



GetEQUAL ENDA Summer Messaging and Press

Questions? Contact Conor Rogers. Grassroots Media Strategist
(201-669-7349) | Conor@GetEQUAL.org

LGBT Americans can still be fired due to their sexual orientation or gender identity -- a fact many Americans do not know. The clock is ticking to pass the Employee Non-Discrimination Act (ENDA) and GetEQUAL is targeting democratic lawmakers who have voted against ENDA or LGBT causes in the past. Our goal is to put pressure on our legislators by driving home the moral point that LGBT people are paid less, given less work, and even fired simply because of who they are. **By not voting for ENDA, your representative is condoning discrimination.**

Not sure what to say at your event? Here's some helpful statistics, slogan ideas and important facts:

- **Stat:** 97% of Transgender Americans have been harassed in the workplace
- **Stat:** 17% of LGBT Americans were fired for who they are
 - **Slogan/Sign:** What if 97% of your friends were harassed? Pass ENDA
 - **Slogan/Sign:** Where's ENDA? 2007 2008 2009 2010?
 - **Slogan/Sign:** "I can be fired just for being me...what about you?"
- **Stat:** 90% of Americans support workplace rights for LGBT people
 - **Slogan/Sign:** 90% of Americans believe in LGBT workplace rights...but not 50% of Congress?
 - **Slogan/Sign:** 90% say yes on ENDA, Congress says no. Fire Congress, Not Me!
- **Stat:** Gay men earn 32% less than their heterosexual counterparts.
 - **Slogan/Sign:** Paid 32% less for the same work? ENDA Now!
- **Stat:** 28% denied promotions because they are LGBT
 - **Slogan/Sign:** 28% denied a promotion for who they are.

Pulling Local Support

1. Do a little research: find out what the largest employers are in your city, state, or area. Find out if those employers have nondiscrimination policies. If they don't, that's something having ENDA at the Federal Level would fix. Employees at companies that don't have nondiscrimination clauses can be fired.

2. Have local stories? Are there people you know who have been fired because of their gender identity or sexual orientation? If they were an employee of a private company that doesn't (or didn't) have a nondiscrimination policy ENDA would have prevented that firing or given them recourse.

3. Shop Local. Are there local companies that are doing a good job with policies of inclusion? Highlight that business and the fact that all businesses should have policies like theirs.

4. Look for Examples. Does your city or town have a high unemployment rate or failing businesses? The last thing it needs are for talented people to be forced out of their jobs for no reason.

5. Did a major plant or business close in your area? Use that example so that locals may empathize with losing your job for no reason. Compare numbers as well. If 4,000 people lost their jobs when 'Big Motors' closed down, highlight that thousands of LGBT people have lost their jobs without cause, too.

Press For Equality

Publicizing Your Event

Questions? Contact Conor Rogers. Grassroots Media Strategist
(201-669-7349) | Conor@GetEQUAL.org

It's not just what we say that matters, it's also how we say it and who we say it to. Standing outside a local official's office chanting for equality is important and makes a difference, but everything from a press release to a tweet can make your chants that much louder.

Here's some tips from GetEQUAL that will give you your own public relations megaphone:

BEFORE YOU ACT (Getting Ready to Yell)

- Reach out to important LGBT leaders in the area (two weeks before a direct action)
- Prepare a press release about your action
- Send your press release to friendly press (local LGBT blogs and newspapers)
 - Then, send your press release to the general media (local newspapers, blogs)
- Prepare a list of social media contacts to spread news about your action
- Prepare the materials
 - Make sure there is a video camera, plenty of cameras and active facebook and twitter accounts ready to go.

DURING THE ACTION (Chant Louder)

- Update twitter and Facebook with as-it-happens news(see below for a bank of sample updates)
- Post pictures of your event to your Twitter and Facebook accounts
- Contact your LGBT-friendly local media and let them know the pictures/news are currently live streaming to your social media accounts

AFTER THE ACTION (Now that you've got no voice left...)

- Follow up with the local press you'd originally contacted
 - Did they attend your protest? If not, do they need photos of the event or a re-cap for a story?
- Follow up with your activists, make sure they've published all their media to social networks

UPDATE BANK

How to post to Twitter during an action:

"6 more @GetEQUAL protesters just arrived at Nashville city hall. Get down here and #GetENDA!"

"Rep _____ can't help but hear @GetEQUAL from here! Get down to Rep ____ office now! [twitpic]"

"7 @GetEQUAL activists have shut down Rep. ____'s office. #GetENDA! Here w/ @Activist1 @Activist2"

How to post to Facebook during an action:

-Upload picture of your action to Facebook, tag your activists

-Update your status with the latest news from the direct action in the same style as the Twitter bank

-If your phone is HTML capable, tag @GetEQUAL on Facebook.