

# IT PAYS TO BE PRO-GAY

The ADL was founded to combat anti-Semitism; the American Jewish Committee was founded to promote Jewish interests; the Southern Poverty Law Center was founded to fight white racism; La Raza was founded to promote Hispanic rights; the NAACP was founded to stand up for blacks; the Satanic Temple was founded to advance Satanism; the National Education Association was founded to support teachers; American Atheists was founded to promote atheism; the American Humanist Association was founded to advance secularism; the SEIU was founded to defend the rights of service union workers; the Sierra Club was founded to protect the environment.

None of these organizations were founded to fight gay bashing or Catholic bashing. All of them are formally on record supporting gays, and none of them are formally on record supporting Catholics.

Why is this? It pays culturally and economically to promote the interests of gays, but not Catholics. From Wall Street to Wal-Mart, most non-gay organizations across the nation have jumped on the gay bandwagon. Not to do so is to be culturally shunned and individually stigmatized. There is no such penalty for not supporting Catholics, and indeed there is little downside to bashing them. Just ask HBO. It also pays economically: on average, gays earn more than straights, and many lavishly grease these non-gay but gay-friendly groups. Consider the Gawker controversy.

Gawker fired journalists who ran a story about a married man, Timothy Geithner's brother (he is the CFO of Condé Nast) for allegedly soliciting sex from a male porn star. No one was fired for posting excerpts of a video showing Hulk Hogan having sex with a woman who was a friend of his wife (the wrestler is suing for \$100 million). Gawker founder Nick Denton explained why he took down the story about Geithner:

“If the post had remained up, we probably would have triggered advertising losses this week into seven figures.”

It pays to be pro-gay.