

CELEBRATING



YEARS OF FORTITUDE



PRESS / MEDIA COVERAGE FINAL REPORT

PREPARED BY

JEREMY M. HELFGOT
J.M. HELFGOT COMMUNICATIONS

J.M. HELFGOT

COMMUNICATIONS

Introduction4

Preview Coverage6

Print7

COVID-19 & Community Concerns8

Radio (On-Air and Online)9

Television10

Day-Of Coverage12

Student Journalism13

Special Coverage14

Documentary Projects15

Post-Event Coverage16

Rebranding Launch17

Selected Links To Online Coverage18

For Additional Information / Contact19

2021 was an historic year for the Phoenix Pride Festival and Parade.

Not only did it mark the occasion of the 40th anniversary of the first Pride March in Phoenix, but it also marked the events' return from a two-and-a-half year pandemic-induced hiatus.

Indeed, heading into the 2021 Pride weekend, we didn't know what to expect. While everyone was optimistic, I think that many of the stakeholders involved harbored secret anxieties over whether or not the community was ready to return to events of this scale.

We found out, beyond a doubt, that those concerns were unwarranted.

Indeed, this year's Festival broke records, in both attendance and revenue. But beyond the numbers, there was a palpable air of relief, an undercurrent of emotional overload. So many in the community had waited so long for this moment.

2021 proved beyond question what we already knew: There is much more to Pride than the party.

Throughout the year of the pandemic, I emphasized that message in my interactions with the media. I continuously drove home the point that the absence of Pride could not be compared to the cancellation of a typical music festival or social event. For so many in the community we serve, the absence of Pride means the absence of self.

In preparing a media message for this year's Pride Weekend, I aimed to strike a balance between promoting the events, themselves — the entertainment, the celebration, the significance of the 40th

anniversary — and sharing the broader themes of returning from isolation, and the critical relevance to the LGBTQ+ community of having a safe space to be together and to feel entirely comfortable with expressing their own identity, even if they are unable to for the rest of the year.

I believe that objective was achieved.

And, as you will see in the following pages, not only was the message on target, it was spread far and wide. I can only describe the level of media coverage of this year's events as one of "saturation." We were featured on every local news station, most of them multiple times spanning multiple days, and we received print coverage beyond what I could have hoped for, as well as radio and internet features.

I am extremely proud of both the quantity and quality of media coverage generated for the 40th Festival and Parade, and I hope that you will enjoy reliving the weekend through some of the coverage I will share in this report.

It remains one of the honors of my career to represent Phoenix Pride, and I strive always to do so with the reverence and care that are due, for an organization that does so many good things for so many good people.

HAPPY PRIDE!

Respectfully,



Jeremy M. Helfgot
J.M. Helfgot Communications



THE LONG ROAD TO 2021

The two-and-a-half year gap between the 39th and 40th Phoenix Pride Festivals created an unprecedented gap in the organization’s major events and myriad challenges to maintaining awareness of multiple date changes as well as changes to talent lineups and other elements. As a result, we acted aggressively to keep the media, and in turn the public, aware of the postponements and other changes that occurred.

Throughout 2020 and the first three quarters of 2021, we maintained a solid media presence in the Metro Phoenix market.

In addition to keeping people informed of the changes to the festival dates and lineups, we further communicated the core message of importance to the community that the Pride Festival represents and the impact being felt by its absence, especially among those in the community who live for the two days of Pride when they can fully embrace their own identity.

Coverage included repeated stories in the Arizona Republic (both print and online), and coverage on most of the major in-market local TV news outlets, as well as on local news radio.



Participants from Allstate march during last year's Phoenix Pride Parade.

PHOTOGRAPH BY MICHAEL CHON/THE REPUBLIC

Phoenix Pride moving ahead with fest, parade in spite of coronavirus

Mike Cruz
Arizona Republic
USA TODAY NETWORK

Phoenix Pride is moving forward with its 40th annual festival next month with additional precautions for the new coronavirus, the group said in a statement earlier this week.

"We know there have been concerns about holding the Phoenix Pride Festival and Parade at this time, due to the possible spread of the COVID-19 coronavirus," according to the statement.

"Phoenix Pride remains committed to providing our audience with an exciting and safe celebration of the unique spirit of the LGBTQ+ and allied communities, and we are working closely on a daily basis with local, state and federal agencies to plan for a safe event."

The statement does not detail what the additional precautions are.

Phoenix Pride decided to hold the festival and parade as planned after consulting with its partners at the city of Phoenix and in the public health sector, the statement reported.

The safety of guests, sponsors, volunteers and community is "paramount to our mission," and Phoenix Pride will remain vigilant and advised of ongoing developments regarding the risks and spread of COVID-19.

The organization will monitor the virus' daily developments and "is fully committed to instituting additional steps to help safeguard the health and safety of our guests and participants as needed."

We look forward to celebrating our 40th anniversary events safely and with all of the spirit, excitement, fun and diversity that are the hallmarks of Phoenix Pride and the communities we serve," according to the statement.

The festival is scheduled from noon to 9 p.m. April 4-5 at Steele Indian School Park, near Indian School Road and Central Avenue.

A key part of the festival, the annual parade, is scheduled at 10 a.m. April 5 beginning at Third Street and Thomas Road and then traveling north on Third to Indian School.



WEEKEND "THINGS TO DO" SECTION FRONT PAGE
November 4, 2021

The Arizona Republic featured the return of the Phoenix Pride Festival and Parade on the front page of its weekend "Things To Do" section on the Thursday before Pride Weekend. The piece, which highlighted both details of the weekend and some of the history of the festival and parade, included a large-format graphic banner and multiple photos from past events.



EDITORIAL BY PRIDE LEADERSHIP
November 2, 2021

On the Tuesday before Pride Weekend, the Republic published an editorial, in print and online, by Phoenix Pride Board of Directors President and Vice President Landen Smith and Ryan Starzyk and Executive Director Mike Fornelli, heralding the return of Pride to Phoenix and the importance of that return for our community.



OUTVOICES AND COMMUNITY COMMENTS:
PROMPTING A RESPONSE ON COVID-19 ISSUES

October 18, 2021

In early October, we were contacted by the editorial staff at OUTvoices Magazine regarding concerns that had been raised to them over holding a large-scale event like the festival in light of the ongoing threat of COVID-19. They shared with us a lengthy letter to the editor they had received accusing Phoenix Pride of being cavalier about public health and showing negligent disregard for the community. The letter completely ignored the painstaking processes and agonizing conversations that the organization’s staff, board and volunteer leadership had been having about COVID-19 protocols and considerations since the outbreak first began.

As a result, we went back to OUTvoices with a thorough review of our reasoning for holding the festival and parade at this time, the precautions we would be taking to conform to current CDC guidelines for events of this nature, and highlighting the balance between the need for physical health and safety and the need to hold these events for the sake of our community’s mental health.

In the end, OUTvoices chose not to publish the letter they received, opting to run only Phoenix Pride’s statement on the matter.




Phoenix Pride announces health protocols for 40th Pride Festival and Parade

Published: October 18, 2021 by: Phoenix Pride Last Modified: October 18, 2021 This site generates income via ads

After a significant hiatus due to the coronavirus pandemic, Phoenix Pride is back! To that extent, we invited the organization to tell us how they will be addressing safety for all who attend this fabulous event!

Phoenix Pride is committed to putting the safety, security and wellbeing of our entire community above all other priorities.


As an organization, we have continued to closely monitor the global situation around COVID-19 transmission, and our staff and board of directors have been in regular touch with each other and with our partners in public health and public safety, at all levels, to inform our decision making regarding plans, policies and procedures with regard to COVID considerations.




Top Stories Listen Live Podcasts Contacts Menu

Phoenix Pride festival returns in November after more than 2 years of pandemic-related delays

Oct 11, 2021, 4:15 AM | Updated: Oct 12, 2021, 2:51 pm




People take part in the Christopher Street Day the CSD is "Save our Community - save our Ph



Top Stories Listen Live Podcasts Contacts Menu

Upcoming Phoenix Pride Festival adds Grammy winner to lineup

Oct 26, 2021, 3:55 AM | Updated: 7:37 am



Kandy Ho, left, and Mya have joined the lineup for the 2021 Phoenix Pride Festival at Steele Indian School Park on Nov. 6-7. (Photos via Phoenix Pride)

BY KTAR.COM

PHOENIX — After more than two Phoenix Pride festival and parade

The festival which celebrates pec place at Steele-Indian School Par days.

Meanwhile, the parade will be hel Phoenix, moving north from Thor

Phoenix Pride Announces In-Person Events In Celebration Of Pride Month

By Jimmy Jenkins
Published: Tuesday, June 1, 2021 - 4:52pm
Updated: Tuesday, June 1, 2021 - 6:20pm

Phoenix Pride has [announced a lineup of events](#) to celebrate Pride month in June.

Phoenix Mayor Kate Gallego kicked off the observances by issuing a proclamation on Tuesday recognizing Pride Month and raising the LGBTQ Pride and Transgender Pride flags at City Hall.

The Phoenix Rising Football Club and Arizona Diamondbacks announced Pride Nights in the coming weeks that will celebrate and raise money for LGBTQ community organizations.

Phoenix Pride spokesperson Jeremy Helfgot says the events give people the opportunity to live as their authentic selves.

"They look forward to those Pride events when they can be comfortable and true to their identity and have a safe space in which to do it," he said.

A Phoenix Pride Festival at Steele Indian School Park and the 40th-annual Phoenix Pride Parade have been scheduled for November.



ARIZONA HORIZON (PBS)

November 3, 2021

Arizona Horizon, appearing weeknights on KAET-TV Ch. 8, the Phoenix area's local PBS station, is one of the longest-running and most respected news and public affairs programs on television in Arizona.

Hosted by Emmy-winning journalist Ted Simons, the show explores issues and events relevant to Arizonans, covering a broad range of topics.

We were pleased to be featured on Horizon in June of 2020, when the U.S. Supreme Court ruled in favor of workplace protections based on sexual orientation, gender identity and gender expression. And we were thrilled to join them again the night before the parade and festival started, to preview the weekend's events as well as talk about policy issues facing our community and the tremendous buying power we encompass and its importance to local businesses who wish to engage with us.



OTHER TV HIGHLIGHTS

KNXV-TV News Ch. 15 (ABC)

November 3, 2021



On Wednesday morning, November 3, ABC 15's Nick Ciletti joined us live on air at the VIP Experience to preview the weekend's festivities and to highlight the ABC 15 News team's participation in the Phoenix Pride Parade for the first time ever.

KTVK-TV News Ch. 3 (Arizona's Family)

November 5, 2021



Arizona's Family weather reporter Ian Schwartz joined us live on the Festival Main Stage on Friday morning to talk about the return of the parade and festival and to promote the Arizona's Family News team's first time ever participation in the parade.

Cox "YurView" Main Street Living

October 22, 2021



Main Street Living is a weekly syndicated television program airing on Cox Communications' YurView channel.

An 8-minute-long segment previewing the 40th Phoenix Pride Festival and Parade aired throughout the week of October 22nd, across the Phoenix market and beyond.

SAME-DAY COVERAGE OF THE 40TH PHOENIX PRIDE FESTIVAL AND PARADE

November 6 & 7, 2021

Coverage of the 40th Phoenix Pride Festival and Parade was far and wide throughout the major media outlets in the Metro Phoenix area.

On Saturday morning, nearly every local TV news station, as well as the Arizona Republic, was on-site to cover the parade, and many of them returned at other points throughout the weekend to cover the festival. Channel 3 was live at the parade for two full segments, and they included coverage of their news team's participation in the parade. In addition, ABC 15 had a photographer/reporter at the parade to film their contingent, who also put together a package on the parade and festival that aired throughout the weekend. The Arizona Republic also had two photographers out covering the parade as well as the festival on Saturday. Coverage ran in print in Monday's edition, and additional photographs were published in a dedicated gallery on AZCentral.com.

KPNX-TV Ch. 12 (NBC) and FOX 10 also had photographers and reporters at the festival on Saturday, and both stations aired their coverage. On Sunday, Univision, Telemundo and KPNX-TV Ch. 12 (NBC) all sent reporters to cover the final day of the festival, and all three outlets aired their respective stories that day.

In all, the on-site coverage of the events was extensive and comprehensive.



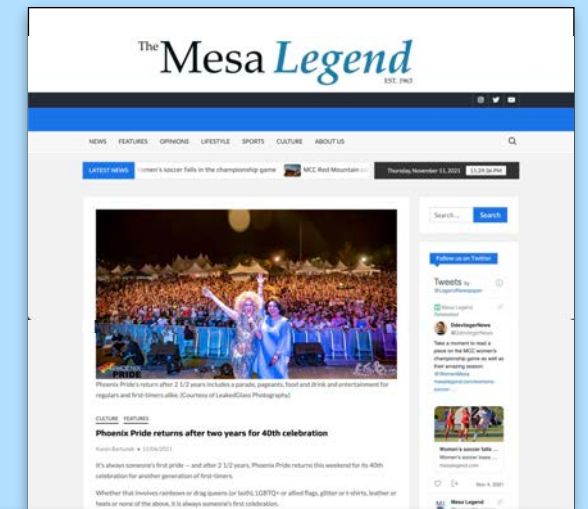
PHOENIX PRIDE IS A STUDENT-MEDIA FRIENDLY ORGANIZATION

One of the critical goals of Phoenix Pride is to foster inclusion, and that belief drives the organization's stance toward student reporters.

Here in Phoenix, we're lucky to benefit from the presence of Arizona State University's Cronkite School of Journalism, which offers outstanding programs in print, broadcast and digital journalism; as well as active campus publications throughout the nation's largest community college system, the Maricopa Community College District, right here in Metro Phoenix.

Our goal is to support student journalists, and we interact with them on the same level we do with professional news organizations. We have developed a reputation, especially with students at the Cronkite School, for being open and friendly, and we routinely grant and arrange interviews, access to events and photo opportunities for student journalists.

Not only does this help us reach the valuable student market, it offers opportunities for LGBTQ+ students and straight allies studying journalism to cover the community, and offers opportunities to introduce students new to the LGBTQ+ community to Phoenix Pride, its mission and the good it does for our local communities.



FOX 10 NEWS: PHOENIX CONCERT PROMOTERS EMPHASIZE SAFETY PROTOCOLS

November 6, 2021

As part of their followup reporting on the tragedy at the Astroworld Festival in Houston on Friday, November 5, FOX 10 News asked if we would speak on-camera regarding safety protocols for the Pride Festival.

While, of course, we would not divulge specific information regarding Phoenix Pride's safety and security plans, we welcomed the opportunity to highlight the priority we place on safety and security at our events and to emphasize our partnerships at all critical levels to ensure that everyone who attends the festival and parade are safe and secure at all times.

We gave a similar interview to a reporter for KPNX-TV Ch. 12 (NBC) News on Saturday, as well.

FOX 10

NewsWeatherLive VideoWebcamsSeen on TVContestsMore

f

t

l

e

Phoenix concert promoters emphasize safety protocols after Astroworld Festival tragedy

By Irene Snyder | Published November 6, 2021 8:40PM | Updated 9:19PM | Crime and Public Safety | FOX 10 Phoenix

Phoenix concert promoters emphasize safety protocols after Astroworld Festival tragedy

After the tragedy at Travis Scott's Astroworld Festival in Houston, Phoenix concert promoters are emphasizing safety as a top priority at concerts and events.

PHOENIX - The [Phoenix](#) area has many venues for concerts, both big and small, including a concert happening Saturday night for pride week.

9:03 78°

JEREMY HELFGOT
ORGANIZER, PHOENIX PRIDE FESTIVAL

DOCUMENTARIES FILMED AT PHOENIX PRIDE 2021

During the course of the week leading up to Pride Weekend, as well as during the parade and festival, several documentary crews were on hand capturing footage for their various projects.

Among the media outlets represented in these projects are OUTtv/Peacock and ABC/Hulu. While these projects will not be released until later dates, both will highlight the 40th Phoenix Pride Festival and Parade and will serve to both promote our future events and act as time capsules for the especially meaningful events that marked our 2021 Pride Weekend.

Peacock / OUTtv: PRIDE

Documentarian Mark Kenneth Woods joined us here in Phoenix to chronicle both the current state and the history of Pride in Phoenix. Mark conducted interviews with representatives of Phoenix Pride as well as other notable local LGBTQ+ community personalities and filmed on-site at the 40th Phoenix Pride Festival and Parade. The episode is scheduled to air as part of the next season of the series from OUTtv and available via Peacock.



ABC / Hulu

Just before the festival began, we were contacted by a crew filming a documentary following a lesbian couple with ties to Neon Trees. The couple made plans to see the band at Phoenix Pride, and we helped coordinate an on-camera reunion between the couple and the members of the band. The couple were also documented attending the parade and at various points around the festival, for the project that is slated to air next June in conjunction with Pride Month 2022.

Post-Event Coverage

COVERAGE CONTINUED INTO THE WEEK OF NOVEMBER 8TH

November 8, 2021

In addition to the coverage of the festival and parade generated throughout the weekend, post-event coverage continued with follow-up pieces and an array of print and digital photo galleries spanning multiple outlets. While less significant to promoting this year's events, as they have already passed, this exposure already begins to generate hype for next year's events, as well as promoting interest for those who may have missed out on the year's events and will realize what they missed, inspiring future attendance.



Phoenix Pride Rebranding Launch

PHOENIX PRIDE UNVEILS NEW LOGO, BRANDING CAMPAIGN AT 40TH FESTIVAL

November 7, 2021

On Sunday, November 7, Phoenix Pride made one of the most significant announcements in the organization's recent history, as Executive Director Mike Fornelli and members of the board of directors revealed the organization's brand new logo and branding campaign.

Developed in cooperation with Phoenix-based marketing agency WHYFOR, the new logo and branding concept are the results of many months of work, including soliciting input from Phoenix Pride's stakeholders at every level, as well as gathering feedback from the community at large.

Just after the new elements were revealed, we announced them to the world through the local media from right on-site at the festival.

Look for the new logo and branding campaign to continue rolling out over the coming months and to be fully integrated into all of the organization's materials by early 2022.

FOR IMMEDIATE RELEASE
November 7, 2021

PHOENIX PRIDE REVEALS NEW LOGO, BRANDING CAMPAIGN IN CONJUNCTION WITH 40TH FESTIVAL

New identity: "We S.E.E. You" encompasses Phoenix Pride's mission to "Support. Engage. Empower."

PHOENIX — Today, during its 40th festival, the organization unveiled a new branding campaign, a revamp of its logo and a new branding campaign, marking a new chapter in its history and its eye to the future.

The new logo (displayed above) was the result of a months-long process that engaged a broad range of community, professional and volunteer leadership, and community partners and community members.

- more -

Mailing Address:
P.O. Box 16847
Phoenix, AZ 85011
Office (602) 27-PRIDE

www.phoenixpride.org

Physical Address:
1430 North 5th Street
Phoenix, AZ 85004
Fax (480) 247-4899

Following are links/URLs for selected items included in this report. This list is by no means comprehensive, and in fact, barely scratches the surface of the coverage generated by the 40th Phoenix Pride Festival and Parade. The page number within this report on which each item is mentioned, is included for your reference.

Page	Item	Link
7	Arizona Republic - Things To Do Nov. 2, 2021	https://www.azcentral.com/story/entertainment/events/2021/11/02/phoenix-pride-festival-parade-guide/6181832001/
7	Arizona Republic - Opinions Nov. 2, 2021	https://www.azcentral.com/story/opinion/op-ed/2021/11/02/phoenix-pride-isnt-just-coming-out-its-also-coming-back/6239803001/
8	OUTvoices Oct. 18, 2021	https://phoenix.outvoices.us/phoenix-pride-health-protocols-for-40th-pride-festival-and-parade/
10	Arizona Horizon (PBS) Nov. 5, 2021	https://azpbs.org/horizon/2021/11/phoenix-pride-festival-celebrates-40th-anniversary/
11	Ch. 15 News (ABC) Nov. 3, 2021	https://www.abc15.com/entertainment/events/phoenix-pride-festival-and-parade-this-weekend
11	Ch. 3 News (AZ's Family) Nov. 5, 2021	https://www.azfamily.com/video/phoenix-pride-festival-returns-this-weekend/video_def5d0ec-41f3-5068-8ccf-e52aa052b8b5.html
11	Cox TV's YurView "Main St. Living" October 22, 2021	https://www.youtube.com/watch?v=yiUqJwbBzWw
12	Ch. 12 News (NBC) Nov. 7, 2021	https://www.12news.com/article/news/local/valley/thousands-celebrate-final-day-of-40th-phoenix-pride-festival/75-118b0a39-8158-4733-813e-08b2cfde0f59
12	Ch. 33 Noticias (Univision) Nov. 7, 2021	https://www.univision.com/local/arizona-ktvw/cientos-de-personas-celebraron-la-igualdad-y-la-diversidad-en-el-desfile-phoenix-pride-video
12	Ch. 3 News (AZ's Family) Nov. 6, 2021	https://www.azfamily.com/video/preview-of-phoenix-pride-festival/video_20b00ec0-b4f9-5c85-b221-b39ef332e565.html
12	91.5 FM KJZZ News (NPR) Nov. 7, 2021	https://kjzz.org/content/1731260/phoenix-pride-celebrates-40th-anniversary-first-festival-2019
13	Cronkite News (PBS) Nov. 5, 2021	https://cronkitenews.azpbs.org/2021/11/05/phoenix-pride-back-in-person-after-covid-hiatus/
14	Ch. 10 News (Fox) Nov. 6, 2021	https://www.fox10phoenix.com/news/phoenix-concert-promoters-emphasize-safety-protocols-after-astroworld-festival-tragedy
16	Arizona Republic/AzCentral.com Nov. 8, 2021	https://www.azcentral.com/picture-gallery/entertainment/events/2021/11/06/phoenix-pride-festival-parade-2021-photos/6183963001/
17	Media Release - New Logo/Brand Reveal Nov. 7, 2021	http://pride.jmhelfgot.com/rebrand.pdf

For additional information, please contact:

Jeremy M. Helfgot
J.M. Helfgot Communications

6635 West Happy Valley Road • Suite A104-127
Phoenix, Arizona 85310

Office Phone: (623) 252-5642
Mobile Phone: (310) 413-3360

Email: jm@helfgot.com

World Wide Web:
www.JMHelfgot.com



J.M. HELFGOT
COMMUNICATIONS

www.JMHELFGOT.com



phxPRIDE

Support. Engage. Empower.

www.PhoenixPride.org