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Media Contact: Colleen O'Boyle at 703.683.5004

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Lavender Propaganda More Prime Time TV Series Feature Gay Characters than Ever Before

By Colleen Raezler

Hollywood, backed by the news media, is doing its best to “desensitize” Americans to “alternative” sexual preferences. In the new television season, a record 22 series on ABC, NBC, CBS, Fox and CW will feature a total of 35 homosexual, bisexual or transsexual characters. This does not even take into account MTV’s all-gay LOGO network or Showtime’s *The L Word* series.

“Desensitization” is one of the principal strategies employed by homosexual activists to advance their political agenda. The idea is to overwhelm the public with images of wholesome homosexual individuals and couples, in order to reduce people’s instinctive resistance to homosexuality and overcome the public perception that homosexuality is a distasteful, abnormal lifestyle.

The strategy appears to be working. In a September 28 article, [New York Times](#) reporter Mireya Navarro credited Hollywood for increasing cultural acceptance of homosexuality: “Hollywood, with its depictions of cowboy lovers and lesbian neighbors, has done much to make gay men and women part of mainstream American life.”

The desensitization strategy was laid out by marketing experts Marshall Kirk and Hunter Madsen in their book *After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the 1990s*. According to Kirk and Madsen, “In no time, a skillful and clever media campaign could have the gay community looking like the veritable fairy godmother to Western Civilization.”

It hasn't taken "no time." More like 10 years. Homosexuality in Hollywood has come a long way since Ellen announced "I'm gay" in 1997, and the networks began to add many homosexual characters to entertainment television.

Over the past few weeks former teen queen Lindsay Lohan announced she was dating Samantha Ronson. *American Idol* runner-up Clay Aiken proclaimed his homosexuality following the birth of his baby boy. Late in September, the Gay and Lesbian Alliance Against Defamation (GLAAD) released its 13th annual "[Where We Are on TV](#)" report, which finds that the 2008-2009 television season contains a record number (22) of broadcast TV series that feature homosexual, bisexual or transgendered characters. GLAAD defines three of these as "lead characters," 13 as "supporting characters" and 19 as "recurring characters."

The news media response to these revelations has been positive, even celebratory.

In a September 25 story about the growing acceptance of homosexuality in Hollywood, [Reuters](#) reporter Jill Serjeant noted the GLAAD study, writing "concerns that openly gay and lesbian actors will be turned down for straight romantic screen roles or as action stars are fading, just as the number of gay characters on TV shows is on the rise."

CBS News Correspondent Michelle Gillen framed "coming out" as a smart career move in a September

List of shows by network that feature homosexual, bisexual or transgendered characters:

ABC

Brothers and Sisters, Sunday, 10:00 PM
Desperate Housewives, Sunday, 9:00 PM
Dirty Sexy Money, Wednesday, 10:00 PM
The Goode Family (animated), not yet scheduled
Grey's Anatomy, Thursday, 9:00 PM
Ugly Betty, Thursday, 8:00 PM

CBS

Rules of Engagement, not yet scheduled

The CW

Gossip Girl, Monday, 8:00 PM
Privileged, Tuesday, 9:00 PM

Fox

American Dad! (animated), Sunday, 9:30 PM
Bones, Wednesday, 8:00 PM
Do Not Disturb, Wednesday, 9:30 PM
House, Tuesday, 9:00 PM
The Simpsons (animated), Sunday, 8:00 PM
Sit Down, Shut Up (animated), Sunday, 8:30 PM (in 2009)

NBC

30 Rock, Thursday, 9:30 PM
ER, Thursday, 10:00 PM
Friday Night Lights, Wednesday, 9:00 PM (airing on DirectTV)
Knight Rider, Wednesday, 8:00 PM
Lipstick Jungle, Wednesday, 10:00 PM
My Name is Earl, Thursday, 8:00 PM
The Office, Thursday, 9:00 PM

25 *Early Show* segment:

Some celebrities whose stars were fading have gotten a career boost after going public about being gay. Clay Aiken rejoined the cast of *Spamalot* on Broadway. Lance Bass is on this season's *Dancing With the Stars*. Neal Patrick Harris, who plays a womanizing man-about-town on *How I Met Your Mother*, remains a high-profile star since he was outed by celebrity blogger Perez Hilton.

People magazine features Aiken on its cover with the headline, "Yes, I'm Gay." Reporter David Caplan asked Aiken questions such as, "Did you ever feel ashamed or confused about being gay?" and "Why do you think some of your fans are resistant to the idea that you're gay?" Caplan also accepted as fact that people are born homosexual, not questioning Aiken when he said of his son, "I have no idea if he'll be gay or straight. It's not something I'll have anything to do with, or that he'll have anything to do with. It's already probably up inside the code there, you know what I mean?"

ABC's *Good Morning America* aired a two-part interview with Aiken on September 25 and 26. CMI Senior Writer Kristen Fyfe [pointed](#) out that host Diane Sawyer "provid[ed] him an unchallenged platform to promote his lifestyle" and concluded that because "Aiken is an extremely sympathetic and unassuming character...he probably advanced the ball considerably down the liberal 'everybody should be ok with homosexuality' field."

"Advancing the ball" is the goal of GLAAD's television study. Neil Giuliano, president of GLAAD stated during a September 26 segment on CNN, "It's important that the visibility leads to conversation and that those conversations can lead to having influence on our public policy so that gays and lesbians can be treated equally and fairly, within our society."

In a September 30 [report](#) on CNN.com, homosexual actor Brian Batt, who plays a closeted homosexual on AMC's *Mad Men*, framed Hollywood as a powerful promoter of the homosexual lifestyle: "There is, I think, a little bit of homophobia. I do believe that through education and seeing good, honest, positive gay role models, it will just educate. I think we

Alec Baldwin on 'Hate':

"They want to ban gay marriage because those people are incapable of having a biological family. That's their only argument. You can ban gay marriage, but if you're going to make it fair, then you have to ban marriage for everybody else who won't produce children. But they just single out groups of people that they hate."

-- Actor Alec Baldwin in the March 25, 2008, *Advocate* on conservative Christians' views of same-sex 'marriage.'

are producing generations now of youth that do not judge people; they don't judge people on their race or their religion or their sexuality."

Batt's comments about youth are especially noteworthy, as 14 out of 22 of the television series featuring homosexual, bisexual or transgendered characters are scheduled to air between the hours of 8 and 10 o'clock Eastern Time. Nearly a third of the series are scheduled to air during the 8 o'clock hour, which is also known as the "Family Hour."

Hollywood Geneticist:

"I think you're born gay. There is a spectrum and most people are somewhere in the middle. But I do think it's biological."

-- Actress Ricki Lake in the November 6, 2007 *Advocate*

Peter Sprigg, vice president for policy at the conservative Family Research Council, was one of the few voices allowed to take issue with this propaganda blitz on a national television network. He told CNN on September 26 that, "These characters are placed on television for propaganda purposes, in order to persuade the American public to be more accepting of homosexual conduct. In that sense, the result for society is likely to be negative."

Does this season's uptick in gay characters represent a push by Hollywood to influence voters in Arizona, California and Florida on November 4? Constitutional amendments defending traditional marriage as a union only between one man and one woman are on the ballot in those three states.

Colleen Raezler is a research assistant at the Culture and Media Institute, a division of the Media Research Center.