

**LUNG CANCER IS HIP**

The researcher who discovered a secret tactic to hook queers on nicotine visited Portland on Nov. 6 to speak about slick cigarette marketing techniques aimed at the sexual minorities community.

Anne Landman found out about Project SCUM, which stands for "subculture urban marketing," in early 2001 when tobacco companies were forced to publicly disclose their documents on Web sites as part of a lawsuit settlement. R.J. Reynolds concocted the strategy to increase cigarette sales among subculture groups such as queers, homeless people and Generation Xers.

Landman was accustomed to shocking industry documents, but when she read about Project SCUM, she literally jumped out of her chair. "This was outrageous!"

Some of the documents had whimsical, cute graphics. "If you've looked through a lot of documents, you don't see a lot of this sort of thing. Someone was enjoying themselves when they put this together."

R.J. Reynolds saw self-destructive behavior as a golden opportunity for marketing cigarettes. "They are marketing to this community for one reason—and the documents say this—there is a high incidence of smoking and drugs in this subculture."

Project SCUM is part of a much larger marketing phenomenon targeting subculture groups, Landman said. And the center of queer culture—the bar scene—is an important marketing opportunity.

"The queer community has a higher smoking rate and frequenting of nightclubs, and that's where the tobacco companies are right now," Landman said. "It's called trend influence mar-

keting. This generation isn't as interested in sign advertising, but it's hip to trends."

Tobacco companies pay young people to wear nice clothes with the cigarette logo, visit nightclubs and hand out free cigarettes. They also sponsor events at bars; the recent Arabian Nights at the Egyptian Club is an example.

Prevention measures also are failing because the tobacco industry subverts them for their own marketing strategies, Landman said. She cited examples of tobacco companies creating partnerships with the 4-H Club and the Jaycees for programs to help children resist smoking.

"But at the same time they are trying to scope out kids for marketing purposes," she said. "By pairing up with the Jaycees and other groups, they gain respectability; lawmakers see they are trying to reduce kids' smoking so vote their way."

What can be done? "Knowledge is power," Landman said. "People don't like being manipulated; maybe when they see they're being manipulated they'll wake up."



**EUGENE CHICKENS OUT**

The Eugene City Council dropped trans people from the human rights code revisions it approved Nov. 12.

Mayor Jim Torrey had threatened to veto the changes, citing privacy and cost concerns regarding a guarantee of "reasonable accommodations" in buildings open to the public and access to gender-specific restrooms, dressing rooms and showers. According to the *Register-Guard*, Bible bangers outnumbered progressives in the audience.

"This is one nation under God, and God hates homosexuality," Ken Biersteker of Veneta testified during the meeting. "I don't want anyone to go to hell, and God don't want anyone to

### A Comparison of Views.

|   |  |
|---|--|
| <br><b>Barbara A. Peterson</b>   | <br><b>Jim Moeller</b>                          |
| <b>Lifestyle</b><br>Single mother, three children; family oriented. An attorney in private practice working on criminal and civil cases.                                | Openly homosexual active male and council member.  |
| <b>Political Leaning</b><br>Compassionate conservative. Believes in the free-enterprise system - and that smaller government is better                                  | Ultra-liberal. Believes government has the answers to our problems. A bureaucrat.  |
| <b>Passions</b><br>Families, environment, children. Caring for the elderly. Fights against abortion, assisted-suicide and pornography. Wants to make drug laws tougher. | Homosexual activist. He says he's for "working families", but works to defend "Hands Off Washington." Wants to legalize marijuana. |
| Recognizes a solid education is critical  | Funded by the WF from campaign   |

go to hell. But when you approve of this nonsense, you're sending a lot of people to hell."

The good news is that Eugene passed a domestic partnership registry. It is the third Oregon jurisdiction to make the largely symbolic gesture, following Ashland in 1999 and Multnomah County in 2000.

The amendment package also allows people to bring private lawsuits if they are discriminated against, creates a team of volunteers to help resolve incidents of harassment and adds ethnicity to the list of protected classes. Councilors promised to revisit the trans issues soon.

**RACE GETS UGLY**

Voters picked gay Vancouver City Councilor Jim Moeller for the Washington House on Nov. 5, but victory didn't come easy.

The Democrat's opponent, Republican

attorney Barbara Peterson, sent out a mailer less than a week before Election Day comparing the two candidates' views. Of course, she couldn't resist playing the sex card.

"I have been a little too kind about it this whole campaign," Peterson told the *Columbian*. "We believe in informed consent in medical and legal circles. Why not in political circles?"

Under "Lifestyles," Peterson described herself as a "family oriented" single mother of three. Moeller, meanwhile, was an "openly homosexual active male."

Peterson's "Passions" were "families, environment, children" and fighting against pornography. Moeller was a "homosexual activist" who "wants to legalize marijuana."

"I had hoped for better, but it looks like she finally showed her true colors," Moeller said.

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