

PHOTO BY LINDA KLIEWER



EDITORIAL

BY MARTY DAVIS

Starting 1999 with a bang—and a goodbye

Just Out launches voice personals, and sponsors Jan. 10 Portland Power send-off for our community

Greetings to you all and welcome to 1999. This, our first issue of the new year, includes the premiere of our Just Friends voice personal ads. In the three years I have been associated with *Just Out*, this has been the feature most requested by our readers. We are very pleased to finally be able to tell you that voice personals have arrived in our pages.

The popularity of voice personal ads has increased vastly in the last few years, and they have become a mainstay of the dating scene. By bringing these ads to *Just Out*, sexual minorities now have the opportunity to simultaneously use this popular service and support their community newspaper.

It is no secret that these ads generate revenue for the host publication. In our case, we will be able to use these dollars to continue to provide the array of free listings in the calendar and Out & About sections of the paper.

By utilizing Just Friends, your dollars play a vital role in the continued success of the paper. Everyone gets to contribute to its ongoing viability and become a part of the cycle: *Just Out* supports readers, readers support advertisers and advertisers support *Just Out*.

Voice personal ads can also be a valuable tool for those not single and seeking. With winter dreariness upon us, now is an excellent time to form groups for bridge and game nights. Even happily established couples often need to broaden their social circles. In these busy times, voice ads can be an efficient and expedient way to make the social contacts that fit one's specific needs.

For example, with spring on the horizon, there will be a need for softball and soccer players, hikers and bikers and new friends with whom to explore the Pacific Northwest.

Just Out staff will make these ads accessible and available to you. We look forward to being at events where we can meet you and, if you like, assist with the crafting of your ads.

I like having the ads because it's one more opportunity for me to meet many of you and hear your feedback and comments about the paper.

So mail us your ad, fax it or look for us soon. We'll be sponsoring many events throughout the coming months.

Speaking of *Just Out*-sponsored events, our next one is slated for Sunday, Jan. 10. We invite you to join us at Hobo's, 120 N.W. Third Ave. in Portland, for a "Goodbye Portland Power" party starting at 5 p.m.

The untimely demise of the American Basketball League has left a painful void in many of our lives. Though very sad, we really think it would be great for people to come together and celebrate the fabulous two-plus seasons we did enjoy.

Bring your All-Star trading cards from last season and we'll help you complete the set; we'll have great speakers, hopefully some Power staff and opportunities for great Power souvenir door prizes.

And yes, forms will be available for free voice personal ads. Was there someone you were hoping to meet, someone you're going to miss seeing...something you should have said?

Let's finish our unfinished business. See you at Hobo's on Jan. 10.

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just out
 The IN publication for the OUT population

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FEATURE

LOVE 'N' LUST: From cyber chats to sex clubs to personals, *Just Out* ponders a few queer venues for meeting and, just maybe, mating (soul or otherwise)

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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 p.m. 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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