

GOING FOR A KNOCKOUT

How homosexual activists are using corporate power



J. Matt "Bam-Bam" Barber

By Robert Knight

When J. Matt "Bam-Bam" Barber hung up his gloves on January 5, 2003, the undefeated heavyweight boxer from Illinois figured he was through fighting. Even though he'd won his last fight, he had also fractured his larynx and spent three nights in Intensive Care.

Settling into a job with Allstate Insurance, the husband and father of three concentrated on his career. Little did he know that he had left one boxing ring behind only to enter another. This time, it cost him his job.

Barber, 36, who has graduate degrees in law and public policy, is one of a growing number of Christians who are finding that the corporate world has become a minefield of political correctness.

America's companies are under increasing pressure to promote homosexuality and to punish employees who object. California state law even requires companies that do business with the state government to subsidize homosexual relationships. For Bible-believing Christians and Orthodox Jews, this means being forced to choose between God and Caesar.

Beginning of the End

In Barber's case, the beginning of the end of

his job with Allstate in Northbrook, Illinois, occurred on December 12, 2004, when a conservative Web site published a well-documented article he wrote about homosexual activism.

Following a "customer" complaint by the homosexual pressure group Human Rights Campaign, Barber was called to meet with two Allstate human resources officials, who, as he describes it, "slapped down" a printed copy of

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the column and asked if he had written it. Barber confirmed that he had written the piece on his own time, on his own computer and in his own home. The article identified him, among other things, as an Allstate employee.

Allstate's human resources assistant vice president told Barber that his article "did not reflect Allstate's view." Barber was suspended without pay and immediately escorted off company grounds. Two days later, Barber, who had worked for Allstate for five years, was fired.

While Barber says he is the victim of a

“diversity” policy run amok, Allstate spokesman Mike Trevino told *Family Voice*: “I can tell you that no employee has ever been terminated from Allstate for expressing his personal beliefs on his own time and on his own equipment.” Trevino said Barber’s firing “had nothing to do with content.”

However, an investigation initiated March 8, 2005, by the Illinois Department of Employment Security concluded that Barber was fired solely over the article, not for misuse of company computers. Barber has since found temporary employment as a campaign coordinator with Republican Illinois gubernatorial candidate Jim Oberweis.

“They [Allstate] concocted the computer story later to cover their tracks,” Barber said. “When I was fired, no mention was made of the company computer. Even if I had written it on the company laptop, which I didn’t, it would not have been an offense. Company policy says that laptops, especially for people like me who travel 70 percent of the time, may be used for personal business if it doesn’t interfere with the job or conflict with the company’s business, such as if I set up a competing company. Also, if there is a problem, there is a standard protocol, which includes a first warning, then a second warning of JJJ, which means ‘job in jeopardy.’ They didn’t do that with me. I was suspended immediately, then fired two days later.”

With help from the Christian Law Association and David Gibbs III, who represented Terri Schiavo’s family in her final weeks of life, Barber sued in federal court and reached a settlement with Allstate in late January.

Diversity Run Amok

Barber says he’s not unique. “This is just illustrative of what’s happening around the country in corporate America,” he told *Family Voice*. “Allstate has ‘diversity’ training that is nothing short of homosexual indoctrination. They make it clear that if you don’t accept it as normal, you’re a homophobic bigot.”



Matt Barber is just one of many Christians who have run afoul of company policies that promote homosexuality.

Indeed, Allstate has not been shy about supporting homosexual activism. According to a documented list compiled by the American Family Association, Allstate:

- gave \$10,000 to the Gay & Lesbian Alliance Against Defamation (GLAAD), a homosexual organization that promotes homosexual marriage;
- supports homosexual Web sites with advertising dollars;
- gave \$5,000 to the Indiana University office of Gay, Lesbian, Bisexual, Transgender Student Support Services;
- gave \$15,000 to the Gay & Lesbian Center in Los Angeles.

Elizabeth Birch, former president of the

Human Rights Campaign (HRC), the largest homosexual pressure group, said in 2004 that corporations have become “the driving engine” of “gay” activism.

The HRC Web site’s National Corporate Sponsors page has this introduction:

“The support from corporate America to the gay, lesbian, bisexual and transgender community is directly tied to HRC’s overall success. Please show your loyalty and support by directing your friends/family to our

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National Corporate Sponsors, listed below.”

The list includes: Volvo, IBM, Citigroup, Chase Home Finance, Prudential Financial, Mitchell Gold and Bob Williams Furniture, Olivia travel, Hotels.com, American Airlines, Washington Mutual, Showtime, *Advocate* and *Out* magazines, Canada Tourism Commission, Nike, Deloitte tax consultants, Replacements Ltd. (“one of the largest private gay-owned companies in America”), and Shell Oil.

Other companies that consistently promote the homosexual agenda, including “gay”-themed ads and/or support for “gay” political pressure groups, include Kodak, Subaru, Saab, Ford Motor Company, General Motors, the Hartford Insurance Company, Starbucks, Avis, Ben & Jerry’s, virtually every motion picture company, including the Walt Disney Company and Paramount, beer companies Budweiser, Miller, Molson/Coors, and many liquor companies such as Absolut Vodka and Seagram’s.

A powerful illustration of homosexual activists’ power came in December 2005. The American Family Association (AFA) had begun to boycott Ford Motor Company on May 31 of that year for funding homosexual groups and

for advertising high-end Ford vehicles like Jaguar and Volvo in homosexual-themed magazines. After only a week, Ford dealers promised that they would ask the company to stop, so AFA President Donald Wildmon called off the boycott. Ford then agreed in writing to stop promoting homosexuality, except for general-themed Volvo ads in homosexual magazines.

But in December, after meeting with seven homosexual-activist groups, Ford announced that it would not only advertise in seven “gay” magazines but would increase their ads. Despite financial woes, including seeing its stock being reduced to junk status, and planning massive layoffs, Ford decided to side with homosexual activists and risk offending millions of pro-family Americans.

AFA sent Ford a letter signed by 40 pro-family leaders, including CWA Chairman Beverly LaHaye, asking the company to rethink its policy. On January 19, Ford sent a letter, but it “didn’t address any of our concerns,” AFA Chairman Don Wildmon told *Family Voice*. He added that he agreed to meet on February 6 with several large Ford dealers. “Everything is in the open now,” Wildmon said. “We tried playing nice guy (and meeting privately) and it didn’t work. There will be a boycott. It’s a matter of when, not if.” [Note: Although CWA publicizes boycotts, we do not participate in them.]

Since 2002, HRC has published a Corporate Equity Index that rates companies on their pro-homosexual policies. With 750 companies surveyed, the number of companies scoring a perfect 100 rose from 56 in 2004 to 101 in 2005, an 80 percent gain. It’s important to keep in mind, however, that, although many of these companies are in the Fortune 500, America has several million companies, most of which do not have pro-homosexual policies.

A few surprise additions to the 100-rating club are General Mills cereals, Sears, Pepsico, Walgreen’s, Toyota and Kraft Foods. In fact, Kraft has even donated \$25,000 to the “Gay Games,” an Olympic-like athletics competition

slated for July 2006 in Chicago.

According to HRC, “The most significant policy gain in 2005 was the addition of ‘gender identity or expression’ in corporate nondiscrimination policies.” This means companies are putting cross-dressing, transgenderism and transsexualism on the same level as race and ethnicity. HRC will award points to companies in 2006 that pay for sex-change-related operations and hormone injections.

A Revolution Within

Homosexual activists who target companies promote a series of demands:

- 1) official recognition of a homosexual employees group;
- 2) adding “sexual orientation” to the company’s nondiscrimination code;
- 3) including “sexual orientation” in diversity workshops and materials;
- 4) inviting homosexual speakers who liken “sexual orientation” to race and ethnicity, and disparage traditional morality as a form of bigotry;
- 5) creating health and other traditional spousal benefits for domestic partners;
- 6) displaying “gay”-friendly indicators, such as upside-down pink triangles in cubicles and offices that indicate a “safe” space for homosexuals;
- 7) recognizing homosexual partners as identical to married partners, including equal access at company picnics and fitness centers;
- 8) creating “gay pride” days and weeks, with company support;
- 9) company floats with corporate logos in “gay pride” parades;
- 10) company funding of outside homosexual activist groups, such as the Human Rights Campaign and the Gay and Lesbian Alliance Against Defamation;
- 11) forbidding references to one’s spouse as *husband* or *wife* in favor of more “inclusive”

terms such as *partner* or *significant other*;

- 12) having company employees press lawmakers for “gay rights” laws, such as the proposed federal “hate crime” bill;
- 13) punishing employees who object to open acts of homosexuality, such as kissing in front of other employees, or the company’s support for homosexual activism.

Matt Barber is just one of many Christians who have run afoul of company policies that promote homosexuality. At Sandia National Laboratories in Albuquerque, New Mexico, for example, Christian employees were told that they could not use the company bulletin board and were forced to remove posters and screen-savers that contained any religious content. Even family pictures were forbidden after homosexuals complained that they found it “offensive” to see photos of traditional families.

What To Do

Many of the largest corporations in America have bought into the homosexual agenda, and are punishing Christian, Orthodox Jewish and other employees for their beliefs.

Americans should decline to support companies that are assisting this discriminatory system, and should work to roll back such policies.

Barber told *Family Voice* that he is unbowed: “If people of faith will stand up in the workplace together against corporate homosexual indoctrination,” he said, “companies may eventually return to a position of neutrality on this highly polarizing issue.”

Robert Knight is Director of CWA’s Culture & Family Institute. For a detailed look at this topic, see the CFI Special Report The Corporate Curtain at <http://www.cwfa.org/articles/9808/CFI/papers/index.htm>, or call 1-800-323-2200 to request your copy. ■