

## PLUS ÇA CHANGE, PLUS C'EST LA MÊME CHOSE...

As I approach the half-century mark of my life, it seems that it takes less and less time for the earth to circle the sun. Intellectually, I know this isn't true, but it doesn't sway how I *feel* ... that yesterday was a sweltering day in mid-August and not another dreary, wet December day. Maybe it's because our kids (5 and 8 years old) are constantly measuring the calendar in terms of the next 'big event': a holiday, a birthday, losing a tooth, a play date, a family vacation. Or, perhaps, 'those college years' are finally catching up to me. Or it could be because I now measure life in 30-day increments required with publishing a monthly magazine.

Or just maybe the *speed of change* around us is the culprit.

Indeed, there has been a lot of change for our community during 2012. Marriage equality referendums passed in three states last month (including our neighbor to the north) bringing to nine the total number of states that allow us to marry those whom we love. Contrast this to what we were facing 20 years ago with Oregon's Measure 9 (fortunately defeated).

2012 saw much change for *Just Out* as well. We started the year mourning the loss of a publication that had served our community for nearly 30 years. By June, *Just Out* was re-launched. Even though it has a new publication cycle (monthly) and a new format (glossy magazine), the soul of the publication – to serve the LGBTQ community – has not wavered.

You, our readers, have embraced the change. Over the past four months we have had nearly one thousand readers participate in our reader survey. From the survey, 95 percent of you indicated that you loved the change to magazine format. You told us (90 percent of you) that you use *Just Out* to stay in touch with our community, including our advertisers.

Nearly 50 percent read every issue of *Just Out* (another 30 percent say they read almost every issue). Over 33 percent have been reading *Just Out* for over 10 years. And 10 percent told us they have been reading it for more than 20 years! You also told us that you read *Just Out* more than any other LGBTQ publication.

Our readership identifies themselves as gay, lesbian, bi, trans, queer and everything in between. And economic level varies as much from those that need our help to those extremely well off. Readership is roughly split between male and female (with men just edging out women). Age-wise, we have young readers and mature readers alike. We, indeed, are a diverse community.

Advertisers, we also want to take this opportunity to thank you for your support during the transition! When you invest your advertising budget with *Just Out*, you are not only supporting the publication, but also our community.

In 2013, *Just Out* will celebrate its 30th anniversary. This is a big deal, not just for the publication, but also for our community. For 30 years, our extremely diverse community has worked together to accomplish great things, and has stuck together during very trying times. For 30 years, *Just Out* has chronicled this journey. We will not only take occasional looks back during our anniversary year, but will also look forward as we continue to make this place we call home a better place for all of us.

Here's to the next 30 years.

*Plus ça change, plus c'est la même chose — the more things change, the more they stay the same.*

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*Just Out* has a long and proud history of informing and entertaining the LGBTQ community in Oregon and SW Washington, our supporters near and far, and working to build bridges that lead to justice, fairness, and equality for all people.

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