

television while deliberately choosing to ignore those most affected by the disease — gay men. As recently as February 20, my discussions with condom manufacturers and their advertising agencies were still producing no positive results. Our community has not been — and continues not to be — a priority for these people, despite the fact that we are certainly at the top of the priority list for contracting AIDS.

Below are excerpts from a letter I wrote to the vice-president in charge of the Trojan account at Ted Bates Advertising in New York. It was written on February 20, after being told again that Trojan has no immediate plans to address the gay market and that "gays will see the ads on TV":

... With practically universal awareness among gay men of the need to use a condom when having sex, it is unbelievable that no condom manufacturer wishes to secure brand loyalty of many millions of condom purchasers. Granted, gay men will be seeing condom ads now in the general media, but it has been reported over and over again in demographic surveys of the readers of gay publications that between 75 and 85% of their readers make a conscious effort to purchase goods and services advertised in gay media.

Advertising in gay media says to the reader — who is very conscious while reading a gay newspaper of being part of a group which is subject to prejudice, discrimination, hatred and violence because of its sexual orientation — that *this* company (the advertiser) values and respects him as a human being (and as a customer) as much as any other human being, advertising for his business as it would for anyone else's business. The psychological impact of an ad when seen by a gay man in gay media is far greater than the impact of that same ad when seen in media aimed at the general population. And in advertising, as we all know, it's impact that counts, not merely exposure.

Finally, the nature of advertising aimed at gay men in gay media can be markedly different from the advertising required by the mass media. ... Most gay AIDS organizations report that even though condom usage among gay men has increased dramatically over the last two years, usage of condoms would be even greater if they knew how to use them properly. ... There is great opportunity here for a condom manufacturer to both educate a receptive audience as to proper condom usage for safer sex and to capture the brand loyalty of many millions of consumers at the same time. As Surgeon General Koop suggested, the educational messages needed at this time should be both graphic and specific (while remaining tasteful), something which would never be allowed on television.

I then pointed out that I have been trying to get condom manufacturers to advertise in gay media for almost five years. Ted Bates Advertising has had the Trojan account for over a year and a half, and has been "studying" the gay market since we first met in October of 1985, even though the marketing people at Trojan had been approached by Rivendell long before this new agency came into the picture.

... Five years later, everyone is still "studying" the situation. As thousands

die, the "studying" continues, and you indicated to me today on the phone that there are presently no plans for Trojans to begin advertising in the gay market in the near future. Many in the gay community feel that, as the industry's leader, Trojan bears a special responsibility to lead the way. The justified anger rising in the gay community at the current situation should not be a surprise to any of you involved.

Trojan is the industry leader and should bear a special responsibility to take some of the dollars it is spending on advertising (*Ad Age* called it a "multi-million-dollar campaign") and put together some educational ads specifically directed at the people most in danger from AIDS — gay men. But the statements made to the press recently by both the president and the senior vice president of Ansell-Americas are particularly homophobic and distressing. Perhaps both companies need some sort of proof that we are a large enough segment of the condom market to bother with. A boycott directed against any manufacturer certainly won't be effective due to the fact that condom sales are bound to go up even more because of the acceptance of condom ads by the general media. Any effects of an attempted "gay boycott" will be more than offset by these new sales. But if you are angry at this situation, you can make your anger felt.

The next time you buy a competing brand of condom, save the empty wrappers and send some to the vice presidents of marketing for both Trojans at Carter-Wallace and LifeStyles at Ansell-Americas. Their names and addresses appear below. Include a note explaining that you are a gay man who is incensed at the refusal of his company to run educational messages about condom usage in gay media, and that this empty wrapper could have been a purchase of their product but was not, due to their company's lack of sensitivity, concern, and responsibility with respect to the gay community. If enough of their competitors' empty wrappers reach their offices, perhaps these two companies might consider us important. If not, you may never see condom advertising in the gay press — no matter how many of us die.



Send your empty wrappers to:
Mr. Mark Klein
VP of Marketing
Carter-Wallace
767 Fifth Avenue
New York, NY 10153
Phone: (212) 758-4500

Mr. Lewis Brenner
Vice President, LifeStyles
Ansell-Americas
78 Apple Street
Tinton Falls, NJ 07724
Phone: (800) 345-1224
In NJ: (201) 530-9500

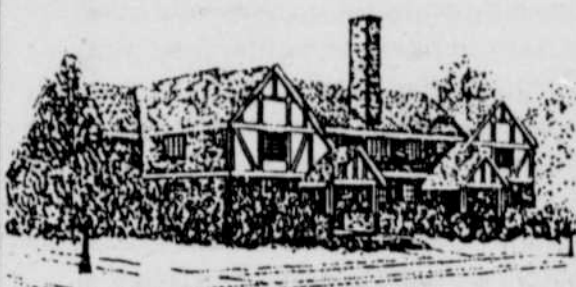
Joe Di Sabato is President of Rivendell Marketing Company.

The Realty Group Inc.



73,900 GREAT CONDITION

Completely renovated. All new paint inside. 4 Bdrm., 1-1/2 Baths, Fireplace, Refin. Hrdwd Flrs, Upgraded Kit., original tile Bath. New roof, wiring, furnace.



35,300 MUST SELL!

Absolutely must move. Brick English Tudor Condo, 2 Bdrm w/sitting Rm., Oak Flrs, Ntrl wrk. New Kit. 100% Bsmr. Nat. Historic Landmark. Assessed Value — \$45,100.

38,500 WILLAMETTE RIVER VIEW

Affordable, One Level, 3 Bdrms, 1 Bath, Deck, All Applic. incl. Ntrl. Woodwork, Mini Blinds. Exceptionally neat.

34,000 LOWER LAURELHURST

Only 1 block from Park! 3 Bdrm., 1-1/2 Bath, Farm House. Oldest house in area, but has been updated. Gas Heat. Won't Last.

49,950 CUTE BUNGALOW

Perfect starter in Great Alameda neighborhood. Well maintained. 3 Bdrm., Kitchen w/nook, private Back Yd. w/deck. Weatherized single garage.

45,000 CREATIVE RE-HAB

Panoramic View of West Hills. Currently 2 units plus unused 2nd floor. 4 Bdrm, 2 Baths, Gas Heat. Needs work, but Super Investment.



Robin Chavis

284-7755

1607 NE 41st Ave.
Portland, OR 97232

PHOENIX RISING ADVENTURES

BICYCLE TOUR: Join in an easy bike ride to Blue Lake Park and the Sandy River. Meet at the Tri-Met Park and Ride on Sandy at approximately 104th near the Flamingo Hotel at 10:00 a.m., returning around 3:00 p.m. on Sunday, April 26. Bring a lunch. This bike ride will explore new bike paths along Marine Drive. Fee: \$1 payable at the start of the ride. No advance registration required.

URBAN GARDEN TOUR: Discover the many beautiful gardens in Portland. Included will be stops at Leach Botanical Park, Bishops Close, the Rhododendron Gardens, Rose Gardens and Pittock Mansion. Transportation included. Meet at N.E. 16th and Clackamas at 10:00 a.m., return by 5:00 p.m., Saturday, May 9. Bring a lunch. Fee: \$8. Advance registration and payment required.

ROCK CLIMBING DAY TRIP: This one day instructional trip will go to Horsethief Butte in the Columbia River Gorge. Included in instruction will be: rope handling skills, balance climbing, rapelling, fixed rope-climbs. Fee includes instruction, transportation and climbing equipment. Meet at N.E. 16th and Clackamas at 8:00 a.m., returning by 6:30 p.m., Saturday, May 16. A letter with additional details will be sent to registrants prior to trip. Fee: \$15. Advance registration and payment required.

WILDFLOWER DAY HIKE: Discover one of the most beautiful hikes in the Columbia River Gorge — Dog Mountain. This seven mile round trip hike has views of Mt. Hood, Adams, Rainier and many varieties of wildflowers in open meadows. Bring lunch and appropriate clothing. Meet at N.E. 16th and Clackamas at 9:00 a.m. for carpools. Back by 5:30 p.m., Sunday, May 31. Fee \$3 payable at the start of the day. No advance registration required.

DESCHUTES RIVER RAFT TRIP: Shoot the best rapids on the scenic Deschutes River. This 14-mile trip will include rafting guides and gear, transportation, and is suitable for all ages and abilities. Details sent to registrants prior to trip. Meet at N.E. 16th and Clackamas at 8:00 a.m., back by 7:00 p.m. Fee: \$35. Advance registration and non-refundable \$20 deposit required. Call for date.

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