



PHOTO BY LINDA KLEWER

Sexual minority rights opponent Tom Cropper, who apparently likes to while away tedious public meetings with a copy of *Just Out*, at a recent city council hearing that didn't go his way (see story on page 5)

EDITORIAL

BY RUPERT KINNARD

A tweak experience

A brief look into the mechanics of doing a makeover on a 14-year-old community mainstay

In the midst of recent allegations of sexcapades behind the walls of the White House, a few scattered voices throughout the land ring out for President Clinton to "Resign, resign!" The chants have been quite different within the offices of *Just Out*, where cries of "Redesign! Redesign!" have been haunting us for months. Though it might be tempting to pretend there has been an uprising from the community to "Change those typefaces! Get rid of that four-column format in the calendar! Revise those bylines!" in reality the outcry has been far less demanding.

Last November during *Just Out's* 14th anniversary community forum, I was prepared to hear feedback on the editorial content of the paper. As the paper's graphic designer, though, I felt myself becoming quite defensive when someone described the paper as being "boring" in both content and design. Trying not to take it personally, I realized that the idea was something that the staff had been grappling with for a while. The paper was long overdue for a visual overhaul, and what we heard at the forum merely supported what we already knew to be true.

By now you might have noticed that *Just Out* does indeed look different. Whether or not the paper has been boring visually (and we hope that was a minority opinion), we've always strived to

make it easy to read. In considering the redesign, we knew that any change in the paper's format had to go beyond maintaining that readability—it had to improve upon it. To that end, a lot of thought went into ways to strengthen *Just Out* as a resource for Oregon's queer community—with suggestions coming from the entire staff.

Of all the changes we've made, one is likely to be noticed by everyone: We've rearranged the way we present the news. In order to spotlight news and profiles that involve the local community, we've put the local news up front. The national news follows, with world news coming just before the feature story.

The goal was not a radical revamping of *Just Out*. Our approach was to give the paper a fresh look and to try to get you more smoothly to the information you want. The redesign is a work in progress, but our bottom line, as always, is to create a publication of which you can be proud.

We are aware that we can't please all of the people all of the time, but we continue to do our damndest to try.

■ *JUST OUT welcomes your feedback on the new look. Write us at PO Box 14400, Portland, OR 97293; fax us at 236-1257; or e-mail us at justout@justout.com.*

PUBLISHER AND EDITOR • Renée LaChance

ASSISTANT EDITOR • Kelly M. Bryan

NEWS EDITOR • Inga Sorensen

REPORTERS • Bob Roehr, Rex Wockner

EDITORIAL ASSOCIATES • Christopher D. Cuttone, Will O'Bryan

CALENDAR EDITOR • Debby Morgan

CONTRIBUTORS • Bonnie Ruth Beebe, Kristine Chatwood, Patrick Collins, Jeffrey L. Newman, Dale Reynolds, Flora Sussely

PHOTOGRAPHER • Linda Kliever

ADVERTISING DIRECTOR • Meg Grace

ADVERTISING REPRESENTATIVE • Marty Davis

CREATIVE DIRECTOR • E. Ann Hinds

GRAPHIC DESIGN • Rupert Kinnard

PRODUCTION • Christopher D. Cuttone

OFFICE MANAGER • Will O'Bryan

OUTREACH COORDINATOR • Marty Davis

DISTRIBUTION • Kathy Bethel, Marcia Cook, James Galluzzo, Clancy Johnston, Valerie Lutz, Retta Offinga, Daniel Sapon-Borson

just out

The IN publication for the OUT population

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THINGS ARE BRUIN! Oregon bears are on the move. What's a bear? Well, for starters, you gotta have heart...
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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 \$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 upon 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.