



Give the People Light and they will find their own way.

# The Wisconsin Light

## U.S. Sending AIDS Brochure to Every American Household

Washington, D.C.—The U.S. Department of Health and Human Services on May 4, 1988 released the eight-page brochure "Understanding AIDS," and announced that it will be mailed to every American household by June 30.

The brochure, which presents the essential facts about AIDS in direct, easy-to-understand language, will reach 107 million households at a total cost of \$17 million. The mailing was mandated by Congress last December.

**AMERICA  
RESPONDS  
TO AIDS**

"This is a 'first' in the history of our country — the first time the federal government has attempted to contact virtually every resident, directly by mail, regarding a public health crisis," said HHS Secretary Otis R. Bowen, M.D. "The mailing is in response to the unprecedented challenges of AIDS."

The brochure includes a message from U.S. Surgeon General C. Everett Koop,

M.D., urging Americans to "read this brochure and talk about it with those you love."

The brochure was developed over a five-month period, beginning with focus group meetings in cities around the country, as well as consultation with 288 organizations interested in AIDS, to determine which information people needed most.

To ensure accuracy, the brochure was reviewed extensively by government physicians, led by Assistant Secretary for Health Robert E. Windom, M.D.; Surgeon General Koop; and James O. Mason, M.D., director of the Centers for Disease Control.

At the same time, language was kept "simple and direct to be understandable by the widest audience," Dr. Bowen said.

A number of organizations have also reviewed and endorsed the final brochure, including medical and public health associations and groups representing minorities, older Americans, people with AIDS and education professionals.

Referring to language in the brochure about transmission of AIDS, Secretary Bowen said that to achieve its purpose, "this brochure cannot mince words — and it doesn't."

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## Pride Committee Announces Logo

The logotype design for Milwaukee's first Lesbian/Gay Pride celebration has been completed and submitted to the Pride Celebration steering committee for application on T-Shirts, banners, and assorted paraphernalia associated with the production of the Pride celebration.

The artwork was conceived and produced by Shafer Design, a Milwaukee-based graphics and illustration studio which has been proudly serving our Lesbian/Gay community since its inception in 1985. Some clients include Meridian Music Distributors, Iceberg Records, Hurricane Productions, Grapevine, Lambda Rights Network, and the Cream City Foundation.

Mary Shafer, proprietor and principal designer of Shafer Design, stated that she was pleased to be able to serve the community once again by donating the time, labor and materials to the Pride committee on this job. "I realize that a project of this scope and magnitude takes a great deal of time and effort on everyone's part, and that most of this input is generated on a volunteer basis. Since my schedule doesn't permit me to donate any time for volunteer activities, I figured this was a way I could help out in my own area of expertise, and at the same time ensure the celebration of having quality design to represent it. This was especially important to me as a professional, because it's my feeling that so many really worthy causes have images that suffer from lack of good quality visuals, and that's a shame."

Shafer went on to say that she believes that the Gay community, like the rest of

American society, is becoming more visually sophisticated in this, the Age of Communication, due to a proliferation of visually-oriented technology such as video, MTV, claymation, and computer graphics. She feels that the more we, as a community, continue to evolve in this visual sophistication, the better chance we have to make ourselves visible as a force to be reckoned with. It's a lesson learned long ago by politicians and by Madison Avenue, and a relatively inexpensive one to employ.

Shafer Design is located, along with several other Gay-owned businesses, in the Milwaukee Enterprise Center, 2821 N. 4th Street, Milwaukee.



## Pride Committee Has Great Hopes

By Don Clabots

After several months of active involvement with the Milwaukee Lesbian/Gay Pride Celebration Committee (Pride Committee) in keeping with a personal commitment to the project, I feel the need to present several observations at this midpoint. This project was not unlike any other new project or venture and got off to a slow start with a lot of exuberance and frustrations being vented from all directions. The original concept (which still holds) was to provide an opportunity for all members of our community to participate and have input into the development of the Pride Celebration planning activities within an organized framework and, at the same time, allow each to do their own thing. It is unfortunate that so much time and energy has been unproductively spent in developing and negotiating all the guidelines for organization efficiency when that time and energy might have been used for activity planning.

As a member of the Steering Committee

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## 600 RALLY IN DUBUQUE TO SUPPORT GAY RIGHTS

By Terry Boughner

Dubuque, Iowa is west of the Mississippi River and, to this eastern city-boy, that means THE WEST where the deer and the antelope do their thing. But Saturday, April 30, there weren't any western fauna cavorting about — at least as far as I could see, only hundreds of Lesbians and Gays coming from all over the country to celebrate our dignity and assert our rights in this little river town.

This was Dubuque's second Gay Pride March sponsored by the city's chapters of

the National Organization for Women (NOW) and Friends of Lesbians and Gays. Last year's march, held September 19, and attended by approximately 60 people, was cut short when some locals led by the Reverend William Dix, pastor of the Apostolic Christian Church and Sandra Kirkbride, a self-described "anti-abortion activist" hurled eggs, rocks and obscenities at the marchers.

Dubuque Chief of Police, John Mauss told *Light* that he had no knowledge of any rock throwing the previous year, but as to



Madison's 10 Percent Society marched in the Dubuque parade.

## Norquist Appoints Burke to Task Force

Sue Burke, a regular feature writer for *Wisconsin Light*, has been nominated by Milwaukee Mayor John Norquist to the Common Council's Task Force on Sexual Assault and Domestic Violence.

In addition to being a regular contributor to *Light*, Burke who is openly Lesbian, is the editor of *The Sherman Park News* and was editor of *Out!* Wisconsin's former Gay/Lesbian newspaper. Burke served on Governor Earl's Council on Lesbian/Gay Issues from 1983-1985, was Milwaukee Woman of the Year, 1982, for the National Organization for Women (NOW) and served as NOW's Chapter Co-ordinator from 1980 to 1982. She was also the recipient of the 1985 Pacesetter Award from the Cream City Business Association, Milwaukee's organization for Gay/Lesbian business and professional people.

The Task Force which was established by the Common Council in 1979, is a 21 member group and includes the Milwaukee Chief of Police, several representatives from the District Attorney's Office as well as representatives from service providers such as Milwaukee's Battered Women's Shelter. According to Terry Perry, Co-ordinator of the Task Force, these are individual memberships.

Perry told *Light* that two appointments are required by law; one by the Common Council and one by the Mayor. Burke is Norquist's nominee. Perry extolled Burke for her outstanding qualifications and noted that her nomination marks the first time that a Mayor has named an outside person to the Task Force. Perry told *Light* that Burke will "be keeping the Mayor abreast of developments" on the Task Force.

Burke's nomination must be approved by the Common Council but Perry sees no problem with this. She expects confirmation to come in June.

The Task Force meets every third Thursday with committees meeting ad

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eggs? Yes, there were eggs. "However," Mauss said, "I have a different perception of a crowd throwing eggs than one throwing rocks."

Mauss admitted that last year's police response was "inadequate." There was only "one uniformed officer assigned and when he saw that eggs were being thrown, he called for another (officer). In the end, there were only two."

This year, things were different. While Mauss declined to say exactly how many officers had been assigned to the rally and march, informed estimates were that there were between 25 and 30. This included officers on foot, in patrol cars, and sheriff's deputies. The police were polite, professional and are to be commended for their work.

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## Wagner Elected to County Chair

R. Richard Wagner, a Dane County Board Supervisor, District Six, who is openly Gay, was elected as Chairperson of the Dane County Board by a 25-16 vote in a hotly contested election. Dane County which includes the state capitol of Madison



Supervisor Jim McFarland

has a large number of openly Gay/Lesbian elected officials. The County of 350,000 is governed by the 41 member board elected from districts and a separately elected County Executive.

Serving on the Dane County Board with Wagner, who was first elected in 1980, are Supervisor Kathleen Nichols, District Two

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