



## ***Improving Our Image***

by

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## ***Improving Our Image***

### ***Topics***

- The Problem
- Current Status
- The Challenge
- Some Possible Solutions
  - What Renaissance Has Done



## ***Improving Our Image***

### ***The Problem***

- The TV/CD/Drag Queen Are Stereotyped
  - By the media:  
“PYSCHO”, “DRESSED TO KILL”,  
“Dr. Jeckyl & Sister Hyde”, “HOMICIDAL”
  - By the visible:  
FI Shows, Street Queens
- And Are Judged To Be:
  - Perverted, Psychotic, Pathetic
  - Criminal, Insane, Degenerate



## ***Improving Our Image***

### ***Current Status***

- Not All TV/CD/TG/TS Are The Same.
- Wide Spectrum Of Behavior.
- Poor Press; No One Organization To Represent Our Community. Small Voices Of Special Interests.
- No Champions
  - Too Few Hero(ine)s
  - Too Few Spokespersons

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*The Challenge*

- What Can We...  
Should We...  
Must We...  
Do To Improve Our Image:
  - With The Public Community –
  - With The Professional Community –
  - With The Family Community –

?

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*Solutions – National & World Wide*

- ➔ Support IFGE As *The International Organization To Speak For Us.*
- ➔ IFGE Should Then:
  - Develop and implement a public relations policy with guidelines for local groups.
  - Train and promote qualified spokespersons for public television, radio, educational, academic, professional appearances.
  - Publish quality literature for the education of the general population on all aspects of transgender behavior.

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*Possible Solutions*

- In The National & World Wide Community
- In The Local Community
- In Our Own Home

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*Solutions – In The Local Community*

- ➔ First “Go Public”
  - Points of Contact: PO Box, Phone Number, Ads
  - Find Members Willing To Meet With Public
    - Articulate • Professional • Congenial
- ➔ Show We Are Responsible Citizens
  - Fund Raising For Homeless, Battered Wives, AIDS Support & Research, etc.
  - Gifts Or Aid To The Institutionalized
    - Children • Prisoners • The Aged •
- ➔ Promote Educational And Support Programs For
  - Radio & Television
  - Academic & Professionals
  - Police & Civic Authorities

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**Solutions** – In The Local Community

- ➔ Get Media Coverage
  - Press Releases, Community Bulletin Boards
  - HotLine/HelpLine, College/University Groups
- ➔ Publishing
  - Newsletter, Bulletins, Brochures, Pamphlets
- ➔ Develop Sponsors
  - Professional Individuals
  - Professional Organizations
- ➔ Public Behavior
  - Conduct Yourself Properly

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**More Positive Action** - In The Local Community

- ➔ Affiliate with local Human Rights advocates
  - ACLU
  - UUC
- ➔ Support Human Rights groups and establish a coalition for mutual support of TG rights
- ➔ Seek support of political/civic/paralegal organizations influential with municipal/state judicial and legislative bodies.

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**Solutions** – What Renaissance Has Done Locally

- Contacts:
  - Weekly Ad in *Philadelphia Gay News*
  - Weekly listing in the *Philadelphia Inquirer*
  - Monthly Ad in *Transvestian*
  - Listed by *Society for the Scientific Study of Sex*
  - Listed by Pennsylvania Hospital Gender Clinic
  - Listed by Philadelphia Gay & Lesbian Hotline
  - Listed by Gay & Lesbian Health Service, Hbg, PA
  - Listed by *Tapestry*
  - Dedicated Phone Line
- T.T.&T.T. AIDS Benefit; Donation of \$500
- Quad-S Workshop For Professionals

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**Solutions** – What Renaissance Has Done Locally

- Press Coverage; AIDS Benefit Activities covered by
  - *Philadelphia Inquirer*
  - *Philadelphia Gay News*
  - *Au Currant*
  - *Transvestian*
- Publishing; *Renaissance News*, Background Papers Introductory Brochure.
- Developed Sponsors and Patrons;
  - Licensed Psychologist/Therapist As Advisor
  - Quad-S recognition
  - Businesses Distribute Renaissance Brochure

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**Solutions – What Renaissance Has Done Locally**

- Public Appearances:
  - Lecture Series; University of Pennsylvania, LaSalle University, Denison University (Granville, Ohio), Jefferson Medical College, Temple University Wayne Central Baptis Church
  - Television: *Donahue, AM-Philadelphia, People Are Talking* (both in Phila. and N.Y.C.), *Time Out* (Phila.) *Good Morning Columbus*.
  - Radio: WCAU - Phila., WDVT - Phila.
  - Community Events: Spruce Street Fair, Mayor's Commission on Sexual Minorities

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**SUMMARY**

***We can improve our image by positive action!***

- Education of the public
- Education of the professional
- Quality Community visibility
- Politically Active
- Decent, intelligent behavior

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**Solutions – In Our Homes**

- Begin With Those Who Really Know Us.
- Accept Their Inability To Accept Us.
- Be Caring And Sensitive To Your Significant Other's Needs.
- Express Your Appreciation For Any Support That You Do Get!

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- P** Patience
- R** Respect
- I** Integrity
- D** Dignity
- E** Enthusiasm