

**EDITORIAL**

BY MARTY DAVIS

Call us. Write us. Watch us.

The dedicated staff at *Just Out* strives to take the paper to another level

In the last issue of *Just Out*, publisher Renée LaChance told you of her decision to step back from the day-to-day management of the paper. She concluded her remarks by urging readers to "expect great things" for the future of this newspaper.

So just what can you expect now that Renée is happily greeting her guests on the Oregon coast? That her departure has opened the door for us to make sudden and dramatic changes in the style, format and contents of *Just Out*? Well, guess what? That's not the way it's going to be. *Just Out* is not going full-color. We're not going weekly (yet) and we're not giving away the store (ever).

For 14-plus years, Renée and her staffs, earlier and current, worked diligently to build the foundation and structure of one of the finest gay and lesbian newspapers in the nation. *Just Out* will mark its 15th anniversary in a few months and we are all aware of just how remarkable of an achievement this is.

While you won't be seeing dramatic change in the paper, you are going to see a stronger commitment to returning to community roots. Our coming issues are going to focus on people, places and events which impact the daily lives of our readers. You are going to read about your local leaders, personalities and issues which impact you every day of your lives. We are going to focus on making the paper an event which people await eagerly the first and third Fridays of the month.

You are going to read about your friends, your neighbors and just maybe yourself.

Achieving our goals will mean forming stronger alliances and partnerships within our community. We must clean up old wounds and establish new relationships. We will never please every person, and that will never be a goal, but we are striving to earn trust and maintain new and old friendships. We want to meet you. We want to hear about your group, your organization. We want to take your message to the readers of *Just Out*.

It is also our responsibility to be the watchdog. We will monitor the leadership of our community. We will report success and we will report failure. We will be fair. We will be honest. We will not take sides and we will anger people. We will attempt to motivate you, stimulate you, and be a catalyst for dialogue.

We will continue to ask you to support our advertisers. These are the people who make the paper happen. Commerce and economics are an integral part of our lives and they cannot be held to a separate standard. In many instances, our business leaders are our community leaders, and the support of these people must be recognized and rewarded.

We know our expectations, and now we need to know your expectations for the paper. We suspect that they are the same. Call us. Write us. Watch us.

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just out

The IN publication for the OUT population

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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. Announcements regarding life transitions (births, deaths, unions, etc.) should be limited to 200 words; photos are welcome. Deadline for submissions to the editorial department and for the Calendar is the Thursday 15 days before the next publication date. Views expressed in letters to the editor, columns and features are not necessarily those of the publisher.

The display advertising deadline is the Monday 12 days before the next publication date. Classified ads must be received at the *just out* office by 3 pm on the Monday 12 days before the next publication date, 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.

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