Note: images not final, not all images included

PROMO: A History of LGBTQ+ Privacy Rights in Missouri

What is PROMO?
PROMO is an advocacy nonprofit that lobbies for LGBTQ+ civil rights in Missouri.
Image: https://mohistory.org/collections/item/A0893-00003
Image: current logo

Where did they come from?
- Founded in 1986
- Based in St. Louis
- Organized in response to “Bowers v. Hardwick”
- “Bowers v Hardwick” affected the privacy rights of gay and lesbian people on a national scale
- The Missouri Supreme Court used “Bowers v Hardwick” to support the state Sexual Misconduct Law and targeted the legal rights of the gay and lesbian population
- PROMO’s goal was to protect privacy rights for the LGBTQ+ community
- Loss of privacy can mean a loss of LGBTQ+ civil rights such as housing, education, and employment
- In 1989, PROMO hosted a National Day of Mourning Rally in memoriam of privacy rights for LGBTQ+ people

Image: https://app.box.com/file/2289543628193

Lobbying
PROMO lobbies in Jefferson City for the legal rights of LGBTQ+ Missourians. They form campaigns to overturn bills that discriminate against the rights of the LGBTQ+ community.
Image: https://mohistory.org/collections/item/A3214-00003

Community Building
PROMO works to create safe community spaces for LGBTQ+ people. Their benefits have focused on defending the LBGTQ+ community against isolation, while also raising money for political campaigns.

Education
PROMO develops educational resources that combat misinformation. They pull together information about complicated political efforts and present it in a way that makes activism accessible and safe for everyone.

Youth Activism

PROMO has always been active in the rights of LGBTQ+ minors. They recognize that young LBGTQ+ people need a protected place to thrive and have worked to carve out spaces that provide safety.

Founders
When the Missouri Supreme Court decided to support the state Sexual Misconduct Law and target the gay and lesbian population, St. Louis attorney Arlene Zarembka was asked her opinion during a televised interview. She said that the "Bowers v. Hardwick" case in Georgia had shown her that the courts were a "waste of time" and that "people should take to the streets."

PACE, or "People Aligned for Change and Equality," was formed after local LGBTQ+ people began contacting Arlene for options. It was difficult to decide on a focus for the group. PACE folded after six months of meetings. Members Zulemya Tang-Martinez, Arthur and Mirian Wirth, Connie Sanders, Chris Crosley, Cathy Burack, and Terrie Liberman reformed the organization as PREP, or the "Privacy Rights Educational Project." PREP did not hold a formal meeting until July 1987.

Zulemya, Terrie, and Arlene brainstormed options for gaining more membership interest and decided on an educational Privacy Rights Forum. They managed to gain some traction since the forum coincided with the 1987 March on Washington, an event where gay, lesbian, bisexuals, and their allies marched for civil rights.

Connie Sanders and Chris Crosley printed educational resources about privacy issues that were handed out on the bus to the March on Washington. PREP was able to grow their mailing list and members gathered for a meeting after the march at the University City Library in St. Louis.

Image: pictures of Arlene and Zulemya
Image: Current Board of Directors

Founding of PACE: A Focus on Privacy Rights

June 1986: "Bowers v. Hardwick"
-PACE, or "People Aligned for Change and Equality," was founded in St. Louis in response to government privacy invasion in LGBTQ+ communities
-Court case "Bowers v. Hardwick" defined a lack of privacy due to sodomy law in the United States
-Sodomy law: oral and anal sex were declared illegal, even in private settings
-Sodomy law targeted gay and lesbian populations
- Missouri's Sexual Misconduct Law directly affected the St. Louis LGBTQ+ community in "State v. Walsh"
Image: https://app.box.com/file/2289551163602

Image: Newspaper clipping about State v. Walsh

Picking Up PACE

PACE only lasted 6 months before meetings stalled. It was reformed as PREP, or the "Privacy Rights Education Project."
Potential image: PREP logo

In July 1987, after PREP meetings began to stall again, member Zulemya Tang-Martinez held an emergency meeting in her home. Only Terrie Liberman, Arlene Zerembka, and Zulemya were in attendance. They decided to hold an educational forum on privacy rights to drum up attention.

In September 1987, the privacy rights forum took place at Washington University in St. Louis. They spoke on reproductive freedom, HIV/AIDS privacy, and drug testing. A coffee can was passed around and PREP was able to open a bank account with $51.33 in donations.
Image: https://mohistory.org/collections/item/A1519-00004

June 28, 1989: National Day of Mourning

PREP organized a rally on the steps of the old St. Louis Courthouse. This rally was dubbed "The National Day of Mourning" in response to the loss of privacy rights in 1986.
Image: https://mohistory.org/collections/item/A1519-00002
Image: https://mohistory.org/collections/item/A1519-00001

The purpose of the rally was to build a campaign to repeal Missouri's Sexual Misconduct Law. Arlene Zerembka spoke at the rally about plans for collecting signatures to present at a lobby day in Jefferson City.
Image: https://mohistory.org/collections/item/A1519-00003

PREP: "Public About Privacy"
Visual: Timeline with arrows

1987: Going Public
In 1987, PACE became PREP, or the "Privacy Rights Education Project." The organization that would become PROMO was finding its voice. It was decided that a logo should be drawn up for a media campaign. This logo of a person shouting represented their tagline, which was "public about privacy."
Image: https://mohistory.org/collections/item/2022-038-0003

State Your Purpose
In order to advocate for privacy rights, PREP needed to communicate what their focus was. They developed a broad statement of purpose that was narrowed down to a few sentences by their 10th anniversary in 1996.
Image: https://app.box.com/file/2289593180946
Image: https://mohistory.org/collections/item/A1422-00500

2001: Never Fear, PROMO is Here!
In 2001, PREP became PROMO. Their tagline beneath the logo was "for the Personal Rights of Missourians," but the word "PROMO" was meant to stand alone as a "forward thinking" symbol. By 2006, the tagline was dropped.
Image: https://app.box.com/file/2319070215916

2000s logo: https://app.box.com/file/2274574041489
2004 Ad: https://app.box.com/file/2319069993319
2010s logo: find image
Current logo

Making Media Work for You
After the 1987 March on Washington, a meeting was held by PREP in the University City Library. Following the meeting, Michael Slawin began to work on PREP's public image. His focus was on PREP's media presence in the newspapers. Later, he would help to develop many of the flyers mailed out to members of PREP.

Michael Slawin met with the St. Louis Post Dispatch about their coverage of the 1987 March on Washington. He spoke with them about using the words "gay" and "lesbian," rather than "homosexual," when reporting on LGBTQ+ events.
Image: find image

Privacy Rights Out Loud

1987: March on Washington
The 1987 March on Washington was a nationally recognized march for gay, lesbian, and bisexual rights in Washington DC. It helped to build interest around the work of PREP. PREP's first experience with handing out informational brochures and packets on privacy rights was on the bus to the march. These were created by Connie Sanders and Chris Crosley. In this booklet, they listed all the underrepresented communities that could have their civil rights affected by a loss of privacy rights.
Image: https://app.box.com/file/2274819027831

PREP was concerned with the effect of privacy rights on these underrepresented communities:
-people with HIV and AIDS

-women's reproductive rights
-immigrant populations
-people with disabilities
Image: https://app.box.com/file/2274817840792

Civil rights listed in "Examining Issues of Privacy Rights:"

-employment
-housing
-child custody
-education
-health care
-immigration status

All of these could be lost by minority populations if they lost their right to privacy.

1991:
Using the term "civil rights" in activism was a hot topic during this time. Civil rights for the LGBTQ+ community were considered "special rights," or not necessary. Using the term "minority" for anyone else was said to distract from the African-American civil rights movement. However, there were African-Americans involved in more than one underrepresented population, such as people with HIV and AIDS.

On Martin Luther King Jr. Day in 1991, a solidarity march was held by the St. Louis African-American community. This march argued for the importance of civil rights for other minority populations, such as the LGBTQ+ community.

In 1991, Arlene Zerembka, an active leader in PREP, sent a letter to Laura Ann Moore about how HIV and AIDS privacy was an issue that affected women. Both of them were recognized lesbian activists in St. Louis. Arlene worked to have PREP represent women's reproductive rights, as this was also a privacy concern.

Civil rights listed in "Examining Issues of Privacy Rights:"

-employment
-housing
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-health care
-immigration status

All of these could be lost by minority populations who lose their right to privacy.

PROMO's "Low Risk" Activism: A Community Effort

On January 9, 1990, PREP lobbied for the first time in Jefferson City against the Missouri Sexual Misconduct Law, which targeted the privacy rights of gay and lesbian communities.

PREP presented legislators with over 12,000 signatures and 80 endorsements against the law. Senator John Bass agreed to sponsor the Repeal Bill in the Senate after 16 PREP members crowded into his office.

During the 1990s, PREP recognized that lobbying for LGBTQ+ rights in Missouri placed people in a situation where they may lose their job or housing. To attract more members for lobbying efforts, they presented “Low Risk, No Risk” methods for activism. Many of these methods took place in members’ homes.

In 1993, Fight the Right House Meetings were developed by members of PREP as a way for members to discuss frightening topics spread by far right political groups in a safe place. Leaders of these groups were given informational packets and a video to share.

Members held private parties that also served to raise money for PREP lobbying efforts. Arlene Zarembka and Zulemya Tang-Martinez’s 10 anniversary, as well as Zulemya’s birthday in 1990, functioned as fundraising opportunities.

PREP Yearly Benefit Parties:

-a prom
-an art show
-a poetry reading
-a pool party

Hosting party benefits encouraged PREP members to gather in safe communal spaces. Lobbying required being public about issues that could affect members’ access to jobs and housing. PREP worked tirelessly to provide members with opportunities to connect with other people from the LGBTQ+ community. This proved to everyone that they were not alone and that the fight for privacy rights was worth it.

High Res

Fight the Right
https://wustl.app.box.com/s/08zmx2e7et982a4m220filxtq4vo7otl/file/2351498553414?sb=/details

Action Educational Kits
https://wustl.app.box.com/s/08zmx2e7et982a4m220filxtq4vo7otl/file/2351497518747?sb=/details

A+Z anniversary
https://wustl.app.box.com/s/yqobrnp6x30rc3d9upa6g9158g6rr5ls/file/2351495716142?sb=/details

https://mohistory.org/collections/item/A1422-00503

Baseball Flyer (benefit)
https://app.box.com/file/2289562279044

Potential Images

Signatures
https://app.box.com/file/2274841225323

https://app.box.com/file/2318649644667
Endorsement sheet

https://app.box.com/file/2318649655128
Task list

Postcard
https://app.box.com/file/2274808238147

First lobby day in Jeff City: Jan 9, 1990
https://app.box.com/file/2319048176407
Realized they needed to focus on hate crimes during 1990 lobby

House Parties (fund raising)
https://app.box.com/file/2319127220856

Benefits

Describe themselves as “grassroots”
https://app.box.com/file/2319050984581

Low Risk, No Risk Political Activism
https://app.box.com/file/2274851031892
https://app.box.com/file/2274964715766

Methods of communication over time – pamphlets, websites, etc

Building an Active Community

Throughout the 1990s and the early 2000s, PREP/PROMO shared information with members through overflowing monthly newsletters, entitled Monthly Updates or PREP Perspective. An additional newsletter called “OUTWrite” kept everyone updated twice a month.

Methods of communication were different before the era of the internet. Members signed up to receive physical updates from PREP. Supporters learned about PREP through educational pamphlets and flyers. Flyers needed to be bright and shocking to attract attention to different causes.

A notable example of 1990s informational advocacy are these business card sized packets that could be kept in a wallet. This one functions both as a guide for who to contact during mail campaigns and how to get in contact with PREP.

Why they’re organizing

In April 1990, PREP held a press conference to discuss a Missouri Senate Bill that did not include sexual orientation, gender, disability, and age as protected under hate crimes law. Hate crimes would directly affect the 1993 St. Louis Pride Parade. Police were witness to violence against LGBTQ+ people leaving the parade and did not intervene. PREP would begin actively taking record of reported hate crimes against the community.

In 1991, Colorado for Family Values argued that gay, lesbian, and bisexual people were seeking “special rights” through Colorado’s Amendment 2. Amendment 2 would have placed these populations under “protected minority status,” which made it illegal to deny them jobs and housing. Amendment 2 was not passed. This caused a response on a national level. The United States had declared that it was legal for people to discriminate against LGBTQ+ populations.

During this decade, PREP was concerned with the local Religious Freedom Restoration Act in Missouri, which allowed discrimination against LGBTQ+ communities under religious freedoms.

The Human Rights Campaign supported PREP’s efforts to build letter campaigns. They provided step by step instructions for members to get in touch with Missouri representatives about PREP’s work.

More current PREP campaigns have been built from call centers. Members still work to get in touch with individuals about their options for involvement.

Flyer
https://mohistory.org/collections/item/A1422-00253

PREP Education Fund, Inc. served as their educational program and printed informational packets.

High Res

Gay Rights are Civil Rights
https://wustl.app.box.com/s/2opyjnm5l87uifpaas5en0b6n8l3tn8x/file/2351499911743?sb=/details

Wallet Card
https://wustl.app.box.com/s/i1dhaeylx2s8unllhow25dueuin1u7xn/file/2351505753600?sb=/details
https://wustl.app.box.com/s/i1dhaeylx2s8unllhow25dueuin1u7xn/file/2351504759250?sb=/details
https://wustl.app.box.com/s/i1dhaeylx2s8unllhow25dueuin1u7xn/file/2351496265674?sb=/details

Stop the Violence (hate crimes)
https://wustl.app.box.com/s/i1dhaeylx2s8unllhow25dueuin1u7xn/file/2351505630185

Wallet Card
https://app.box.com/file/2289157660394

Mailing List Card
https://mohistory.org/collections/item/A1422-00509

Outright (1994)
https://mohistory.org/collections/item/A1422-00501

Monthly Update (1994)
https://mohistory.org/collections/item/A1422-00498

You Are Under Attack!! (no date)
https://mohistory.org/collections?page=4&text=%22privacy%20rights%20education%20project%22&images=0

Low res images of newsletters
https://app.box.com/file/2274917370758

Am I Alone?: Building a Safe Community in St. Louis

Getting a Voice Out There

PROMO's first home was in the World Community Center, originally located at 438 N. Skinker in St. Louis. Given the nickname "The Center," the old brick house functioned as a home for a large number of other activist organizations, all of which shared one kitchen. PREP relied on many of these organizations as it grew, both for social support and for office supplies.

Trinity Episcopal Church is a historic St. Louis church in the Central West End neighborhood of St. Louis. It was a safe place for St. Louis AIDs patients in the 1980s and continued to support LGBTQ+ activists, such as PREP, into the 1990s. This church hosted many meetings, such as the ACTION Caucus of 1992.

In October 1990, Arlene Zarembka presented a history of PREP's work at the Ethical Society of St. Louis. The purpose was to get members of the Ethical Society to endorse a repeal of Missouri's Sexual Misconduct Law.

We Have Power Too

The National Gay and Lesbian Task Force, now the National LGBTQ Task Force, helped PREP to revise their statement of purpose in 1987. In 2004, they held their "Creating Change" conference in St. Louis and an ad for PROMO was placed in the conference booklet. Two years later, at the 2006 conference, two interns from PROMO were given awards for their work promoting LGBTQ+ rights.

In December 1987, PREP lobbied with the ACLU to block an AIDS bill that was prefiled in Missouri's General Assembly. Though it was the first bill they had ever worked to change, they were able to pass amendments that maintained privacy for those who had been diagnosed with AIDS and were receiving treatment.

Michael Slawin, a member of PREP and head of their media outreach, recorded notes for a talk about PREP's work with ACT-UP and P-FLAG in the 1990s. ACT-UP is an international organization that still fights against the AIDS epidemic. P-FLAG, or Parents and Friends of Lesbians and Gays, provides support for families connected to LBGTQ+ individuals.

Michael included a notable statement about community:

“What I have realized over the past several years is that we have power too–we must take this power and use it to get what is rightfully ours and strengthen our own community.”

Am I Alone?

In 1992, PREP created a pamphlet through their Family Diversity Committee that gathered information about LGBTQ+ resources in St. Louis. This pamphlet included contact information for support groups. These groups provided opportunities for community support for LBGTQ+ individuals.

Could make a map with pins on each location around St. Louis

References
https://www.trinitycwe.org/lgbtqia

High Res

Action Caucus
https://wustl.app.box.com/s/08zmx2e7et982a4m220filxtq4vo7otl/file/2351506460850?sb=/details

https://app.box.com/s/08zmx2e7et982a4m220filxtq4vo7otl/file/2351497518747?sb=/details

World Community Center
https://app.box.com/notes/2321191686940

https://app.box.com/file/2289575997522

Gay and Lesbian Task Force
https://app.box.com/file/2319051923067 → helped them create statement of purpose

Growing American Youth (no date, Ethical Society)
https://app.box.com/file/2318619246856

ACTION (Gay and Lesbian Rights Human Caucus) -1992, Hate Crimes, “Speak Out”
https://app.box.com/file/2289634783122

Gay and Lesbian Task Force

https://app.box.com/file/2274596900642

Ethical Society
https://app.box.com/file/2289575997522

Resource Guide (low res)
https://app.box.com/file/2274856867167

PROMO's Youth Activism

PREP worked with the St. Louis chapter of P-FLAG, or the "Federation of Parents & Friends of Lesbians and Gays." In 1990, P-FLAG was just as concerned with the language of the Hate Crimes Statistics Bill. It did not include protection for hate crimes based on sexual orientation.

In 1995, PREP published an issue brief with Youth In Need about the needs of LGBTQ+ teens.

Kirkwood High School's Gay-Straight Alliance

On November 19, 1994, PREP's Education Fund, the Center, and Washington University in St. Louis hosted a "gay positive" forum where panels discussed homophobia in schools. Information about students from grade schools to the university level was shared.

The panels included information on:
-job discrimination
-homophobic violence
-role modeling
-censorship

One of the panelists was Dr. Franklin McCallie, the principal of Kirkwood High School. In an article from The Riverfront Times, Dr. McCallie responds to why Kirkwood High School has not yet created a "safe space" for LGBTQ+ students: "Homophobia."

In September 2001, PREP reported in their newsletter that they had lobbied in Jefferson City for the Missouri Nondiscrimination Act, or "MONA." MONA would make it illegal in Missouri to refuse jobs and housing based on sexual orientation. Twelve high schoolers and a teacher from Kirkwood High School had gone with them. By 2002, KHS had founded its Gay Straight Alliance, a safe space for young LGBTQ+ students.

High Res

Hatred is Not a Family Value
https://wustl.app.box.com/s/2opyjnm5l87uifpaas5en0b6n8l3tn8x/file/2351497223151?sb=/details

In 1995, PREP published an issue brief with Youth In Need about the needs of LGBTQ+ teens.

https://app.box.com/file/2289177198515

P-Flag
https://app.box.com/file/2289617560219

P-Flag Logo (2000s)
https://app.box.com/file/2319077848421

The Center Forum for Educators (1994)
https://app.box.com/file/2319085696745
https://app.box.com/file/2319090052264 → McCallie quote on GSA

Kirkwood GSA (connected to P-FLAG) (2002)
https://app.box.com/file/2318974499806

Youth In Need (1995)
https://app.box.com/file/2318561190433