

just out since 1983

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The submission of written and graphic materials is welcomed. Written material should be typed and double-spaced. **just out** reserves the right to edit for grammar, punctuation, style, liability concerns and length. We will reject or edit articles or advertisements that are offensive, demeaning or may result in legal action.

Letters to the editor should be limited to 500 words. Deadline for submissions to the editorial department and for the Calendar is the Thursday before the first and third Friday for the next issue. Views expressed in letters to the editor, columns and features are not necessarily those of the publisher.

The display advertising deadline is the Monday after the first and third Friday for the next issue.

Classified ads must be received at the **just out** office by 3 pm the Monday after the first and third Friday for the next issue, along with payment. Ads may be accepted by telephone with VISA or MasterCard payment.

Ad policy. No sexually exploitative advertising will be accepted. Compensation for errors in, or cancellation of, advertising will be made with credit toward future advertising.

Subscriptions are for \$17.50 for 12 issues. First Class (in an envelope) is \$30 for 12 issues. A copy of **just out** is available for \$2. Advertising rates are available on request.

Contact **just out** at PO Box 14400, Portland, OR 97293-0400; (503) 236-1252, advertising: 236-1253, fax: 236-1257, e-mail: justout@justout.com.

steppin' out



PHOTO BY LINDA KLEWER

Queer youth attending programs at Outside In created T-shirts expressing their sentiments for National Coming Out Day. The shirts were on display this month at the agency, located in downtown Portland at 1236 SW Salmon St.

editorial

The future beckons

During the past two years our work has been guided by a readers survey we conducted in 1995, now we invite your input again

by Renée LaChance

In the summer of 1995, *Just Out* conducted a readers survey to assess how you felt we were doing. We handed out surveys at Lesbian and Gay Pride that year and also ran a mail-in version in the July 7, 1995, issue. We received 475 responses, and presented the results in our Sept. 15, 1995, issue.

The results of the readers survey have guided the editorial direction, actions and outreach of the paper since that time.

The ratings of our sections and columns showed our readers thought our articles were "pretty good," while some—like world, national and local news—were dubbed "simply fab." We worked to enhance the sections that were lacking and made decisions regarding new columns based on what you said you wanted to see in the future.

The written comments we received were the most revealing of your concerns, and garnered the most attention.

"Broaden your vision, be more inclusive," was a common sentiment expressed. Features since that time have included discussions of gender bending, the rise of radical right talk radio, transsexuality, politics, lesbian and gay parenting, gay and bisexual men creating community, queers in multilevel marketing, queers on the Internet and medicinal marijuana use.

You asked for more profiles of groups, so we did cover stories on two gay bowling associations in Portland, the Imperial Sovereign Rose Court, the Portland Lesbian Choir and the National Leather Association, among others.

Male readers commented that they wanted more events and articles representing them, so we did outreach by mailing calendar criteria, forms and deadline information to men's bars and organizations catering to gay men, and we sought gay men as freelance writers for art and entertainment reviews, celebrity interviews and news.

Some readers felt there were too many women on our staff

to represent gay men without bias, so we worked to diversify. Four of our past five hires at *Just Out* have been men, two of whom are now editorial associates.

Several readers commented that editorials could be better thought out. More time and thought has gone into editorials since then, and some editorials have stirred a great deal of response (can you say JoAnn Loulan?). We have also used guest editorials from local and national writers to round out viewpoints.

For 14 years *Just Out*'s motto has been "Get the word out." We plan to do so as long as *Just Out* meets its purpose of presenting a multicultural perspective with local emphasis on Oregon's and Southwest Washington's sexual minority communities. We strive to be a visible force and a catalyst for dialogue.

The past two years have been shaped by you, our readers, and we would like your input on shaping the direction of *Just Out* into the next century.

We invite you to attend a facilitated community forum, "Meet Just Out," on Nov. 10. Representatives of the staff will be on hand to answer questions and listen to comments, praise, constructive criticism, story ideas and concerns. You can also help us celebrate our 14th anniversary by sharing cake and beverages with us after the forum.

Your comments and concerns are important to us, and do guide us. Come to the forum and help us get the word out that you want to read.

"Meet Just Out," a free public forum, takes place Monday, Nov. 10, from 6 to 7:30 pm at the Northwest Service Center, 1819 NW Everett St., in the Board Room on the main level. If you are unable to attend, please write to tell us what you would say if you were there, and mail to Just Out, PO Box 14400, Portland, OR, 97293-0400, fax to 236-1257, or e-mail to justout@justout.com.

contents

VOL. 14 NO. 24 OCTOBER 17, 1997

FEATURE

Collaborating on care

People living with or affected by HIV/AIDS, caregivers and officials will share perspectives at a 'Summit of Strategies' held in Beaverton
(p. 21)

DEPARTMENTS

World news

Activists sue to remove Ecuador's ban on gay sex
(p. 6)

National news

Sandy Nelson's case strikes out with the Supreme Court
(pp. 7-13)

Local news

Portland considers an ordinance requiring that city contractors have sexual orientation nondiscrimination policies in place
(pp. 14-19)

COLUMNS

View from here

The winning entry in GLAAD's History Month essay contest
(p. 4)

Tribute

Honoring Marguerite Brodie
(p. 5)

My queer life

'Stereotypical' queers: long may they rage
(p. 38)

ARTS

Cinema

Rupert Graves' different career
(p. 31)

Music

3rd Party says pop is good
(p. 33)

Comedy

How Kate Clinton talked herself out of a job
(p. 35)

Theater

Find A Delicate Balance at The Rep
(p. 36)

Entertainment

Try on CAP's annual fashion phantasmagoria
(p. 37)