

## Your Business and Gay Public Policy

Corporations are facing a challenging environment with gay, lesbian, bisexual and transgender (GLBT) issues in the workplace. Management must balance sound business practices and marketing opportunities with equitable employment policies. Should your company take a position on state or federal legislation related to gay marriage or sexual orientation non-discrimination? How does it impact your business?

While extremist forces try to block corporate America's progress with threats, public support is on the side of progressive corporations and favors fairness for GLBT employees:

- 89 percent of heterosexual adults agree that an employee should be judged based upon one's job performance rather than one's sexual orientation.
- Large majorities of GLBT adults (91%) and heterosexuals (79%) also say it is extremely important, very important or important that their employer offers equal health insurance benefits to all employees.
- 69 percent of heterosexual adults agree that, regardless of one's sexual orientation, all employees are entitled to equal benefits on the job.
- 51 percent of heterosexual adults agree they would feel supportive of a coworker who came out to them as gay or lesbian; only 19 percent say they would feel uncomfortable.
- In 2004, despite the passage of 11 state constitutional amendments to ban same-sex marriage, exit polls showed that 60% of Americans still favored providing some form of legal protections, either civil unions or gay marriage, for same-sex couples.

Source: Harris Interactive/Out & Equal Workplace Advocates/Witeck-Combs Communications Survey, May 2006

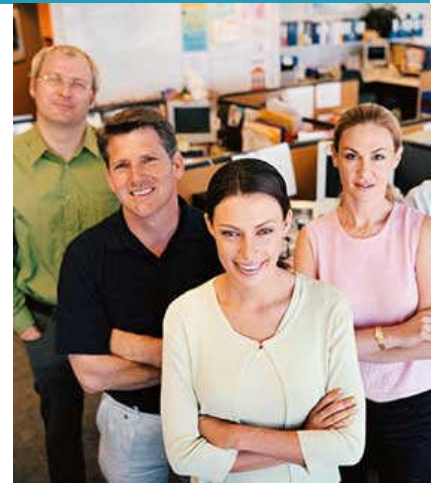
### Executive Assessment and Briefing

This two-day working session will help executives from human resources, legal, marketing, government affairs, administration, diversity and communications assess the impact and any exposures related to the varying legal recognition afforded to same-sex couples within the U.S. and abroad. Tailored for each client, the Executive Assessment and Briefing will include but not necessarily be limited to these primary subjects:

- 1. Overview of Gay and Lesbian Public Policy and Marketing Climate:**
  - a. The status of GLBT workplace policies broadly and within a specific industry;
  - b. Domestic partner legislation in place today as well as the various same-sex marriage laws and other initiatives and their impact on business once enacted;
  - c. The niche marketing efforts of companies in the GLBT segment, including how the company compares to others in their competitive set; and
  - d. Areas of a company that will be impacted by the changing public policy landscape relating to same-sex marriage, legal recognition, and parenting rights.
- 2. Legal and Political Assessment:** Working with senior members of legal and government affairs, this portion of the assessment will provide a snapshot of same-sex relationships, benefits, parenting trends, and developments including constitutional, legislative and judicial highlights. This overview will also provide the audience with future trends and predictions of business impact from various scenarios.
- 3. Corporate Risk Assessment and Crisis Planning:** We will conduct a confidential and interactive session with senior management and human resource professionals about specific business risks, involving legal affairs, human resource and diversity management, corporate communications and marketing.
- 4. Market Opportunities:** Working with corporate marketing and communications teams, we will provide a high-level assessment of GLBT market opportunities for the company.

### Deliverables

Witeck-Combs Communications will provide you with a written plan summarizing the briefings and will present a summary of the plan via a PowerPoint presentation that can be delivered in person.



**Witeck-Combs Communications** is the nation's premier strategic public relations and marketing communications firm with unmatched expertise in the GLBT community.

For the past 13 years, Witeck-Combs Communications has pioneered strategic communications and marketing consulting in the GLBT market for many brand leaders, helping company executives develop a productive balance between addressing the needs of their business and recognizing opportunities in the marketplace. It is no longer possible or prudent for a leading corporation to ignore GLBT issues and opportunities in today's marketplace.

To assist executives on the frontlines in a tested and very trusting way, Witeck-Combs Communications has developed a number of tools to help you not only prepare for today's challenges, but also make smart business decisions that positively impact your bottom line.

These include:

- **Communicating Effectively About Gay and Lesbian Issues**
- **Your Business and Gay Public Policy**
- **How to Tap the \$690 Billion Gay Market**

We welcome the opportunity to discuss how we can help guide you through this sometimes delicate process using experience, knowledge and trust. For more information, contact:

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