

Between the lines

*Tender touches. Scott Madsen too young for Bo?
Hippocratic Oath amended.*

BY JACK RILEY

Tender touches and tough punches

Turtledove Clemens, Inc. (TCI), a Portland advertising agency working on the state's \$1 million AIDS educational campaign, is scheduled to finish its second TV spot by Oct. 5th.

The ad, titled "Tender Touches," features a close-up of a man's hand on a sheet with a woman's hand sliding down his arm, ostensibly caressing him.

While a voice-over describes the dangers of having sex with more than one person, the camera reveals the man's hand is that of a dead AIDS patient, while the woman's hand is that of a medical examiner. The ad ends with the line, "AIDS, the killer, protect yourself."

TCI is working with another Portland agency, Pihas, Schmidt, Westerdahl Co., to produce other AIDS materials including radio spots, print, billboard and transit advertising. None of that advertising is directly aimed at the state's gay population and is the center of growing controversy among gay groups.

Whatever happened to . . .

Remember Scott Madsen, the genetically perfect Soloflex model who pumped a locally bodybuilding machine into national fame while attracting pin-up status in San Francisco's gay bars?

Well, 20-year-old Scott was pronounced too young to star opposite Bo Derek in Hollywood, and New York ad agency heads found his 5'8" frame adorable, but too short.

He told *Oregon Magazine* that he got a work-out while job hunting recently back East. "I had faggots chasing me around the room," Madsen related.

While waiting to grow up (Bo likes 30-year-old types), Scott reportedly can be found working up a sweat at the Cornell Court Club near Beaverton.

The next insurance crisis?

Pete Suriano is associate manager in Oregon of Great-West Life Assurance Company. And as such, he assures us that the AIDS crisis is very much on his mind.

He told *Oregon Business* magazine this month that a worst-case scenario would find 10 percent of the US population infected with the deadly virus, or 24 million Americans.

"Since the great bulk of AIDS cases occurs in the 20 to 49 age group, I wonder who will be left to operate the country and pay the (insurance and disability) premiums if this scenario comes true?" But Suriano remains optimistic amid reports the disease rate is starting to slow down.

And speaking of insurance . . .

Washington State Sen. Phil Talmadge, D-Seattle, says the state is not going far enough to combat AIDS and to protect the privacy of both gays and the general public.

Talmadge is calling for the state to force insurance companies to show some restraint. Included: force insurance companies to state their motives before requiring prospective customers to undergo blood tests; restrict health insurers from denying insurance to prospective customers who test positive for the AIDS antibody; and restrict insurance company access to certain medical records.

Gov. Booth Gardner launched a 14-member task force effort to combat AIDS last June when state officials reported 486 active cases throughout the state.

Hippocratic Oath . . . and a few amendments

Recent research at the University of Mississippi purports medical doctors tend to stigmatize AIDS patients and patients with gay lifestyles.

A questionnaire study of randomly selected physicians in Phoenix, Memphis and Columbus, Ohio assessed their attitudes toward two mythical patients — both college age athletic males; one with AIDS, the other with leukemia.

The Washington Post reported that the doctors believed the AIDS patient was "more responsible for his illness and deserving of what happened to him."

Equally interesting, the study found the doctors also less likely to renew the AIDS patient's lease if he were a tenant, less willing to continue a friendship and less willing to allow children to visit him.

And, researchers reported, the same doctors were even less willing to engage in conversation with the AIDS patient than the Leukemia patient. They concluded that "the strength and consistency of the stigmatization was disquieting."

Looking for a few bad men

There are 7,250 men in the French Foreign Legion, and while it has plenty of applicants, the Legion is always looking for recruits who fit its mold.

Regimental Commander Col. Pierre-Jean Seigneux claims, "It's much better for an 18-year-old to spend five years with us than a year in jail . . . because if he goes to jail he comes out a homosexual."

The all-male force, founded in 1831, hasn't seen real action (on the battleground, that is) in more than 25 years. Reuters News Service reports top Legion officers claim new recruits join to leave something behind — a woman, unemployment, or some other problem.

Perhaps another man? •

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