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Contact Sarah Harrington  
 P.O. Box 147  
 171 Commerce Street  
 Hinesburg, VT 05461  
 P. (802) 482-2995  
 F. (802) 482-2999  
 E. Sharring@vpminc.com

# GLAADAlert

## CONTINUED FROM P.14

The contribution of these *Miami Herald* reporters to fighting the denial and silence around AIDS is inestimable. Let their managing editor know that theirs is a job well done.

Contact: Larry Olmstead, Managing Editor, *Miami Herald*, 1 Herald Plaza, Miami, FL 33132, fax: 305.376.8950

### The Rev. Jimmy Creech Keeps On Keepin' On

In the May 15 *Charlotte Observer*, Anna Griffin profiled the Rev. Jimmy Creech, one of a half-dozen United Methodist ministers around the country who performs same-sex marriage ceremonies. Griffin chronicles Creech's evolution from a civil rights activist during the late 1960s to a young pastor in North Carolina to a pastor who marched in gay rights parades and preaches tolerance.

While Creech doesn't see himself as a gay rights activist, per se, he was swayed in 1984 by a member of his parish who withdrew in protest of a church order that held homosexuality to be unacceptable. From that point on Creech spoken out on behalf of his lesbian and gay parishioners, has addressed organizations such as Parents & Friends of Lesbians and Gays (P-FLAG), and has

continued to challenge church doctrine by performing same-sex ceremonies.

Ms. Griffin delved into Rev. Creech's past with care, spoke with those whose lives he has touched and has elicited dynamic quotes from the pastor himself: "My cause is the soul of my church." In this article she has managed to illustrate how a mainstream (and heterosexual) pastor has reconciled faith with respect for all.

Please commend the *Charlotte Observer* for this nuanced and inspiring portrayal of the Rev. Jimmy Creech.

Contact: Jennie Buckner, Editor, *Charlotte Observer*, P.O. Box 30308, Charlotte, NC 28230, fax: 704.358.5022, e-mail: opinion@charlotte.com

### Marketing To Us

Anheuser-Busch's recent Bud Lite ad in EXP, a St. Louis bi-weekly gay publication, reverberated around the country. Jerry Falwell mobilized his denizens to ring Busch's toll-free lines off the hook. Interestingly, the ad merely shows a couple (from the back) holding hands.

In a current print and billboard campaign Subaru has mounted a wry campaign, with license plates that read, "CAMP OUT," "PTOWNIE," "XENA LVR,"

complete with a rainbow flag sticker and the Human Rights Campaign's equality symbol on the bumper. It is important, however, to examine the trajectory in advertising, and to question the motives of the companies that are courting the gay dollar. Are we being exploited as a community, or treated with respect? Two articles from the *Los Angeles Times* and the *San Francisco Examiner*, respectively, look at this recent phenomenon.

In the May 18 *Los Angeles Times*, Cliff Rothman investigates the power of the gay and lesbian market, which has seen ad dollars in the gay press doubling in the last five years from \$53 million to \$120 million. Rothman speaks with pioneers, such as IKEA and Dockers, who led with portrayals of lesbians and gay men, pointing out the unsuccessful boycott of Disney, and charting the way to the present, where more and more ads are "openly gay," rather than implicitly so.

Dave Ford of the *San Francisco Examiner*, in an op-ed entitled, "Intoxicated by Bud Light's Gay-Themed Ads," questions blind allegiance to those brands that deign to cater to the gay market. While his statement that "Advertising imagery does

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