



# **Straightforward: How to Mobilize Heterosexual Support for Gay Rights**

*Ian Ayres, Jennifer Gerarda Brown*

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What can straight people do to support gay rights? How much work or sacrifice must allies take on to do their share? Ian Ayres and Jennifer Brown--law professors, activists, husband and wife--propose practical strategies for helping straight men and women advocate for and with the gay community.

*Straightforward* advances a thesis that is at once simple and groundbreaking: to make real progress at the central flashpoints of controversy--marriage rights, employment discrimination, gays in the military, exclusion from the Boy Scouts, and religious controversies over homosexuality--straight as well as gay people need to speak up and act for equality. Ayres and Brown take aim at both the hearts and minds of the general public, focusing on strategies that can change the incentives and therefore the behavior of the recalcitrant.

The book is peppered with stories about real people and the decisions they have faced at home, in church, at work, in school, and in politics. It is also filled with creative legal and economic strategies for influencing public and corporate decision-making. For example, Ayres and Brown propose the development of a "fair employment mark" to help companies advertise inclusive employment policies. They also show how a simple pledge to vacation in states that legalize gay marriage can create powerful incentives for legislatures to amend their marriage laws.

Engagingly written and sure to spark debate, *Straightforward* promises to change the way America thinks about--and participates in--the gay rights movement.

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