



MEDIA ADVISORY [3/13/12]

To: News Directors
Re: Omaha Supports Equality

We are happy to say that the hard work of an amazing group of volunteers prevailed today. Our work would not have been possible without the vision of Councilman Ben Gray. Equal Omaha would like to thank Councilman Gray for his courage, leadership and unyielding resolve to provide employment protections for LGBT Omahans. Councilman Gray, your efforts have made Omaha a more welcoming and inclusive city.

We started this work after hearing story after story of Omahans who have experienced discrimination and how it's affected their whole lives. We heard the stories of women and men losing their jobs or living in constant fear of losing their livelihood simply because of who they love. To those Omahans, we say, "we are sincerely sorry." We hope that this new law will allow you to be who you are and live your life out, in the open, and away from fear.

The hard work of Equal Omaha volunteers activated an unprecedented number of Omaha residents who believe in a more welcoming and inclusive Omaha. Individuals, groups, businesses and organizations from all over our city joined together and let it be known that we want employment protections for our LGBT community.

Equal Omaha showed the need for protection, backed up our arguments with facts, and identified support for the Equal Employment Ordinance.

We met face-to-face with the City Council to help educate them on the issue of Equal Employment in Omaha and answered any questions they might have. We provided expert testimony from the University of Nebraska Medical Center researchers who conducted a scientific study demonstrating that LGBT discrimination unquestionably occurs in the workplace. We provided lists of over 130 local businesses--both large and small--which support the Equal Employment Ordinance. We provided names of over 160 municipalities around the nation with similar laws in place. We provided over 800 individual emails, nearly 1,000 postcards, and a petition with nearly 1,000 signatures from Metro-area citizens who support the Equal Employment Ordinance. We produced videos and a 30-second TV commercial that have commanded thousands of views. And, we commissioned a poll of 1,000 registered Omaha voters which showed that over 60% of respondents support the Equal Employment Ordinance.

We are not done yet. Equal Omaha will have more to do in the coming months and years to ensure equality for not only all Omahans, but all Nebraskans, too.

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