

GDI

Ad-Funded LGBTQ+ Disinformation During Pride Month

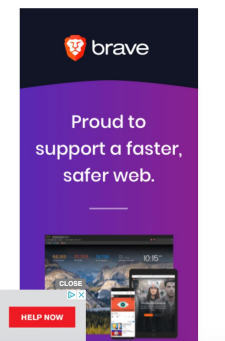
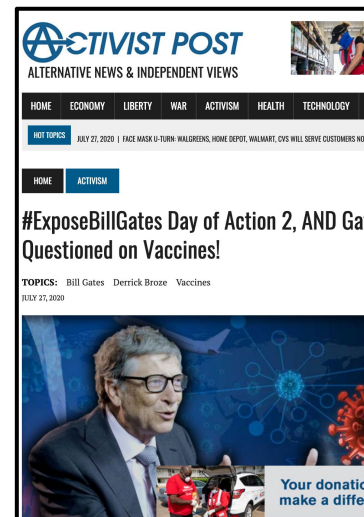
GDI has observed ad tech companies monetising anti-LGBTQ+ disinformation during Pride month.

This deck includes examples of these ad-funded stories promoting a range of harmful adversarial narratives. The following represent some of the direct anti-LGBTQ+ language and disinformation studied:

- Educating children about gender identity is child abuse and/or sexual grooming.
- Books in schools that depict/reference sexual content, pornography or paedophilia are somehow “representative of LGBTQ+ persons.”
- Gender nonconformity is against nature and similar to “satanic ritual abuse.”
- “Transgenderism” (a term used to dehumanise transgender people) is a “concept” invented and imposed on children by the “radical Left” intended to destroy the social fabric of society.
- Increasing numbers of young people who identify as transgender is proof that identifying as such is a social choice rather than a naturally occurring state.

How GDI defines disinformation

- Disinformation is more than **overly simple, false dichotomies** such as true vs. false or left vs. right.
- GDI views disinformation through the lens of [adversarial narrative conflict](#). Adversarial narratives:
 - Can be implicit or explicit;
 - Are intentionally misleading;
 - Are adversarial against:
 - at-risk individuals or groups
 - current scientific consensus
 - democracy and key institutions
 - **Most importantly, these adversarial narratives create a risk of harm.**
- This definition transcends false binaries and identifies disinformation explicitly by adversarial narrative topic, such as anti-immigrant, misogyny, anti-vaccination, etc.



Brands unwittingly funding these stories:

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a yellow curved arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

NETFLIX

Brands' public stance relating to LGBTQ+ or Pride month 2022

Most brands in this study appear to celebrate Pride month and have a public position on LGBTQ+ that is pro-diversity, equity and inclusion.

Public stance on LGBTQ+

Most relevant wording




“Our support for the LGBTQ+ community is a core pillar of our commitment to representing and celebrating diversity, equity and inclusion across [Amazon](#)”




“Our employees should recognize themselves in our [company policies and practices](#), regardless of factors like their religion, family responsibilities, gender identities, and disabilities.”



[The mission](#) of the City of New York Police Department includes “fostering positive relations between the LGBT community and the NYPD by providing a liaison for community members who may be crime victims, have information or issues of concern to the police department.”



“In line with our [core value](#) of Care, we were grateful to celebrate Pride Month together and unite our community with the theme, ‘One World, One Pride, One Zoom.’”





Ad tech companies monetising this content:

amazon  **Google**

 **AdRoll**  **theTradeDesk**

Ad tech publisher policies must be updated and enforced

Most of these publishers' policies do not adequately address the breadth of anti-LGBTQ+ disinformation narratives and/or are not enforced.

	Specific publisher policy?	Most relevant policy wording
	✓	"You will not place our Ads adjacent to any content that promotes or contains content or activity that is discriminatory."
	✓	Restricted content: "Is hateful or discriminatory to any groups or individuals based upon their sexual orientation/"
	✗	No publicly available publisher policy.
	✗	Restricted content: "Discrimination on the basis of sexual orientation."

amazon

Brand: Amazon

Ad served by: Amazon

Site: Washington Examiner

Disinformation: anti-LGBTQ+

← → ↻ <https://www.washingtonexaminer.com/opinion/stop-child-abuse-make-it-easy-to-sue-over-gender-transition-procedures>

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OPINION

Stop child abuse: Make it easy to sue over gender transition procedures

by Katelynn Richardson | June 23, 2022 03:54 PM

Just In...

- Top 5 takeaways: Here's what you missed in the last primaries in June
- Pelosi receives Communion at Vatican despite pro-abortion rights stance
- Open the books on NIH royalty payments

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“Ten years from now, there will be hundreds of thousands of Americans who were permanently scarred by the radical Left’s agenda before they reached adulthood,” he said. “If Democrats truly supported gender-confused children, they’d support our effort to give them legal recourse.”

Date of Capture:
June 29, 2022



Brand: Amazon

Ad served by: Amazon

Site: Washington Examiner

Disinformation: anti-LGBTQ+

“Rep. Marjorie Taylor Greene (R-GA) blasted the transgender movement, calling it ‘trans-terrorism.’

‘They want to make it where biological men that call themselves or identify as women have more rights than women,’ Greene said”

The screenshot shows the Washington Examiner website. At the top, there is a navigation bar with 'Washington Examiner' logo and 'Member Log In | Subscribe Now'. Below the navigation bar, there are several promotional items: a yellow t-shirt with 'But Not' written on it (50% off, 14,99 €), a light blue t-shirt (30% off, 20,99 €), a black t-shirt with 'STREET CULTURE' and 'BUT NOT' (50% off, 37,49 €), and another yellow t-shirt with 'But Not' (35% off, 22,74 €). Below these items, there is a news article titled 'WATCH: MTG slams 'trans-terrorism' and says 'leave our kids alone. Let them grow up'' by Heather Hamilton, Social Media Reporter, dated May 19, 2022. The article has social media sharing icons for Twitter, LinkedIn, Facebook, Email, and Print. Below the article, there is a 'Just In...' section with several headlines: 'Open the books on NIH royalty payments', 'NATO poised to take historic action on strategy, enlargement, and Ukraine', and 'Brown University drops whites' rule for course complaint'. To the right of the article, there is an advertisement for Reebok Club C 85 sneakers, showing a white sneaker. The ad includes the text 'BIG TECH SPENDING SURGE' and 'SPENDING SPREE ON INFLUENCE GROUPS' above a large 'Google' logo. Below the sneaker, it says 'Reebok Club C 85, Scarpe da Ginnastica Donna', '4.5 stars', '1.508 reviews', '47,00 €', and 'prime'. There is a 'Scout' button below the price. At the bottom of the page, there is a URL: 'https://ax-eu.amazon-adsystem.com/x/c/QpMkmlKqR-4RdMn_ZB_aFCu0...'. A red circle highlights the URL and the sneaker ad.

Date of Capture:
June 29, 2022

amazon

Brand: Amazon


Ad served by: Google

Site: The Federalist

Disinformation:
anti-LGBTQ+

Consider the remarkable phenomenon of transgenderism. A disorder of gender identity that afflicts a minuscule number of Americans has become a polarizing cultural *cause celebre*. Its influence—in capturing public attention and demanding social change—has been extraordinary, out of all proportion to the numbers of the gender-dissatisfied.

While the political left has fully embraced the transgender agenda as a “civil right” opposed by only the bigoted and hateful, many people see the movement as a concerted attack on traditional social mores and customs, an “in your face” assault on conventional standards, practices, and morality.



Clearly, the transgender phenomenon is the tip of the spear of the

From: "Psychiatry Professor: 'Transgenderism' Is Mass Hysteria Similar To 1980s-Era Junk Science"

“...Transgenderism would refute the natural laws of biology and transmute human nature. The movement’s philosophical foundation qualifies it as a popular delusion similar to the multiple-personality craze, and the widespread ‘satanic ritual abuse’ and ‘recovered memory’ hysterias of the 1980s and ‘90s. These last two involved bizarre accusations of child abuse and resulted in the prosecution and ruined lives of the falsely accused.”

https://aoogleads.g.doubleclick.net/pcs/click?ai=AKAOjstYlBjq7kuODYcr...xLuHwuAFrQ33mDslSwGrLSUV9pQ3zFyjhgFaOFB_vqrVCp77aO7Uef_FtnaO-qycF49bXGK9JHtrS-IGXsntF0FgV2YUDJjQ8swPxO2sau6SWillL2oeZozqBzizY9K2.1uw_DUMZZMF3yCk2li8mXuCGU53VXPtU...

Date of Capture:
June 29, 2022

Brand: Amazon

Ad served by: Amazon

Site: Daily Caller

Disinformation:
anti-LGBTQ+

← → ↻ <https://dailycaller.com/2022/05/23/state-farm-denies-agents-donated-lgbt-books-despite-leaked-emails/>

“This gross and blatant attempt to indoctrinate our children by State Farm is shameful. Why would an insurance agency like State Farm, a company founded on family values that touts being a good neighbor when you need it, try to encourage five-year-old children to question their gender?” Hild said. “If companies are going to put woke politics above their consumer, consider them warned. Telling Americans how to behave and using kindergartners as pawns in a political game is disgusting.”



A spokesperson for State Farm told the Daily Caller that participation in the program is “strictly voluntary” and claims that agents were told not to share the three-book bundle with schools



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Date of Capture:
June 29, 2022

amazon

Brand: Amazon

Ad served by: Amazon

Site: Somicom

Disinformation:
anti-LGBTQ+

https://somicom.com/2016/05/child-abuse-new-transgender-programming-is-creating-confused-and-suicidal-children/

NaturalNews.com

The transgender programming of children is child abuse, warns the American College of Pediatricians... chemical castration, genital mutilation and mental illness run amok...

by Mike Adams, the Health Ranger

(NaturalNews) So this guy walks into an OB/GYN clinic and demands a gynecological exam. The doctor, a woman, takes one look at him and says, "That won't work. You're a man." The man, however, "self identifies" as a woman and blasts the doctor for being a bigot. "I self identify as a woman," he says. "And I demand to be treated as a woman, or I'll call my civil rights lawyer."

The doctor, not wanting to be exam, playing into his delusion, disconnect with his physical s

This is what transgenderism c correct demand that everyone suffer from a psychological d

contradiction to the known science on biology and physical reality, and sadly, this mental distortion is now being thrust onto children as part of a sick, demented political agenda to appease the most lunatic fringe elements of the political spectrum.

That agenda now demands that public schools be turned into transgender child factories, churning out children who are physically and chemically mutilated by a society that applauds them

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"The transgender programming of children is a politically motivated agenda to cause an acceleration in gender confusion and distorted gender identities among the population."

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Date of Capture:
June 29, 2022



Brand: NYC Police Department

Ad served by: The Trade Desk

Site: American Greatness


Disinformation: anti-LGBTQ+

https://amgreatness.com/2022/06/06/stop-saying-lgbt/

AMERICAN GREATNESS

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people or "trans rights" or the LGBT acronym come up.



And then? Everything changed. The gay rights cause gained ground. Leaders at gay rights organizations looked into the future and saw their jobs disappearing. So they transformed the

"Such bills primarily focus on banning so-called 'transgender' athletes from competing on sports teams of the opposite gender, as well as limiting the broader teaching of the concept to young children, which many claim is setting the children up for sexual 'grooming' by proponents of the LGBTQ crowd."

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Date of Capture:
June 30, 2022



Brand: Zoom

Ad served by: AdRoll

Site: American Greatness

Disinformation:
anti-LGBTQ+

amgreatness.com/2022/04/01/far-left-lgbtq-groups-sue-florida-over-parental-rights-law/

AG AMERICAN GREATNESS

How to Host a Virtual Event With Zoom

Download the Guide

Florida is one of many states in recent months that has passed legislation limiting the spread of the ideology of transgenderism, the false and scientifically-debunked notion that there are more than two genders, and that an individual can simply change their gender at any given time. Such bills primarily focus on banning so-called "transgender" athletes from competing on sports teams of the opposite gender, as well as limiting the broader teaching of the concept to young children, which many claim is setting the children up for sexual "grooming" by proponents of the LGBTQ crowd.

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About Eric Lendrum

Eric Lendrum graduated from the University of California, Santa Barbara, where he was the Secretary of the College Republicans and the founding chairman of the school's Young Americans for Freedom chapter. He has interned for Young America's Foundation, the Heritage Foundation, and the White House, and has worked for numerous campaigns including the 2018 re-election of Congressman Devin Nunes (CA-22). He is currently a co-host of *The Right Take* podcast.

Archive

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"Such bills primarily focus on banning so-called 'transgender' athletes from competing on sports teams of the opposite gender, as well as limiting the broader teaching of the concept to young children, which many claim is setting the children up for sexual 'grooming' by proponents of the LGBTQ crowd."

Date of Capture:
June 30, 2022


NETFLIX


Brand: Netflix


Ad served by: Google

Site: Breitbart

Disinformation:
anti-LGBTQ+

← → ↻ <https://www.breitbart.com/education/2022/06/28/education-politics-gender-ideology-lessons-on-the-rise-in-some-schools-off-limits-in-others/> 

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Some of the demand for teaching the ideology has been met by curriculum developers with increased options for all grade levels.

The National Sex Education Standards group has **called** teaching about “gender identity” as “one of seven essential topics, alongside puberty, consent, sexual orientation, and other subjects,” according to the *Washington Post*.

NSES’s gender ideology standards for K-12 students **include**, by the end of the fifth grade, being able to “describe the role hormones play in the physical, social, cognitive, and emotional changes during adolescence and the potential role of hormone blockers on young people who identify as transgender.”

Even earlier, though, by the end of second grade, students should be able to “define gender, gender identity, and gender-role stereotypes” and “discuss the range of ways people express their gender and how gender-role stereotypes may limit behavior.”

“One common point of contention is certain books in school libraries and classrooms that depict pornography or pedophilia that are somehow supposed to represent LGBTQ persons.”

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