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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.

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COMMENTARY

Welcome, welcome, welcome

As we enter our 20th year, *Just Out* creates change

With this issue of *Just Out* comes a multiplicity of welcomes.

First, we wish to welcome to Portland all the attendees of Creating Change, sponsored by the National Gay and Lesbian Task Force. For nearly a year, host committee volunteers have worked, planned and prepared to showcase our city, our talents and our energies. They have done a superb job and have accomplished much.

The theme of this conference, "Building an Anti-Racist Movement," is complex and far-reaching. Folks will have hours of well-thought-out and carefully planned workshops and sessions to attend.

We do hope, though, that all of you visiting our city will be able to include some relaxation and exploration time into your schedules. Our magnificent Pacific Northwest is truly a remarkable place.

In addition to all the natural beauty of our area, you will find a local economy buoyed by a strong gay, lesbian and gay-friendly presence. As you spend time among us, please support the merchants and business owners who have long worked to make Portland a safe, friendly and welcoming community.

Our next welcome is to you, our regular readers. This issue of *Just Out* is significant in that it marks the anniversary of our 19th year of publishing and propels us into our 20th year.

Much has changed in the past 19 years—and much remains the same. AIDS remains far too great a part of our community. Knowledge, treatment, causes and factors are all much clearer now. But funding, prevention, education and attitudes remain clouded.

Racism in our community now is perceived to be so pervasive that an entire national conference is dedicated to reaching a greater understanding and resolution of its roots and complexities. Our trans youth are being brutally murdered across the country, while bisexuals still strive for identity and acceptance. New movements are being born for those who are intersex or questioning. Gender expression seems to come with greater ease to youth but remains a confusing issue and stumbling block of failed communication for many others.

Rather than uniting in our similarities, we erect walls created of differences. It was so 19 years ago; it is so now.

Just Out welcomes the challenges and the responsibilities that come with maturation. Realistically, we start this 20th year with black clouds of financial gloom hovering over us. The recession was slow to arrive at our door; unfortunately, it finally did show up.

Just Out has a history of financial challenges. This year, however, the clouds seem closer, darker and more foreboding.

As we start this new year I'm faced with tough financial decisions. Like many a small-business owner I've been slammed with higher costs and lower incomes. Newspapers have been hit hard by the recession, and competition for advertiser dollars is reaching cutthroat

levels. All potential advertisers have many options as to where they spend their limited dollars. *Just Out* is 100 percent advertiser-supported, and we need you, our readers, to help. It's imperative that you support and acknowledge our advertisers. They must see that they are getting results and value for their dollars.

This is a three-way partnership we've got going here. My staff promises to deliver to you fresh, local, intelligent and well-written stories, facts and information about your community, about your life, every two weeks. In return we ask you to support our advertisers, who in turn guarantee our existence. This advertiser base allows *Just Out* to continue. Without it we're going nowhere.

As it stands now I'm faced with having to cut costs in ways I'd do anything to avoid—but I am left with few choices. My dream for *Just Out* always has been to have a strong statewide presence. That's a grand plan for a dreamer, but for a businessperson with any kind of survival sense it's simple foolery. *Just Out* cannot afford to continue providing papers outside the Portland area.

All costs associated with delivery have increased dramatically during the past few years. Postage, gasoline, wages, newsprint—trust me, nothing has gone down in price.

This means no more papers for Eugene, the coast and many other locations. This decision is neither punitive nor easy. Nor does it have to be permanent—reclaiming our statewide readers will be a constant goal.

There are other equally painful ways I can cut costs. The truth is that the voice personal ads are tanking. They've pretty much reached the end of their usefulness. Singles now have about a zillion places they can post ads on the Internet for free; the time or value for \$1.99-a-minute voice responses has come and gone.

The ads haven't paid for themselves for quite some time, but I've realized the intangible value that comes from readers' enjoyment of them. It's now, however, to the point where it's costing money to keep them, so after the first of the year they're probably gone, too.

About the worst part of all this is the fact that I'm going to have to learn to say "no" to requests for sponsorships. I know I've been overly generous in donations, but I always have believed that to be crucial to our mission. However, I can't continue at the expense of the paper.

What often doesn't seem to be understood is that *Just Out* has bills to pay just like every one else. Salaries, rent, printers, computers, health insurance, phones, accountants, lawyers, bookkeepers, insurance for this, insurance for that and taxes, oh my, the taxes. When you ask for sponsorship, and I have to say no, please be gracious. Yes, I understand your event is a benefit—but I can't support them all.

So, for the final welcome today I welcome you to my dilemma. Bear with me as I work through these difficult times, and *Just Out* will emerge at the end of this year with one fine celebration. I do see the light, albeit dim, of the birthday candles at the end of the tunnel. ☐

endorsements

Ballots must be returned by 8 p.m. Nov. 5. *Just Out* does not make endorsements in every electoral contest.

- U.S. Senator: Bill Bradbury
- Governor: Ted Kulongoski
- City of Portland Commissioner, Position 4: Serena Cruz
- Metro Council President: David Bragdon
- Congressional Representative, District 1: David Wu (D)
- Congressional Representative, District 3: Earl Blumenauer (D)
- Congressional Representative, District 4: Peter A. Defazio (D)
- Congressional Representative, District 5: Darlene Hooley (D)
- State Senator, District 11: Peter Courtney (D)
- State Senator, District 17: Charlie Ringo (D)
- State Senator, District 19: Richard Devlin (D)

- State Representative, District 11: Phil Barnhart (D)
- State Representative, District 21: Mike Swaim (D)
- State Representative, District 27: Mark Hass (D)
- State Representative, District 28: Jeff Barker (D)
- State Representative, District 29: Chuck Riley (D)
- State Representative, District 33: Mitch Greenlick (D)
- State Representative, District 36: Mary Nolan (D)
- State Representative, District 41: Carolyn Tomei (D)
- State Representative, District 42: Diane Rosenbaum (D)
- State Representative, District 43: Deborah

- Kafoury (D)
- State Representative, District 44: Gary D. Hansen (D)
- State Representative, District 45: Jackie Dingfelder (D)
- State Representative, District 46: Steve March (D)
- State Measure 25 (increases minimum wage to \$6.90): No
- State Measure 26 (regulates paid referendum petition signature gathering): Yes
- State Measure 27 (requires labeling of genetically engineered foods): No
- Portland Measure 26-33 (finances children's investment program): Yes
- Portland Measure 26-34 (restores park services and allows much-needed repairs): Yes
- Portland Measure 26-36 (renews library levy): Yes

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