

Speaking queer here.

Modeling and building
inclusive narrative.

Presented by **Shane Lukas**

A BRAND
COMMUNICATIONS
SESSION FROM

A GREAT !DEA[®]





Diversity is a fact.
Equity is a choice.
Inclusion is an action.
Belonging is an outcome.

— Arthur Chan, Behavioral Scientist



hi!

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CARE+COMMUNITY BRAND COMMUNICATIONS • WEAREAGI.COM



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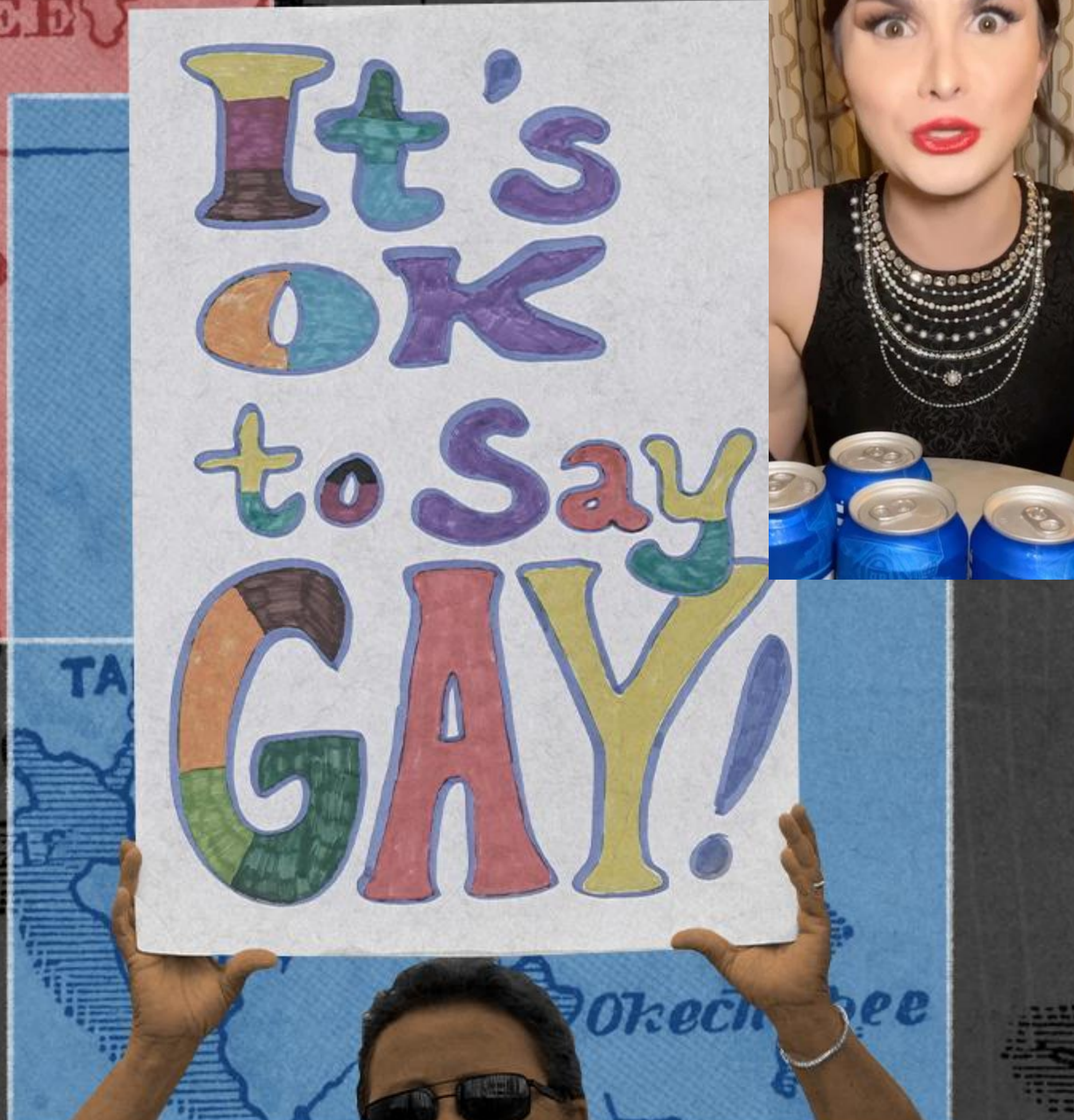
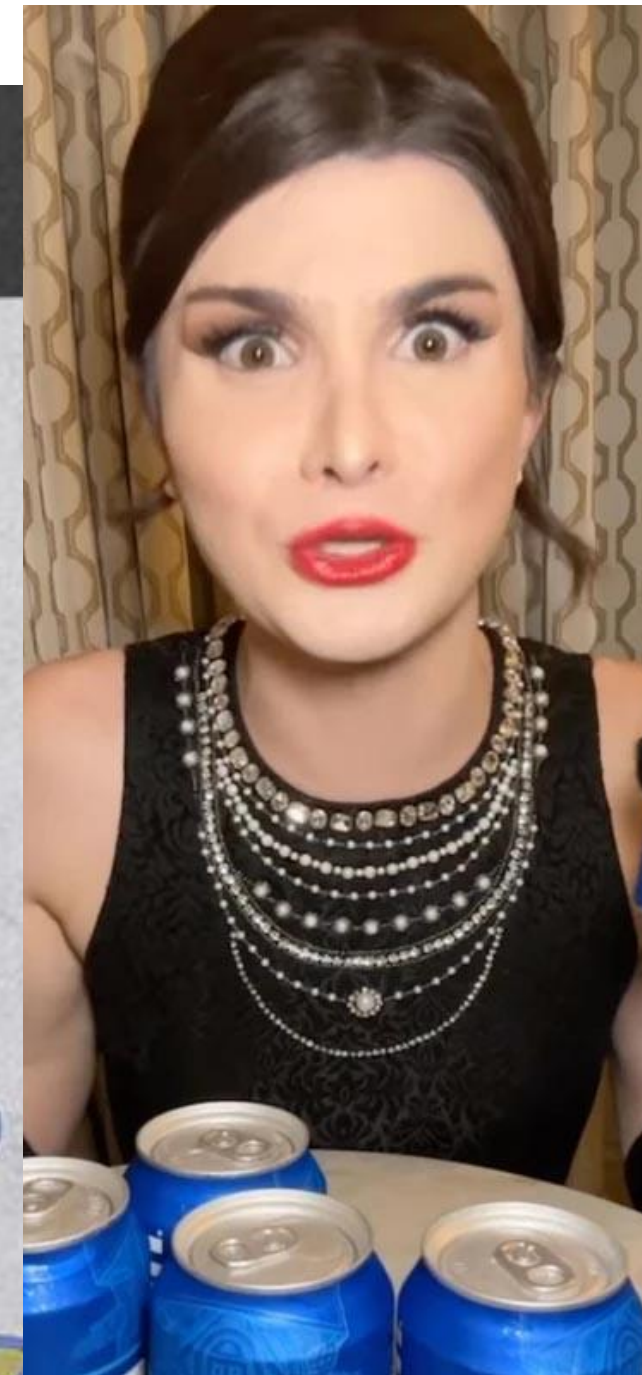
3?

Agenda.

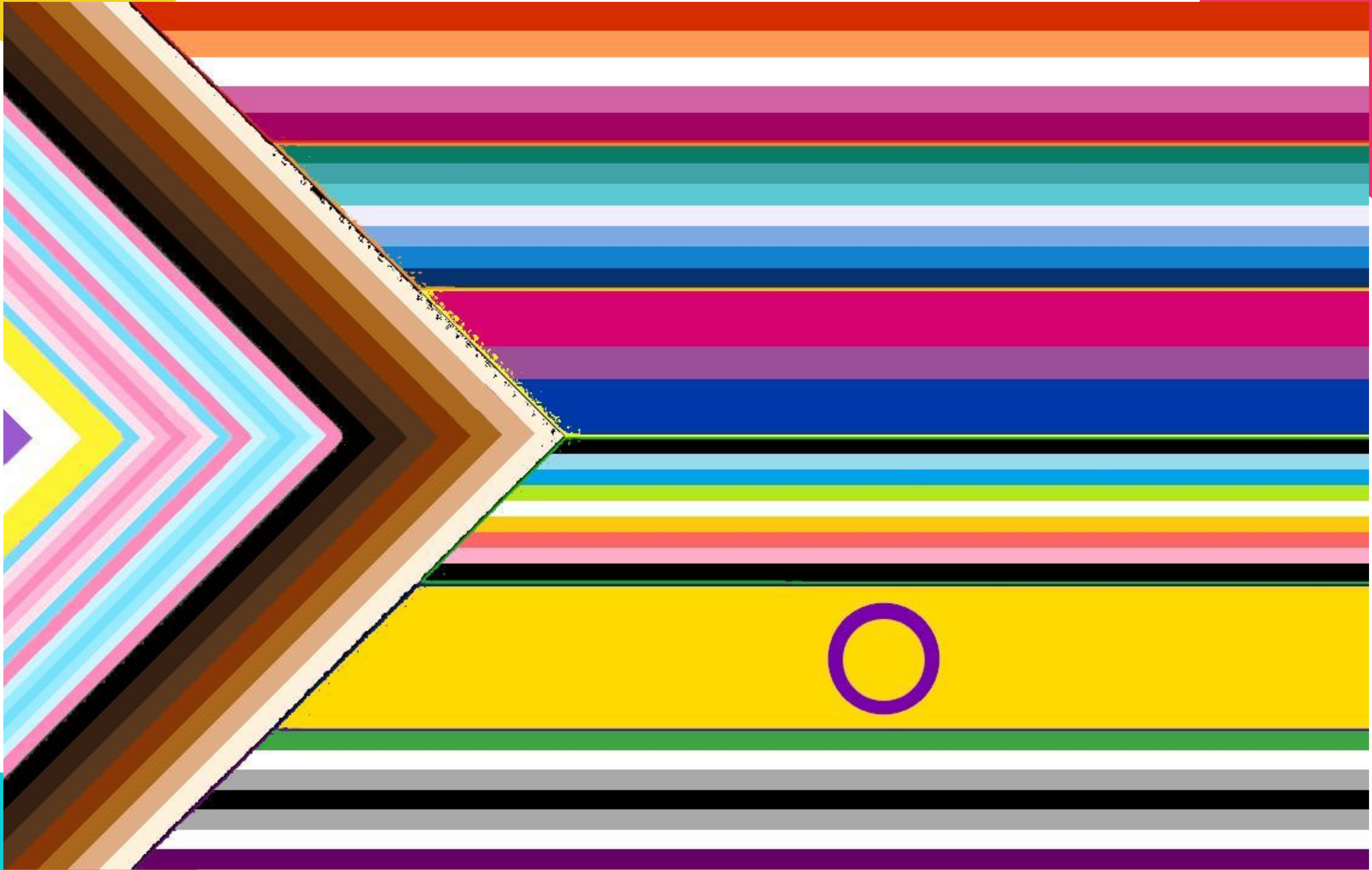
- Intro.
- Principles
- Actions
- Discussion & Questions.

Agreements.

- We're just dipping our toe in.
- We're all learning.
- We all want our friends, family, neighbors, and communities to thrive.
- Our eyes are open.



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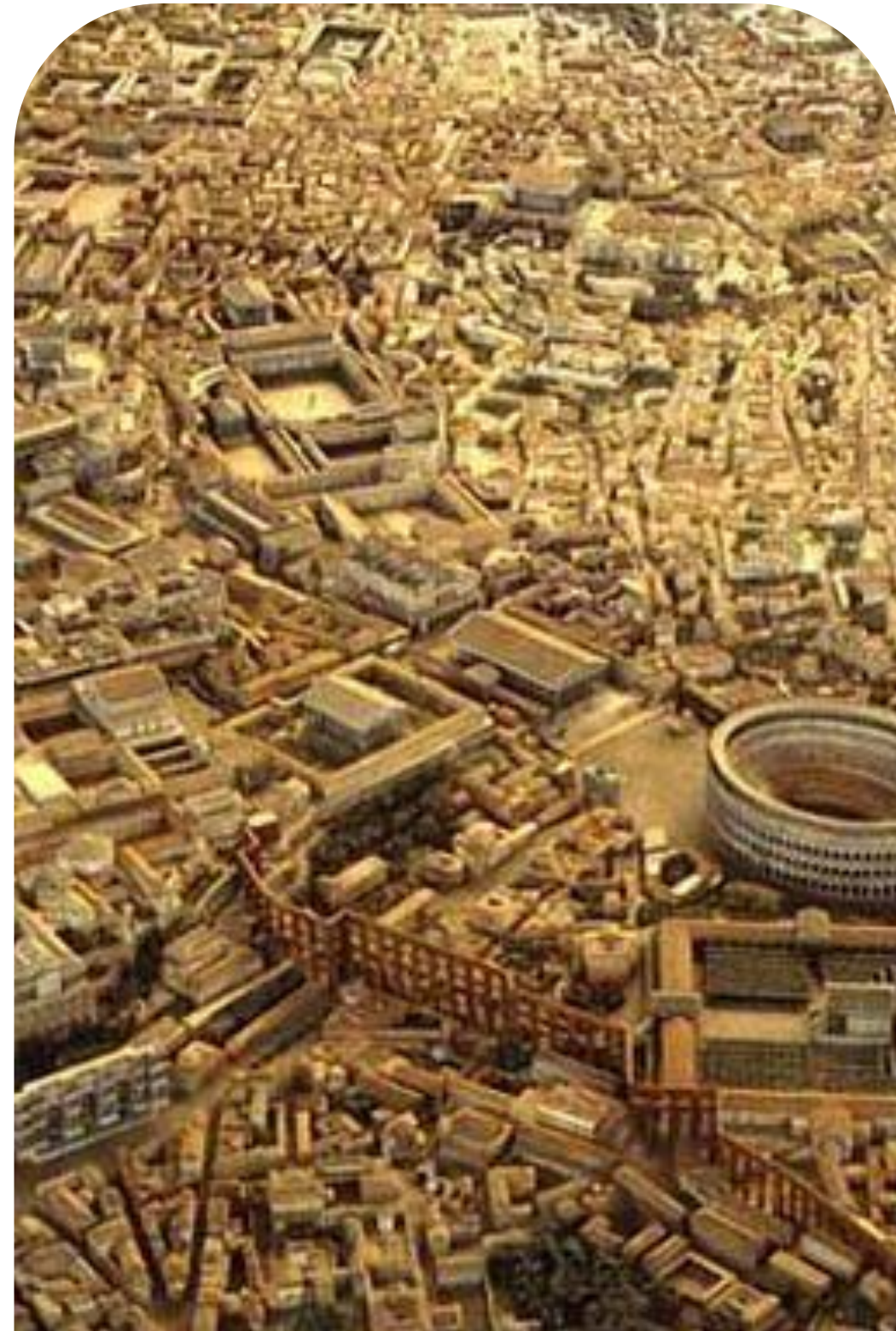
- DIVERSITY
- INCLUSIVITY
- LIFE
- HEALING
- SUNLIGHT
- NATURE
- HARMONY
- SPIRIT





**Queer
has
always
been
here.**

A very brief, very queer etymology



Rome to 1500s

Bending and twisting.



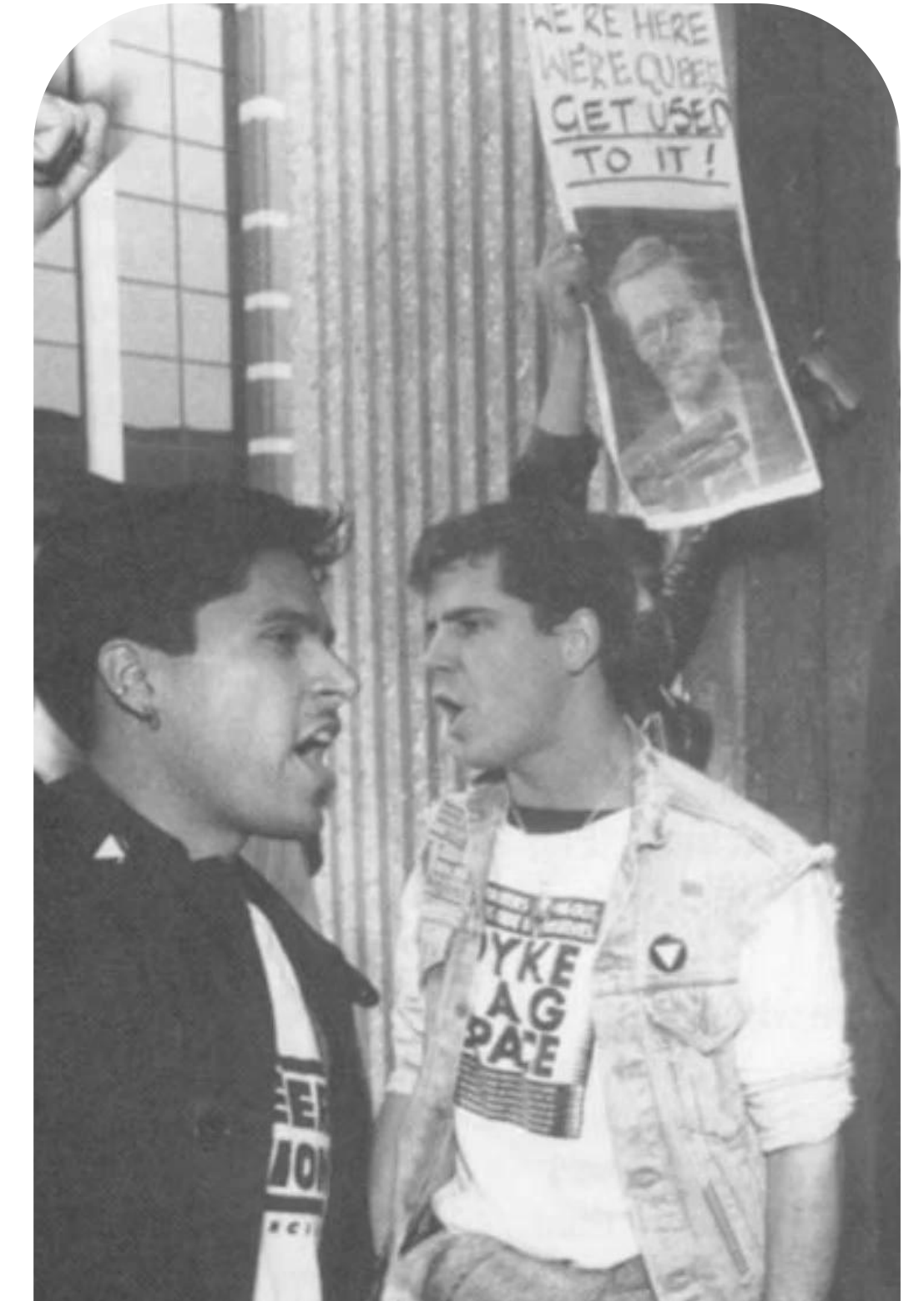
On the 20th Century

The transition to the slur



"We're here. We're..."

Political rallying cry of the '70s.



Queer. Get used to it."

Intellectualism + defiance.

Today...



WE LIVE
IN A
RAINBOW
OF
CHAOS.
-CEZANNE-

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1 Authentic inclusion is not often neat & tidy.

We're Here! We're Queer! Get Into It!



Here's Why HuffPost Gay Voices Just Changed Its Name To HuffPost Queer Voices

"As we at HuffPost Queer Voices see it, the end goal of the queer movement has never been about assimilation or becoming just like everyone else. We're proud of our queerness —our glittering otherness—and we want to be treated with the same dignity and afforded the same rights and humanity as everyone else while our magnificent, extraordinary differences remain intact to be honored and celebrated."

"Rebranding to Partners is a better reflection of who we are and what we do. Our doors are always open to all types of different people and we are excited that our brand now reflects our reality."

**—Julie A. Murphy,
Executive Director of Partners**



TRANSFORMING
LIVES THROUGH
JUSTICE

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**Inclusion
is not **often**
neat & tidy.**

Queer considerations in your brand communications

- Provide opportunities not requirements for self-identification.
- Reflect on assumptions about 'normal'.
- Invest in phased approaches to change and encourage community dialogue.

**What
is
queer
?**

Is the idea
of **queer**
disruptive?

1970



**queer
questions
our 'norm'.**



1973

queer
voices
the private.

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1987



queer lives beyond
vulnerability.

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queer

is a
hope.

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2015



2021



queer
expresses

complexity.

My Great Unicorn Self

How I identify myself now.



IDENTITY RESOURCE FOR ALL ADULTS

Gender Identity

Female / Woman / Girl
Male / Man / Boy
Other Gender(s)

Gender Expression

Feminine
Masculine
Other

Sex Assigned at Birth

Female Male Intersex Other

Emotionally Attracted To

Women
Men
Other Gender(s)

Sexually Attracted To

Women
Men
Other Gender(s)

Relationship Expression

Type: Solo 1 Partner Poly

Level of Fidelity: Closed Open

Original graphic by **TSER**

Trans Student Education Resources

To learn more, go to www.transstudent.org/gender • Original Design by Landyn Pan • Original Illustration by Anna Moore • Adapted and modified by Shane Lukas / A Great Idea

To learn www.transstudent.org

Design by

R
ources

/Girl

)

)

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ability

mental health

race

gender identity

personality

gender expression

appearance

fertility

age

political affiliation

sexual orientation

nationality

culture

language

hobbies

physical health

occupation

Thank you,
Kimberlé
Crenshaw!

NOW

MARCH FOR QUEER & TRANS YOUTH AUTONOMY

MARCH 31ST ○ ALL 50 STATES + DC ○ UNITING AS ONE

MORE THAN ORGANS: A QUEER ASIAN CELEBRATION

HOSTED BY
KAY ULANDAY BARRETT
JIMENA LUCERO

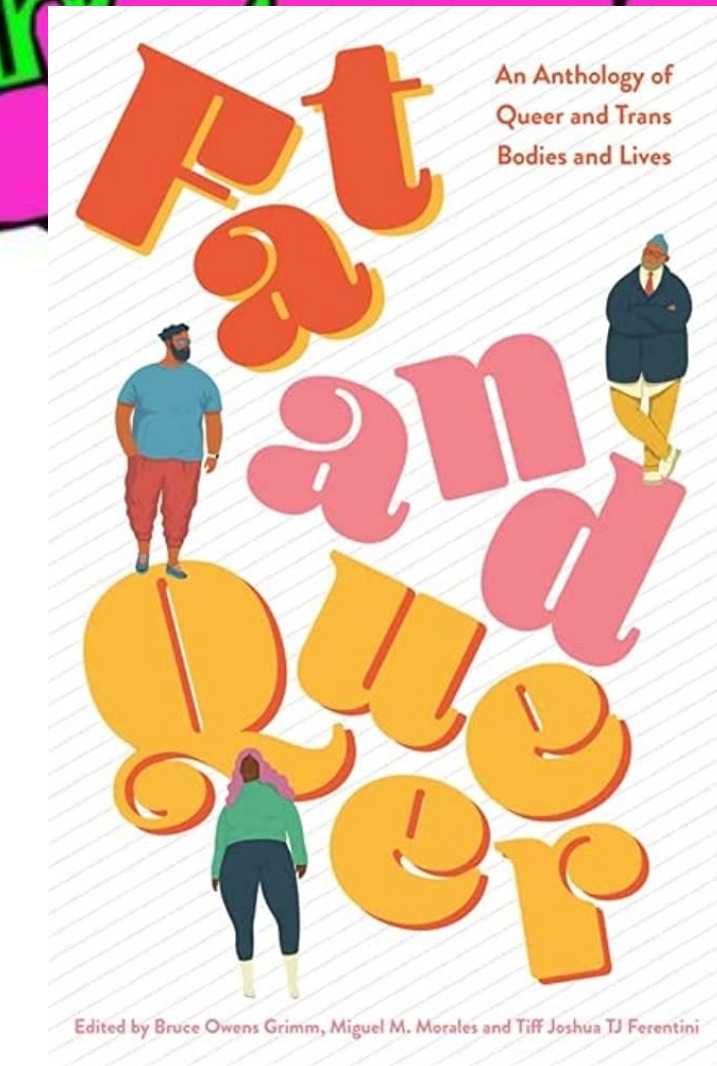
FEATURING
CHRYSANTHEMUM TRAN
RAJIV MOHABIR
WO CHAN

WEDNESDAY, APRIL 27
7 PM ET | ONLINE



AAWW

ASIAN AMERICAN WRITERS' WORKSHOP



queer exists

intersectionally.

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2 Inclusive brands recognize living authentically as intersectional and temporal.

“Girl Scouts is for every girl. And every girl should have the opportunity to be a Girl Scout if she wants to.”

—Megan Ferland, Girl Scouts of Western Washington council’s Chief Executive giving back a \$100,000 donation that came with transphobic strings



Food Bank For New York City’s 2023 Pride Month theme is #ProudlyFed. For us, ProudlyFed means we not only serve the essential needs of LGBTQ+ New Yorkers struggling with food insecurity, but that we do it with respect and pride.

There is no room for hate on our pantry line – we feed *all* New Yorkers, no matter who they are or how they identify. To learn more, visit [fbnyc.org/pride](#).

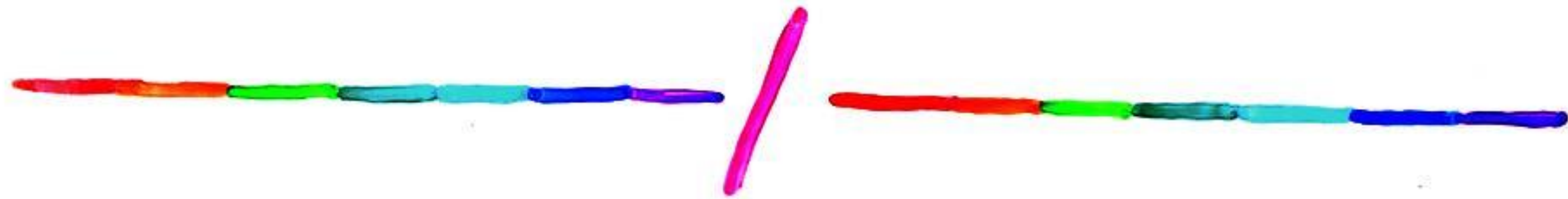
“There is no room for hate on our pantry line – we feed all New Yorkers, no matter who they are or how they identify.”

2 Inclusive brands recognize living authentically as **intersectional** and **temporal**.

Queer considerations in your brand communications

- Fight essentialism by engaging and representing individuals as multi-dimensional.
- Work 'with' and not 'for'.

MY PRONOUNS ARE



	<u>SUBJECT</u>	<u>OBJECT</u>	<u>POSSESSIVE</u>	<u>PRONUNCIATION</u>	
GENDERED	she	her	hers	shee, her, herz	
	he	him	his	hee, him, hiz	
GENDER-NEUTRAL	they	them	theirs	thā, them, therz	
	ze	hir	hirs	zhee, here, heres	} NEO-PRONOUNS
	ze	zir	zirs	zhee, zhere, zheres	
	xe	xem	xyrs	zhee, zhem, zheres	

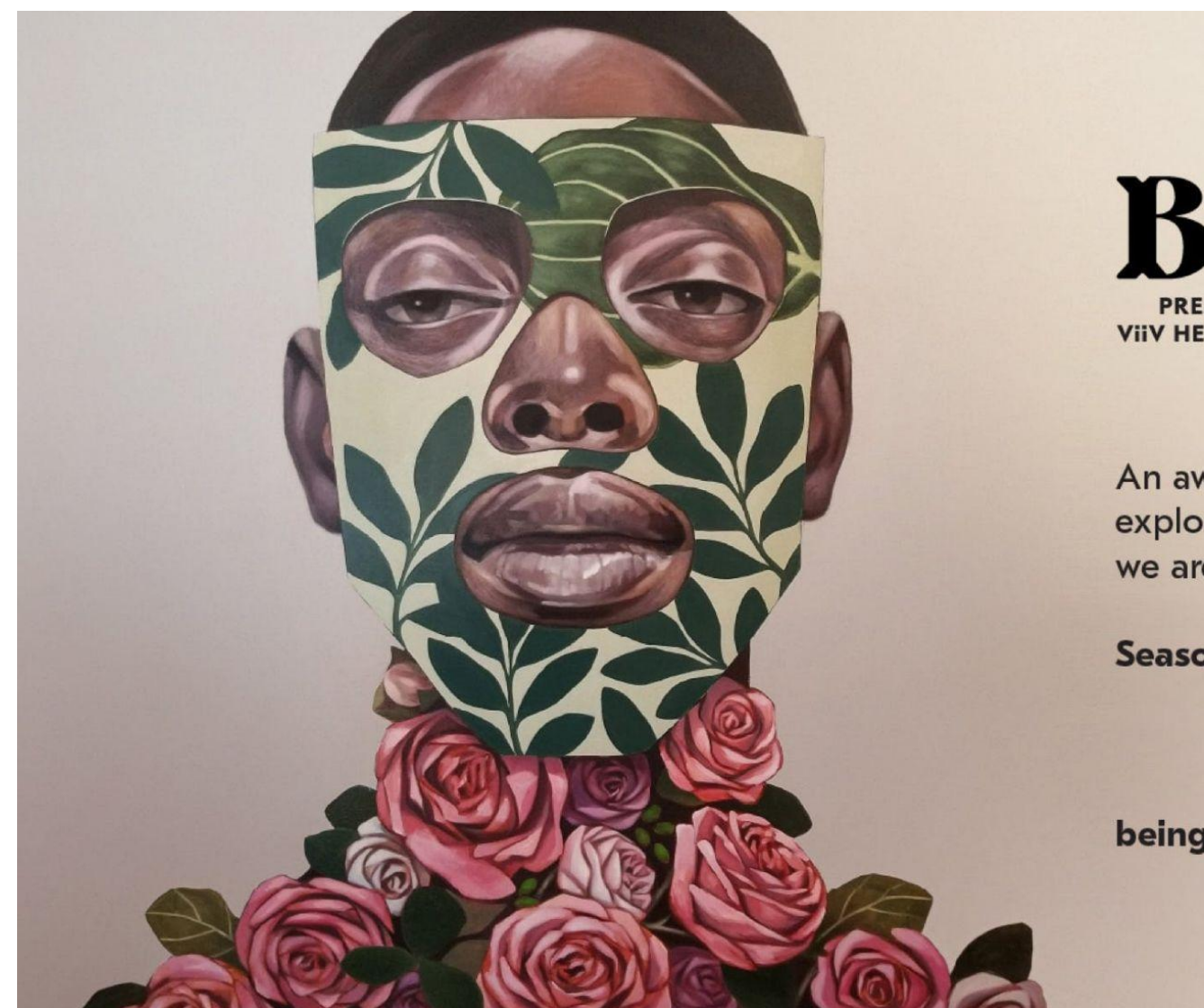


**queer
demands**

inclusion.

3

Inclusive brands welcome every person to share who they are on their terms.



“Black queer men are invisible (in media) in a lot of ways, Black queer fathers particularly...[Being Seen] is to make legible that which societal forces have rendered invisible for so long. Queer fathers have always been here...it says something about the power of us owning and creating space within the public domain to push these conversations forward.”

"What we do, we do for all."

—Dr. Ethel Percy Andrus,
Executive Director of AARP



AARP RESEARCH / ISSUES & TOPICS

Life and Leisure

Work & Finances · Health & Health Care · Life & Leisure · Long-Term Care
· Livable Communities · Politics & Government · Tech · State Resources

Maintaining Dignity: A Survey of LGBT Adults Age 45 and Older


by Angela Houghton, AARP Research, March 2018



3 Inclusive brands welcome every person to share who they are on their terms.

Queer considerations in your brand communications

- **Respect individual self-identification.**
- **Take a holistic look at the individual experience.**
- **Be cautious about 'singular' voices from the margins or under-represented identities.**



4 Make inclusion
an act of celebration

5 Stay
curious

**How can
your brand
connect
to queer?**

Not this.





Fit Type: Men

Men Women

A vibrant collage of rainbow-themed merchandise. At the top, several white t-shirts are displayed on mannequins, featuring logos like Polo, Nike's 'JUST DO IT.', DKNY, Levi's, and 'SUPER GAY' with a rainbow graphic. Below, there are rainbow-striped socks, colorful sneakers, and rainbow boots. A central white circle contains the text. To the right, a black cap with a rainbow logo and a can of Elysian Glitter Ale are visible. At the bottom, there are rainbow sneakers, a rainbow spray bottle, and a rainbow Listerine bottle. The background is a mix of red, orange, yellow, green, and blue.

Using the rainbow colors to cover up hypocrisy is shameful, pure and simple.

— Audrey Hickey, Writer

Authentic Engagement

- ✓ **Identity-affirming policies**
- ✓ **Fluid stakeholder approach: communities accessing services, team, volunteers, donors**
- ✓ **Build community with partners and allies**



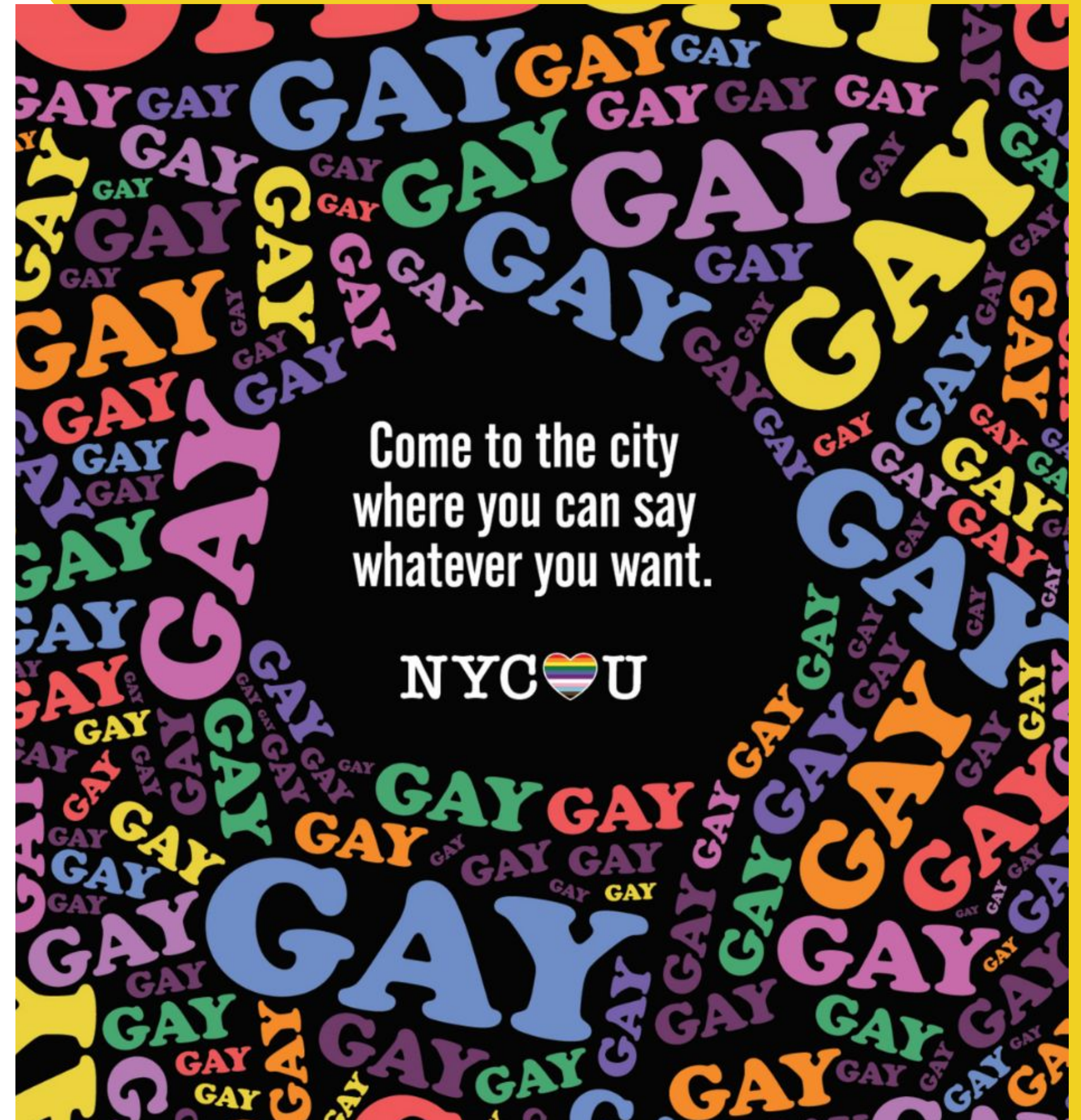


Meaningful Representation

- ✓ **Awareness/Pride doesn't stop at Pride Month**
- ✓ **Gender-neutral/diverse, relationship-neutral/diverse communications** (stereotypes?)
- ✓ **Annually, encourage a brand and internal review of queer inclusion**

Act From Your Values

- ✓ **Public support for liberation at its intersections**
- ✓ **Thought leadership and investment in solutions that reflect values**
- ✓ **Hire/Collaborate with LGBTQ+ team and partners**



**Your
turn!**



Diversity is a fact.
Equity is a choice.
Inclusion is an action.
Belonging is an outcome.

— Arthur Chan, Behavioral Scientist



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**Your
turn!**

**What new action
will you take to
'speak' queer?**



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**thank
you.**

Shane Lukas

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