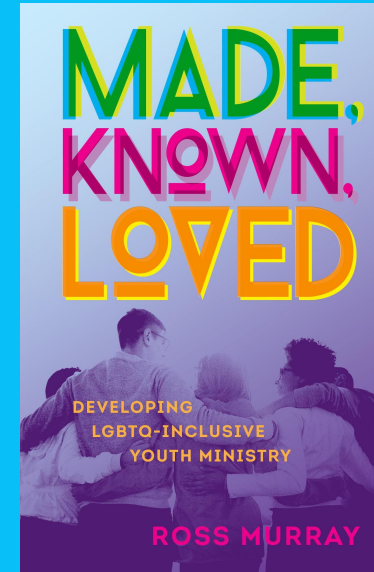
Producer: Yass, Jesus! Podcast

Author: *Made, Known, Loved* and *The Everyday Advocate*

Named to the 2021 Out100

he/him/his @InLayTerms

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# ATTACKS & LEGISLATION INCREASE IN 2022

*More Blatant, Frequent, and Better Funded*

PRESS RELEASE | FEB. 23, 2023

## Extreme and violent anti-LGBTQ+ hate approved for publication by leading social media platforms

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MOMS *for*  
★ LIBERTY ★

## *G.O.P. State Lawmakers Push a Growing Wave of Anti-Transgender Bills*

Four states could ban transition care into young adulthood. Lawmakers in several others want to restrict drag shows in ways that could affect transgender performers broadly. It's part of a long-term plan.



# GLAAD RESOURCES

*To provide media background information*



STATE  
LEGISLATION  
ABOUT  
LGBTQ  
PEOPLE

[glaad.org/state-legislation](https://glaad.org/state-legislation)



**GLAAD  
MEDIA  
REFERENCE  
GUIDE**

**11<sup>TH</sup> EDITION**

[glaad.org/reference](https://glaad.org/reference)

## Best Practices for Media

- **Include LGBTQ voices in stories about LGBTQ people and issues**
- **Elevate expertise over opinion**
- **Include facts and information from experts and research**
- **Challenge lawmakers and proponents of legislation to provide evidence**
- **Include interviews with LGBTQ families and parents**
- **Include context about the bills' impact on vulnerable populations**
- **Note how many bills use identical language**
- **Note ties between LGBTQ extremists and other issue areas**

ANTI-LGBTQ ATTACKS

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**EFFECTIVE & INEFFECTIVE FRAMES**

# EFFECTIVE FRAMES

## *Some messaging guidelines*

- **Always keep the big picture in mind**
- **Speak to your audience's core values**
- **Stand for, not just against something**
- **Have a reasonable tone and contain affirming language**
- **Break down stereotypes**
- **Build bridges with audience**

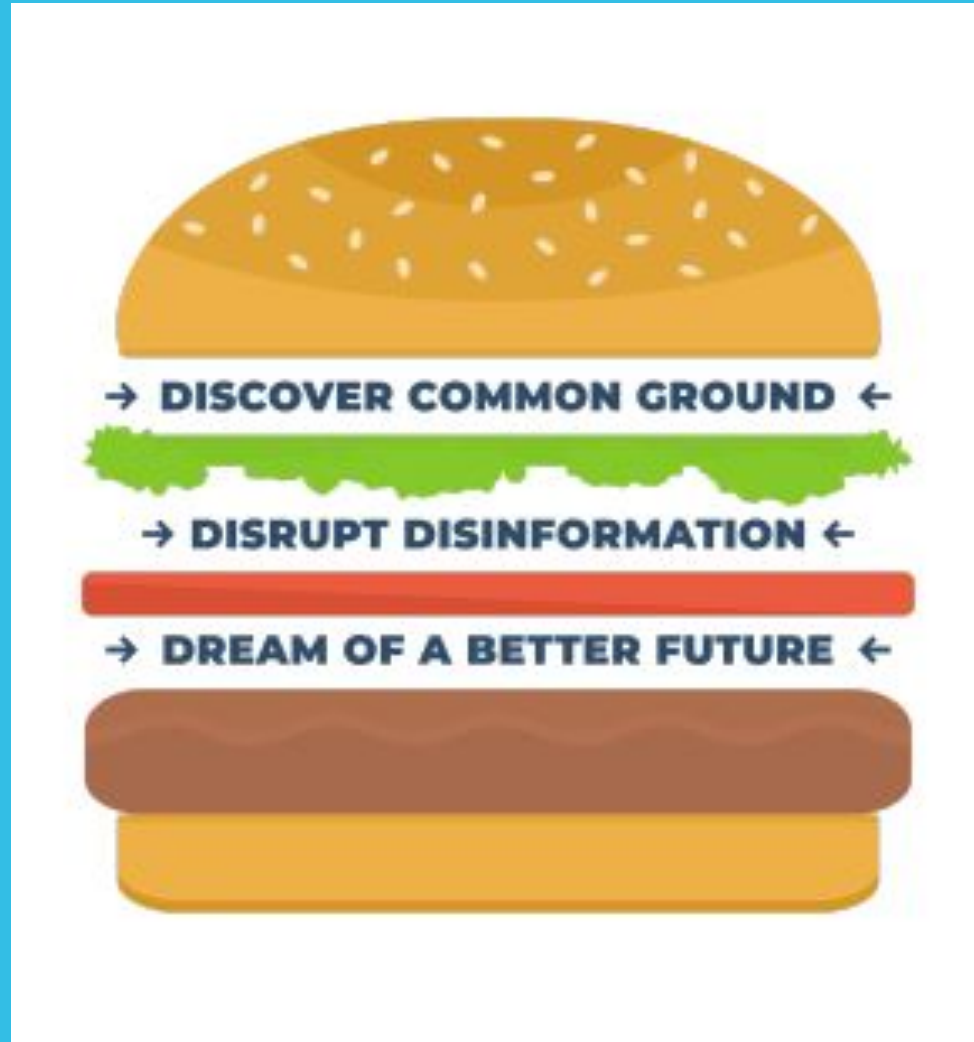
# INEFFECTIVE FRAMES

## *What not to say*

- **Telling people how to think**
- **Repeating opponents' messages**
- **Speak over the heads of the audience**
- **Invalidate the audience's feelings by treating opponents, audience, others disrespectfully**

# ANTI-LGBTQ ATTACKS

*If you must respond, use the “Truth Sandwich”*





ANTI-LGBTQ ATTACKS

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# MESSAGING FOR ANTI-LGBTQ ATTACKS

# ANTI-LGBTQ ATTACKS

## Pre-empting/Responding

“Drag queens/LGBTQ people are sexualizing kids”

### The Daily Wire’s Matt Walsh fantasizes about police officers violently assaulting a drag queen

Walsh: “I don’t want to share a country with you. I don’t want to share a planet with you”

WRITTEN BY MEDIA MATTERS STAFF

PUBLISHED 12/16/22 3:48 PM EST

SHARE COMMENT



- Drag queens are performers.
- Claims of sexualization have always been levied against the LGBTQ community
- Drag queens are adding to their community and the development of kids by teaching to read.
- Drag is one form of imaginative play, like what we teach kids to do
- Drag queens risk their lives to represent and show up in their communities.

The danger: regression to 20th century laws that dictate what people wear

NATION

LGBTQ Rights

Add Topic +

### Lawmakers targeting drag shows with 14 bills across U.S., analysis finds



Will Carless  
USA TODAY

Los Angeles Times

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How drag queen story hour became a battle over gender, sexuality and kids

WORLD & NATION



BY JAWEED KALEEM  
NATIONAL CORRESPONDENT | FOLLOW

FEB. 22, 2023 3 AM PT

A window at the Brewmaster's Taproom in Renton, Wash., where drag story hours are regularly held, shows a bullet hole a few weeks after a December attack. (Jason Redmond / For The Times)

# ANTI-LGBTQ ATTACKS

## “Grooming”

### After 'Don't Say Gay' bill passed, anti-LGBTQ 'grooming' rhetoric surged 400% online

In the weeks following the bill's passage, an average of 6,607 tweets a day used slurs such as “groomer,” “pedophile” and “predator” in relation to the LGBTQ community.

**Meta has profited from over 200 ads using the anti-LGBTQ “groomer” slur, even though the platform claims it prohibits the term**

Since December, at least 63 new ads using harmful “groomer” rhetoric have run on the company's platforms

Special PROGRAMS LGBTQ

WRITTEN BY CAMDEN CARTER

PUBLISHED 02/21/23 1:31 PM EST

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SHOTS - HEALTH NEWS

Teen girls and LGBTQ+ youth plagued by violence and trauma, survey says

February 13, 2023 · 7:36 PM ET

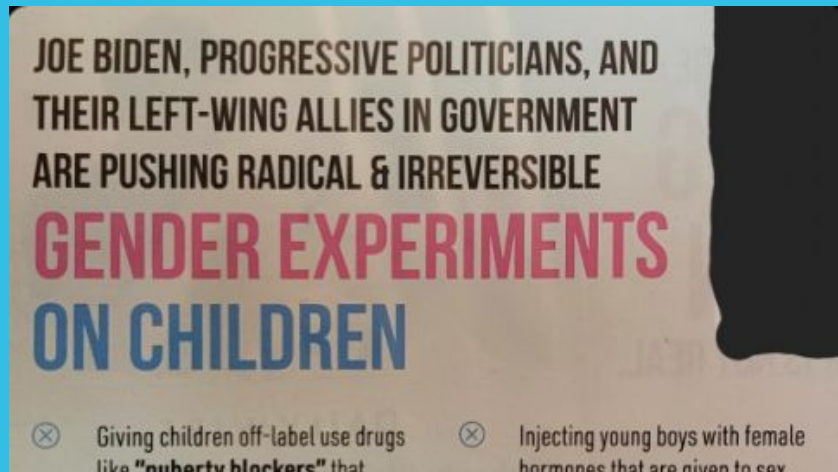
RHITU CHATTERJEE

- **Preemptively prioritize safety of LGBTQ youth**
- **Respect all families and their children**
- **“This attack on LGBTQ people isn’t new. For decades, the far right has tried to attack LGBTQ people by falsely claiming they are a threat to children—something we all know isn’t true.” – Movement Advancement Project**
- **Danger: increase profits from hatred, increased bullying, increased violence**

# Anti-LGBTQ Attacks

## Pre-empting/Responding

### Comparing supporting trans children to child abuse or mutilation



NEWS ANALYSIS

## Walsh: Doctors providing gender-affirming care should be executed

Walsh told his audience that gender-affirming care "should be legally considered a capital crime and it should earn the

Published 3 weeks ago on February 2, 2023

By Brody Levesque

MINNESOTA · Published February 4, 2023 7:00am EST

## Minnesota bill would make state 'trans refuge' for kids seeking transgender medical treatment

Minnesota bill would prevent out-of-state laws from influencing or disrupting children's gender transition procedures

By Timothy H.J. Nerozzi | Fox News



Benefits

- Every major medical association supports life-saving gender affirming care for health and safety.
- Children and youth transgender care is often just listening, affirming and following up with needs or next steps as the child ages into puberty.
- Anything else is fear mongering and gross inflammatory lies.
- Trans Refugee Bill – Minnesota Rep. Leigh Finke introduced HF146 and said the bill “would make Minnesota into a trans refuge state by protecting trans people, their families and medical practitioners from the legal repercussions of traveling to Minnesota to receive gender-affirming care”

# ANTI-LGBTQ ATTACKS

## Pre-empting/Responding "Parental rights"

- "Every parent hopes our laws will ensure our children's safety, protection, and freedom." – Movement Advancement Project
- Politicians can't claim parental rights in education and then persecute parents for support their trans children.
- Dangers: parents and trans kids are uprooted from their community because of statewide laws

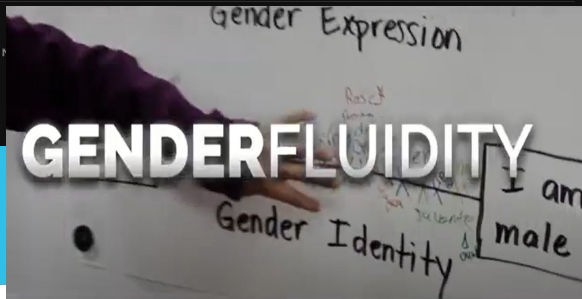
LOCAL NEWS >

### Dallas mom moving family to California to protect transgender child



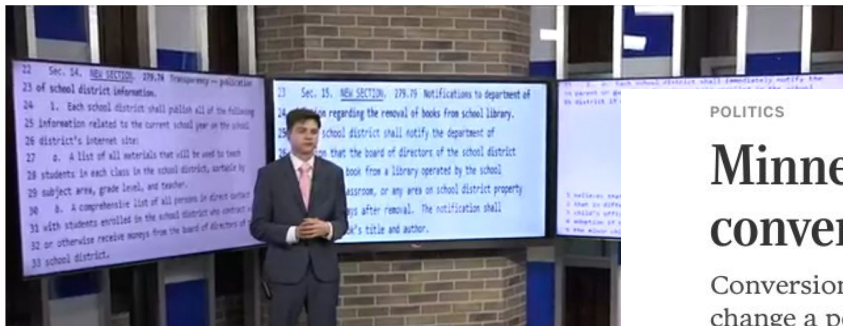
BY CBS TEXAS STAFF

APRIL 11, 2022 / 1:28 PM / CBS/CN



### Governor Reynolds introduces new "Parental Rights" bill

Local reaction to the bill and how it will impact students in QCA schools



POLITICS

### Minnesota House votes to ban conversion therapy for minors

Conversion therapy is a discredited practice that seeks to change a person's sexual orientation or gender identity.

By Ryan Faircloth Star Tribune | FEBRUARY 20, 2023 — 7:08PM

# ANTI-LGBTQ ATTACKS

## *Pre-empting/Responding*

### Books, education, and critical race theory

- America is a country of freedom of speech and freedom of ideas.
- When we censor curriculum we threaten the truth of those most persecuted throughout history.
- We must teach American history and culture...all of it.
- Book bans are what's actually inappropriate for children! They deny students truth!

EDUCATION

### 'I am embarrassed to be a student in Escambia County.' District bans 3 more books.

 **Brittany Misencik**  
Pensacola News Journal

Published 8:52 a.m. CT Feb. 21, 2023 | Updated 9:54 a.m. CT Feb. 21, 2023



Politics, Elections and Government

### Missouri Senate passes legislation banning schools from teaching certain diversity-related topics

St. Louis Public Radio | By Sarah Kellogg  
Published February 15, 2023 at 4:00 AM CST



# ANTI-LGBTQ ATTACKS

***Pre-empting/Responding***  
**Using “free speech” to attack LGBTQ people**

## **Far-right figures appear to be testing Twitter's boundaries for anti-LGBTQ speech**

Elon Musk, the new owner of Twitter, has billed himself as a champion of free speech and vowed to prevent Twitter from becoming a “free-for-all hellscape.”

November 29, 2022

### **Study: Use of ‘Groomer’ Hate Speech Increased on Twitter After Colorado Springs Nightclub Shooting**

Findings points to impact of CEO Musk’s ‘general amnesty’ on the social media platform

**NEWS**

## **Delegates renew big debate about lines between government and religion**

By **Brad McElhinny**  
February 22, 2023 - 4:39 pm



- **“Hate speech squelches free speech.”**
- **Free speech means being able to honestly discuss and learn about diverse histories.**
- **Free speech including condemning words that will cause harm**
- **Religious freedoms are already protected, LGBTQ rights are not**

# ANTI-LGBTQ ATTACKS

## *Pre-empting/Responding*

**“People can identify as whatever they want now”**

### **Don't identify as human? North Dakota schools don't want you**

A new bill would ban schools in the state from accommodating students who believe they are “any animal species other than human.”



- **This is perversion of LGBTQ students, who are trying to go to school, hang with their friends, avoid bullying, and be themselves.**
- **It is an intentional disinformation campaign that has no verified evidence, proof or truth behind it.**
- **This deflective hoax feeds the anti-equality machine agenda on parental rights in education and anti-trans healthcare bans**



# ONE FINAL ASK

*Call on the New York Times to improve their trans coverage*



Join 100+ organizations and leaders in calling on the New York Times to improve their coverage of transgender people

## Demands

- **STOP:** Stop printing biased anti-trans stories
- **LISTEN:** So many trans people are wary of the Times, and do not trust the Times. Hold a meeting with transgender community members and leaders, and listen throughout that meeting.
- **HIRE:** Genuinely invest in hiring trans writers and editors, full time on your staff.

[glaad.org/nytimes](https://www.glaad.org/nytimes)

## QUESTIONS?

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