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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 4 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 \$22.50 for 12 issues. First Class (in an envelope) is \$40 for 12 issues.

Contact Just Out at P.O. Box 14400, Portland, OR 97293-0400; 503-236-1252, advertising 503-236-1253, fax 503-236-1257; e-mail justout@justout.com. Visit our Internet site at www.justout.com.

**COMMENTARY**

**Caught in the cross fire**

Be selective about where you spend your money

The 2001 Portland Fire season has ended, not with a bang but with the whimper that accompanies a 10-game losing streak.

This is not the type of record that franchise marketing teams dream about. It will be interesting, then, to see if any fan erosion occurs during the off season and if the Fire and Trail Blazer management chooses next season to acknowledge an important segment of their fan base: the everywhere-yet-invisible lesbian ticket buyer.

Both the *Oregonian* and the *Portland Tribune* have written stories recently about the WNBA and how some of the teams have been more open than others in acknowledging the lesbian segment of their fan base. The Los Angeles Sparks specifically are noted for their bold visit to a Southern California lesbian bar, where they schmoozed with current and future fans.

In Portland, no Fire road trips were taken to the Egyptian Club. Fire management did, however, note in both newspaper articles that they reached out to the lesbian market by purchasing ads in *Just Out*. During this past season the team purchased a grand total of two ads. Separate from my role as owner of *Just Out*, as a season ticket holder I do not feel "reached out to."

Realizing that sitting and waiting is not a winning strategy in either business or sports I will, at the start of the next season, take a more proactive role in approaching Fire management and suggesting ways that we might work together on promoting the team to *Just Out* readers. Their response will be an indicator of their sincerity in showing appreciation for all of their fans. Even the lesbians.

One of the most important aspects of my job is the responsibility to maintain and increase distribution of *Just Out*. Distribution is never a constant. As soon as we add one or two new drop points, others close or change policies and drop off the routes.

As chains take over the suburbs and independent coffee shops and bookstores give up the fight, fewer and fewer distribution points remain available. Distributors, along with advertisers and readers, are key to the ongoing success of this and all other alternative and free papers.

We depend upon the goodwill of business owners granting us free access to their space, for which they pay rent, so this paper can be available to you. In return, I ask that you show your appreciation and support by shopping at the places that carry *Just Out*.

The flip side of this coin is that now and then we run across a situation in which *Just Out* is not welcomed by a merchant. This also should be a consideration to you when you spend your hard-earned dollars.

*Distributors, along with advertisers and readers, are key to the ongoing success of this and all other alternative and free papers*

Now I'll be the first to admit that everyone has the right to refuse to carry free papers. We ask, they say no, we say thanks and move on to the next place.

Except, I also cheerfully will admit to having a problem with places that carry free papers but specifically exclude *Just Out*. Again, if they are not comfortable with a gay and lesbian newspaper, well, so be it. However, neither will I be comfortable in handing over my money to a business that discriminates against gay men and lesbians by excluding the publication that represents them.

Excluding one specific publication is discrimination. In this scenario it is no longer a question of space or neatness or policy. It's exclusion.

Most recently this appears to be the case at Macheezmo Mouse restaurants. For years we've been allowed space at their free-standing stores, and for this we thank them.

Recently, however, we've noticed that the papers were disappearing as soon as they were left by the driver. A conversation with the manager of the Holladay Market store indicated certain free papers were allowed at that location but that *Just Out* was no longer welcome.

Now why would a business that for years has been struggling financially so willfully disenfranchise a large segment of their customer base? I can't tell you their answer; their director of operations won't return calls.

I suggest if you get a hankering for healthy Mexican food you find a source other than Macheezmo Mouse. Unless, of course, you want to contribute to your own discrimination.

Taco Del Mar, another Mexican fast-food chain, does not allow *Just Out* in its stores, either. Their explanation is that they only distribute papers in which they advertise, and they only advertise in *Willamette Week*. It's not my favorite explanation, but it is an explanation nonetheless. And they seem to hold to their policy; you don't see other free papers in their stores.

Sometime back Starbucks got some free press by announcing it was rescinding its "no free papers" policy in its 9 gazillion local stores. After several phone calls and one meeting, the java giant tentatively agreed to allow *Just Out* in five of its outlets. These plans never were finalized, and *Just Out* is still not available in any local Starbucks.

You will find us, though, in virtually every independent coffee place in the area. Please patronize these hard-working store owners. They need and deserve your business, just as we need them.

Finally, it's time for our summer vacation, so we'll see you in three weeks. Enjoy your Labor Day weekend. We'll be back Sept. 7. ☐

**REFLECTIONS**

5 years ago in just out ..

VOL. 13 NO. 19, AUGUST 2, 1996



• Reports from the XI International Conference on AIDS indicate HIV/AIDS is no longer an inevitably fatal, incurable disease. New combinations of drug therapies are holding out hope that HIV is manageable and that people living with HIV have a future.

• Dignity Partners Inc., a San Francisco company that buys life insurance policies from the terminally ill at a discount, announced last month it intends to stop purchasing policies from people with AIDS because recently announced progress in treating AIDS could make such purchases unprofitable.

• A report issued last month by Human Rights Watch accuses the state of Georgia of racial discrimination, intolerance of gay men and lesbians, undermining freedom of expression and political abuses.

• Dance Center Seattle and Integrated Healing are sponsoring a workshop to be held Aug. 23 to

25 titled "Men Touching Men," which organizers say "will help participants explore what blocks them from getting the touch they want and allow them to practice methods for making touch a more regular part of their lives."

• Right to Privacy, Oregon's largest gay, lesbian and bisexual rights organization, recently unveiled a new project designed to provide volunteer support to candidates endorsed by the group. "I liken it to a volunteer fire brigade," executive director Barry Pack explains.

• Cascade AIDS Project will play host to Salsa-a-Go-Go on Aug. 3 at Sauvie Island. This afternoon of festivities of Northwest lesbians, bisexuals and gay men includes door prizes, exotic food and drink, and hot contemporary and Latin dancing.

• *Street Level*, a live call-in current affairs talk show featuring gay and lesbian issues, will return to Portland Cable Access on Aug. 6. Gregory Franklyn is the host.

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