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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 Thursday eight days before the next publication date, along with payment. Ads may be placed by telephone or via the Internet with Visa or MasterCard payment.

**Ad policy:** *just out* reserves the right to reject or edit any advertisement. Compensation for errors in, or cancellation of, advertising will be made with credit toward future advertising. Advertising rates are available upon request.

**Subscriptions** are \$17.50 for 12 issues. First Class (in an envelope) is \$30 for 12 issues.

Contact *just out* at P.O. Box 14400, Portland, OR 97293-0400; (503) 236-1252, advertising 236-1253, fax 236-1257; e-mail [justout@justout.com](mailto:justout@justout.com). Visit our Internet site at [www.justout.com](http://www.justout.com).

**COMMENTARY**

BY MARTY DAVIS

**Sex sells...**

But there's a line. *Just Out's* publisher outlines the gray area between sexy and salacious

Sex, sex, sex, sex, sex, sex, dating, love, friends, sex, sex, sex. Walking on the beach, movies, chat lines, chat rooms, sex, sex, sex. Long-term sex, casual sex, relationship sex, sex, sex, sex. Guy sex, lesbian sex, obligatory sex, good sex, bad sex, sex, sex, sex. Fun sex, vanilla sex, raunchy sex, spiritual sex, sex, sex, sex. Herpes, AIDS, HIV, barebacking, safe sex, no sex, some sex, sex, sex, sex. Teasing lead-ins that imply sexual content, sex, sex, sex.

As you might have noticed I've got a lot of sex on my mind lately. Why? Well, because I'm having some problems with sex...again. Perhaps I should say "issues" are being raised regarding sex.

The subject of sex and how the heck to handle it seems to be an ongoing occupational headache for publishers of gay and lesbian newspapers and magazines. What do you do with the stuff? Where do you put it? How do you serve both the needs of people who want it and the needs of people who not only don't want it for themselves but damn well don't want anyone else to have any either? (Please raise your right hand if you recognize yourself in the latter description—your hand should be available, of course.)

*Just Out* accepts chat room ads. We do not accept escort ads. In theory, we don't allow ads that sell sex. We don't publish graphic photos or graphic text describing sexual preferences, activities, goals, accomplishments or achievements.

Those who feel the need to proudly herald their personal measurements have more appropriate venues from which to choose. (Apparently there is this thing called the Internet that exists primarily to serve the libidinous needs of the adult community.)

*Just Out* has one of the most conservative sexual content polices of any gay and lesbian publication in the nation. We turn away lots o' bucks from advertisers whose copy is deemed offensive to the *Just Out* readership.

This places me in the role of mother, censor and arbitrator of good taste for our entire readership. There is a vast gray area involved in determining the appropriateness of ads, and this definitely is not the easiest or

most favorite part of my job. I don't want to censor, but neither do I want to publish raunchy, hard-core, oh-my-gawd-sex ads.

It is not a matter of prudishness but simply part of an overall commonsense-based marketing and business plan. Serving the needs of a few while alienating larger quantities of readers, advertisers and distributors is not the way to run a successful community-based publication.

I brought the Just Friends voice personal ads to *Just Out* one year ago. In the course of administering this program, I have had to reject only a handful of potential ads for over-the-line sexual content.

The personal ads were introduced for several reasons. Right at the top of the list is the not-so-secret fact that they produce income for the paper. Of equal importance, these ads provide a valuable tool for those looking to expand their dating and social circles. They also provide entertainment value for those who aren't looking but like to know who else is.

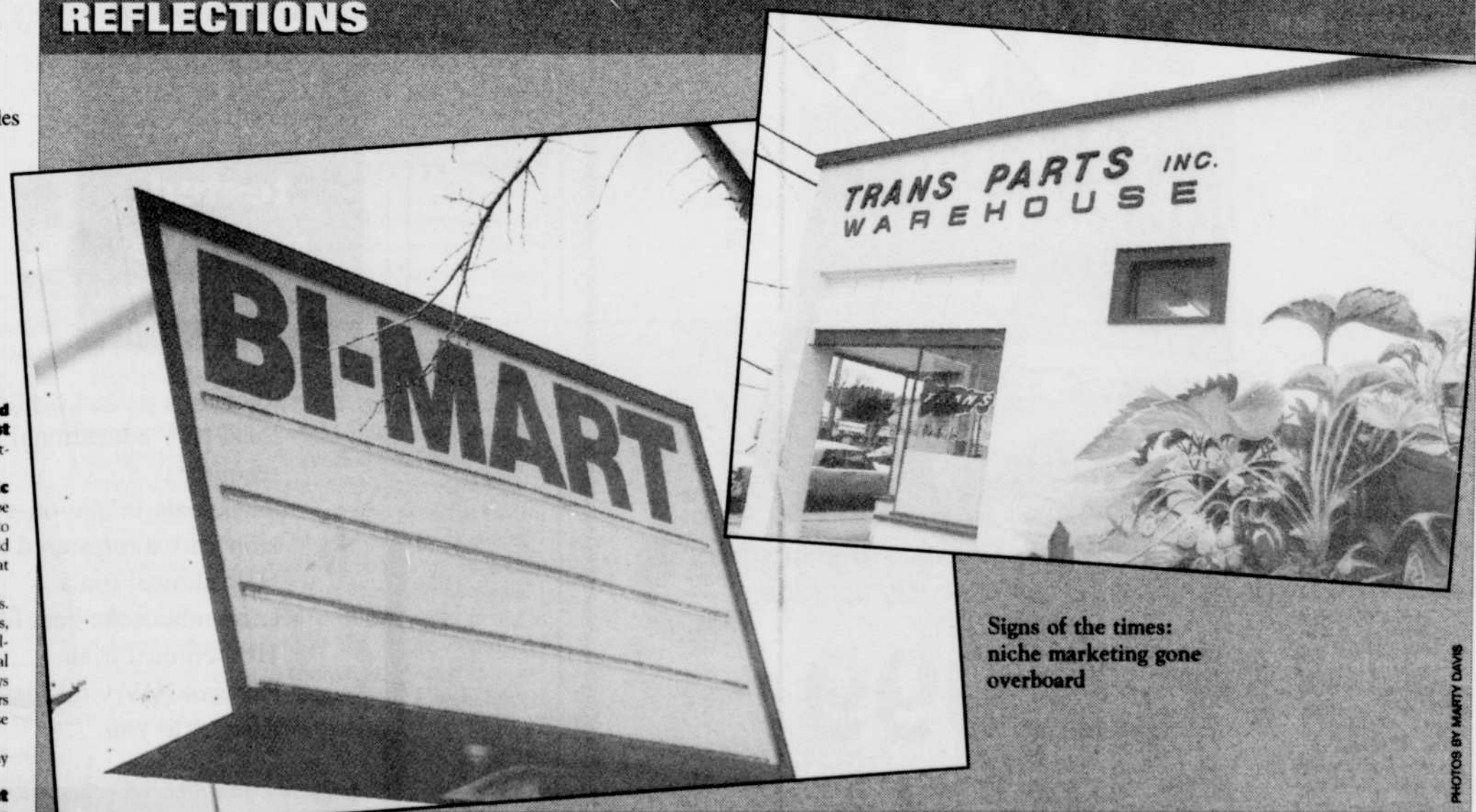
These ads are meant to provide a service to individuals, groups and organizations and are not to be confused with phone sex, adult or chat room lines. These are two separate and different components of the paper. As such, with this issue I am moving Just Friends ads to the front of the classified section, allowing more distance between these ads and the "boy" ads on the back pages.

This will seem like an insignificant detail to many, but others will have an increased comfort level knowing that their personal ad will not be placed next to the photo of the fella salaciously eyeing the crotch of his buddy.

And rest assured, those who do care, eyeing is the most that those two will ever be doing in the pages of *Just Out*. After all, imagination is a powerful aphrodisiac.

■ Share your opinion about sex, advertising and the media in a letter to the editor. Send 500 words or less to [justout@justout.com](mailto:justout@justout.com) or P.O. Box 14400, Portland, OR 97293-0400; fax to (503) 236-1257; or submit a letter at [www.justout.com](http://www.justout.com).

**REFLECTIONS**



Signs of the times: niche marketing gone overboard

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