

A BRIEF HISTORY OF PRIDE

Pride began as a series of riots in the late 60's led by Marsha P. Johnson and other trans women of color as a response to police brutality against the LGBTQ community.

The first Pride March took place in New York in June, 1970 on the one year anniversary of The Stonewall Riots.

We celebrate Pride, not only to commemorate those that fought for the rights the queer community has today, but to also bring awareness to the work that still needs to be done.

THE HISTORY OF QUEER MARKETING

1981 - Absolut Vodka began advertising to a Queer customer base in 1981. The brand frequently purchased full-page ads in gay magazines like The Advocate.

Early 90's - Subaru identified five key consumer groups for their front-wheel drive vehicles: teachers and other educators, technical professionals, engineers, "rugged individualists" and female heads of households — many of whom identified as lesbian. In a multi-year campaign, Subaru began marketing to a queer audience.

1994 - M.A.C Cosmetics embarked on a mission to use makeup to fight against HIV and AIDS by launching its first-ever Viva Glam lipstick campaign with the legendary RuPaul as its face. IKEA airs the first commercial to ever feature a gay couple, which was met with backlash and bomb threats.

1997 - Ellen Degeneres came out.

1998 - Will & Grace first airs.

2011 - The majority of Americans began to support same-sex marriage. Corporations realized the backlash for having queer ads was less than the profit they could rake in.

2015 - Same-sex marriage is recognized in the United States

BEYOND - As acceptance grows, so does corporatization and pandering. We need to be conscious consumers and investigate if a brand's motives are genuine or not.

The Full Spectrum's mission is to enhance and sustain LGBTQ diversity, inclusion, and access within the cannabis industry and community.

Website

www.thefullspectrumnetwork.com

Facebook Fan Page

www.facebook.com/thefullspectrumorg

Facebook Internal Group

www.facebook.com/groups/thefullspectruminternal

Instagram

www.instagram.com/the.full.spectrum/

Twitter

www.twitter.com/TheFullSp3ctrum

Linked In

www.linkedin.com/company/19014792/

Weed Tube

www.theweetube.com/user/thefullspectrum

YouTube

www.thefullspectrumnetwork.com/youtube



The Full Spectrum is a project of CascadiaNow!

RAINBOW Washing



Recognizing and avoiding
deceptive marketing practices.



WHAT IS RAINBOW WASHING?

Not all marketing during Pride season is rainbow washing.

Rainbow washing is when a company or other institution lies about their support and panders to the LGBTQ community to sell products or gain favor. It's performative allyship.

It's inauthentic and opportunistic.

WHY RAINBOW WASHING MATTERS

Taking our cause to push products minimizes the challenges faced by LGBTQ community, and overshadows the efforts of the true allies.

When these companies fund politicians who work against us, they are using our struggle to keep us struggling.

Also, a study by Reboot Online found that more than 1/3rd (36%) of pride campaigns do not donate to LGBTQ causes at all. They are just profiting off the LGBTQ community.

HOW TO SPOT RAINBOW WASHING

Ask yourself the following questions to avoid being fooled:

- Are they using the rainbow to hide other oppressive actions?
- Are they only vocal about LGBTQ+ people and our rights during pride?
- Do they hire us?
- And what about in leadership?
- Do they support us with their resources, policies, AND actions?
- How do they handle controversies?

EXAMPLES OF RAINBOW WASHING

In 2018, **AT&T** donated 1 million dollars to The Trevor Project, an organization that works to prevent suicide in LGBTQ youth. From the outside, this looks fantastic!! A massive corporation giving a hefty amount to a great cause. But that same year, they donated almost 3 million (\$2,755,000) dollars to 193 different anti-gay politicians.

Walmart launched a Pride & Joy section in 2021 on its website to sell Pride-themed products. But the company has given almost \$30,000 since 2019 to Arkansas lawmakers who recently helped pass a bill that bans gender-affirming treatments for trans youth.

On Twitter, **CVS** swapped their white heart logo for a rainbow one for pride. But since 2019, they have donated about \$4,000 to Texas state senators who sponsored a bill that bans parents from allowing their kids to get gender-reaffirming medical care.

Wells Fargo changed its Twitter banner to a spectrum of the rainbow. Since 2019, it has given \$1,000 to a North Carolina state senator who allegedly shared anti-trans articles on social media.

Xfinity tweeted a promise to honor Pride all year long. But since 2019, Comcast gave \$2,000 to a Florida legislator who ushered in a bill to exclude trans-women from school sports teams.

So many brands pander with rainbows, and donate that money, millions of dollars, directly to anti-gay politician.

Here are a few more, just from 2017-2018:

UPS donated \$2,366,122 to 159 anti-gay politicians.
Comcast donated \$2,116,500 to 154 anti-gay politicians.
Home Depot donated \$1,825,500 to 111 anti-gay politicians.
General Electric donated \$1,380,500 to 97 anti-gay politicians.
FedEx donated \$1,261,500 to 75 anti-gay politicians.
Verizon donated \$1,022,803 to 74 anti-gay politicians.
Pfizer donated \$959,263 to 52 anti-gay politicians.

REALLY AWESOME WAYS TO NOT RAINBOW WASH

If you really want to support the LGBTQ community, you can't just do it in June, and you can't just add a rainbow to your logo or packaging. There needs to be actual affirmative action.

Do Your Research Before Spending

You can see on Federal Election Commission records how much money businesses give to specific political campaigns.

Donate The Profits of Pride Campaigns and Limited Product Releases To a Queer Organization

Don't use our cause to just make profit for yourself.

Collaborate with the LGBTQ Community

Whether it be your own employees or well-known LGBTQ influencers and celebrities, including members of the queer community in your Pride celebration is a great way to increase visibility. To celebrate Pride authentically, you need to center LGBTQIA+ voices and experiences.

Include members of the LGBTQ community in the decision making process

Make sure you've included an LGBTQIA+ person in the ideation, planning, and execution processes. Not only will you avoid making mistakes early on, but you'll also be able to create a more authentic, meaningful campaign.

Hire an Outside Advisor

If you don't have any openly LGBTQ colleagues who are willing or able to assist, it's your responsibility to hire an outside advisor. Also, if you truly don't have any LGBTQ colleagues, you should rethink your hiring processes and company culture.

Workplace Policies & Protections

Help ensure fair practices through policies and protections: Diversity in Hiring, Paternal leave inclusive of all family dynamics and gender identities, Insurance coverage for same-sex partners, Transgender-inclusive benefits such as transition or surgery costs, anti-discrimination policy and an adequate reporting procedures for discrimination

Ongoing Support

Make a long-lasting commitment to support, not just one month out of the year.

Spotlight your team members

Are you proud of your inclusive, diverse workplace and want to spotlight some of your LGBTQIA+ colleagues on social media? Great idea!! But only if they're into it. Get their consent first. You don't always know how "out" someone is, or if they will feel tokenized.

Educate Yourself

Learn about the issues that impact the LGBTQ+ community (like mental health stigmas, their personal experiences, and best ways to support them).