

For Immediate Release

LGBT rights group asks Q104 to pull homophobic ad.

December 14, 2010

HALIFAX, NS--The Nova Scotia Rainbow Action Project (NSRAP) is calling on radio station Q104 to pull a station identification ad which reinforces negative attitudes toward "gays".

The ad, running for the holiday season, says Q104 is "OK with decking the halls, but we draw the line at gay apparel." Despite a number of complaints, the station continues to run the ad, claiming that it is innocent humour.

"We can take a joke as well as the next person," said NSRAP Executive Director Hugo Dann. "But it's 2010. It's time that using 'gay' in a way that reinforces negative stereotypes just isn't funny anymore."

"Kids hear enough messages that equate 'gay' with 'bad' or 'silly' or 'stupid'. When we keep reinforcing that message, we make it harder for kids to get the message that being gay is ok."

Q104 has shown support for lesbian, gay, bisexual, and transgender (LGBT) Nova Scotians in the past, by participating in the annual Pride Parade and by broadcasting queer-positive programs.

"We hope that, in that spirit, they do the right thing and pull this ad," said Dann. "We have offered to meet with them and that offer stands."

NSRAP has created a Facebook page, ***Smarten Up, Q104! Homophobia Is Not Funny***. NSRAP is a community and political action group advancing equality for all Nova Scotians, regardless of sexual orientation or gender identity.

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