

Jonathan Bailey Comes Out: Actor and Producer Launches Queer-Focused Media Company

LOS ANGELES -- Actor and activist Jonathan Bailey announced today that his nonprofit, The Shameless Fund, will launch a production company to address the lack of authentic queer representation in media. Modeled after Reese Witherspoon's Hello Sunshine project, the company will begin releasing content in spring 2026 through partnerships with major studios and streaming platforms.

The production arm will serve as an extension of The Shameless Fund's mission, "to forge a world where every LGBTQ+ person can live authentically, love freely, and thrive without the burdens of discrimination, oppression or shame." By moving into content creation, the company aims to ensure queer stories not only exist but reach mainstream audiences at scale.

Recent data from GLAAD's *Where We Are On TV* report highlights the importance of this mission. Only 468 LGBTQ characters were counted for the 2023-2024 season, and more than a third of those characters will not be returning. Across the globe, restrictive legislation and cultural shifts have sought to limit LGBTQ+ visibility, identities and acceptance. From book bans and education limits to outright censorship of queer media, the need for media that reflects acceptance, resilience and joy is more urgent than ever, and Bailey plans to deliver.

"This is about more than making TV shows or movies," Bailey said. "It's about building an identity of acceptance and possibility. We want the next generation of LGBTQ+ people to grow up seeing themselves not as offensive stereotypes or bullied rejects, but as the heroes in their own story."

Bailey earned admiration from the queer community for his performance in "Fellow Travelers", alongside actor Matt Bomer. His rise to international mainstream stardom through heartthrob roles in "Wicked" and "Jurassic World" gives him the platform to reach audiences beyond the queer community. The expansion follows Bailey's recent announcement that he would take time away from acting. With the launch of the Shameless Fund's production company, Bailey seeks to create lasting change for LGBTQ+ representation in media.

Audience: The intended audience for this news release includes entertainment industry professionals, studio executives, content buyers and planners, and journalists who cover developments in film and television. This story would be highly relevant to producers and streaming platforms. This audience is accustomed to reading industry announcements and would understand the significance of a high-profile actor shifting to the other side of the camera.

Outlets: I believe this release is best suited for entertainment trade publications that specialize in breaking industry news. I think the most appropriate outlets would include:

1. Variety
2. Deadline Hollywood
3. The Hollywood Reporter
4. Backstage In the Envelope podcast