



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

# The Wisconsin Light

## Trojan War Declared By Gay Activists

By John Zeh

[New York, NY]- Carter-Wallace, Inc., maker of Trojan condoms is under attack by Gay activists for its promotional policies on number-one selling Trojan-Enz.

In reports carried in *New York Newsday* and *The Wall Street Journal*, a company spokesman was quoted as saying the corporate giant prefers running ads in mainstream men's publications rather than Gay magazines and newspapers. This, despite research showing that Gay males use more condoms per capita than straight men.

"Gay people don't read different magazines than other people do," the Carter-Wallace spokesman was quoted as telling the press.

Mark Klein, vice president of Trojan Products told *Newsday*, "Our advertising schedule is dictated by target audience reach and cost."

In response, the Gay and Lesbian Alliance Against Defamation (GLAAD) has launched a grass-roots letter-writing campaign to convince Carter-Wallace that it should place ads in Gay publications. In addition, GLAAD also wants to raise the issue of the company's exclusive use of heterosexual images in ads and condom boxes.

GLAAD media committee chair, Stephen Miller, said "It's insulting to target Gay men solely with images of straight couples placed in straight magazines." The company "fears being tagged as the manufacturer of a Gay product," he added.

Miller went on to say that "Condom makers represent the most startling example of advertisers taking Gay dollars while slamming the door on Gay publications."

GLAAD asks that letters of protest, advocating advertising and underwriting of Gay media, be sent to: Henry Hoyt Jr., Chair and CEO, Carter-Wallace, 1345 Avenue of the Americas, New York, NY 10105.

"These policies will only change when the Gay community confronts them and Trojan condoms is a good place to start," said Miller.

## NAMES Quilt In Milwaukee December 1

[Milwaukee]- Milwaukeeans have received preliminary approval to observe December 1, 1991, International AIDS Day, with a display of the NAMES Project AIDS Memorial Quilt. Eight hundred panels of the NAMES Quilt will be on display at the UW-Milwaukee Student Union, 2200 E. Kenwood Boulevard, from November 30 to December 2, 1991.

The NAMES Quilt is currently composed of more than 14,000 panels, each one remembering the life of someone who has died of AIDS.

The Quilt's trip to Milwaukee is being sponsored by a Host Committee comprised of volunteers from various businesses, organizations and community groups from Wisconsin and the NAMES Project in San Francisco. These include the Milwaukee AIDS Project (MAP), STD Specialties, the American Red Cross, the Association Interfaith Conference, the Great Lakes Hemophilia Foundation, Greenfield Avenue Presbyterian Church, the Milwaukee County Medical Complex, Price Waterhouse and the UW-Milwaukee Center for Women's Studies, among others.

Milwaukeeans are being invited to create panels for the Quilt. Once completed, the panels will be displayed with the rest of the NAMES Quilt in Milwaukee and then shipped to San Francisco to be sewn into the larger Quilt. If you are interested in making a panel, please call Gloria Wright at (414) 562-0229.

The display will be free and open to the public. For more information, please call STD Specialties at (414) 264-8800

## Wisconsin Jump Starts National Coming Out Day

By Jamakaya



Debbie Davis (back center) joined friends who walked on stilts to lead off the Wisconsin AIDS Walk on September 22 at Milwaukee's lakefront.

## Record Crowd and Pledges Make Second AIDS Walk a Success

[Milwaukee]- An estimated 3,200 people took to the streets along Milwaukee's lakefront in a generous show of support for AIDS care and education at the 2nd Annual Wisconsin AIDS Walk, September 22, 1991. Participants raised \$286,186 for organizations throughout Wisconsin that provide AIDS services, a 50% increase over the first AIDS Walk in 1990.

Doug Nelson, Executive Director of the Milwaukee AIDS Project (MAP) which produced the Walk, said that "the Wisconsin AIDS Walk is the largest event in Wisconsin's history dedicated to raising funds for AIDS care and education and for promoting AIDS awareness among citizens throughout the state." The Walk surpassed its goal of \$285,000 and 3,000 walkers.

The AIDS Walk was preceded by the Walk Leadership Breakfast held at Professional Marketing Services. An estimated 150 people attended, including Sen. Herb Kohl (D-WI), Congressman Jim Moody (D-WI), James Doyle, Wisconsin Attorney General, and Leonard Goldstein, Chair and CEO of Miller Brewing Co., among others.

Addressing the crowd, Goldstein said, "This AIDS Walk is not just a statement that something must be done about AIDS. It is a declaration of war on AIDS. We're going to marshal our resources against this enemy. We're going to fight it and we're going to conquer it."

Nelson added that "Today, through this Walk, we put an end, once and for all, to the stigma of AIDS by affirming that in Wisconsin, we will no longer accept prejudice and discrimination on any front

## ACT UP Storms U.S. Senate Session; State Activists Arrested

[Washington, D.C.]- Christopher Fons of ACT UP/Milwaukee and at least three members of ACT UP/Madison were among 37 AIDS activists arrested for storming the Capitol Building in Washington on October 1. The previous day, 83 protesters were arrested for smearing themselves with fake blood and chaining themselves to the gates of the White House.

On October 1, over 450 demonstrators, representing 23 ACT UP chapters nationwide as well as the group Physicians for a National Health Care Program, descended on Capitol Hill demanding a national health care program and an end to the AIDS crisis.

The activists closed Independence Avenue in front of the Rayburn Office Building and stunned members of

against people who are touched by AIDS."

The weather, which had begun cloudy, turned bright with some sun as the crowd began to gather at Urban Park around noon for the beginning of the Walk. Those in attendance were of all races, ages and both sexes, signifying the terrible universality that AIDS has become.

At opening ceremonies, emceed by WISN TV-12's Marty Burns Wolfe, the crowd heard Milwaukee Mayor John Norquist specifically address the Lesbian and Gay contributions to fighting the disease. The Mayor, last year's Walk co-chair along with Susan Mudd, his spouse, went on to stress the increase in AIDS cases expected in the immediate future.

The Walk began with Bud and Sue Selig, this year's co-chairs, cutting the ribbon under an arch of balloons. Bud Selig is an owner of the Milwaukee Brewers.

The Walk was led off by Debbie Davis and members of her company, each in stilts and in colorful costumes, waving colored streamers in the warm lake air.

Among the thousands participating were people from all over the state, including Madison, Janesville and Beloit. Buses from these cities brought in nearly 100 walkers with many more arriving on their own.

Corporate and business support from these areas was extensive. These include M&I Bank of Hilldale, First Wisconsin National Bank and UW-Madison Residence Halls. Additional support came from Basics Food Store in Janesville and A Different World Bookstore in Beloit.

Congress with biting guerilla theater on the Capitol steps. The arrests took place in the rotunda of the Capitol Building itself as activist Brad Lengyel disrupted the U.S. Senate while it was in session, demanding universal health care and an end to the AIDS crisis.

"We indict the members of Congress for crimes of greed in their collusion with the AMA [American Medical Association], insurance, and pharmaceutical industries in denying U.S. citizens adequate health care," said ACT UP's Scott Robbie.

The activists pointed out that of all industrialized countries, only South Africa and the U.S. refuse to provide universal health care to their citizens. In the U.S., there are over 40 million people living with no health insurance to assist them.

[Madison]- True to its reputation as the original Gay Rights State, Wisconsin will lead the country in celebrating National Coming Out Day, when 10,000 people converge on the capital city October 5 for a March for Lesbian and Gay Rights and Pride.

The Madison march is the largest national event planned to celebrate Coming Out Day, scheduled for October 11. It will provide the jump start for scores of other coming out events throughout the country.

In California on October 11, Gays and Lesbians will demonstrate in Sacramento against Gov. Pete Wilson's recent veto of a Gay rights bill. (See "News Briefs.") In Berkeley, City Council member Ann Chandler will sign an expanded domestic partnership ordinance to take effect on Coming Out Day.

In Washington, D.C., Queer Nation will hold a mass kiss-in at the U.S. Capitol Building.

In New York City, Mayor David Dinkins will issue an official Coming Out Day proclamation, while at the State University at Buffalo, students will festoon the campus with pink and lavender balloons and hold a "Gay Jeans Day."

In Texas, the Dallas Gay Alliance will send people to the County Courthouse to seek marriage licenses.

In Kansas City, Missouri, the Mayor's Commission on Gay and Lesbian Concerns will present its report, and an Art Festival and Street Dance are planned.

In Olympia, Washington, activists hope to see the Rainbow Flag flying over the state capitol.

This is just a sampling of the many events planned from coast to coast, heralded, of course, by the March in Madison.

National Coming Out Day (NCOD) was established in 1988 to mark the first anniversary of the historic March on Washington for Lesbian and Gay Rights, which brought 750,000 people to the nation's capital. The primary goals of Coming Out Day are to increase the self-respect, visibility and political clout of Lesbians and Gay men in America.

"There are more than 30 million Gay and Lesbian Americans; yet most people don't think they know anybody Gay. That is mathematically impossible!" said Lynn Sheppard, Executive Director of the National Coming Out Day Campaign. "Telling the truth about who we are is the most positive thing we can do as individuals and as a community."

"Telling the truth about yourself is a fundamental step in creating better relationships with your family and friends," said Rob Eichberg, co-founder of NCOD and author of *Coming Out: An Act of Love*. "If you are Gay or Lesbian, come out to someone you care about on October 11."

Jean O'Leary, another co-founder of NCOD, added, "Polls indicate that the vast majority of people who report knowing someone Gay overwhelmingly support our rights."

"If the AIDS epidemic has taught us anything," said Eichberg, "it has made it clear that we will only achieve equality under the law if we are out and visible. This cannot be done from the closet."

Organizers of this year's NCOD are encouraging Gays and Lesbians to "Take Your Next Step." Because coming out is a process, a series of steps that take place over months and even years, everyone needs to take a step that is appropriate and comfortable for themselves. "Giant" steps and "baby" steps all count the same!

Please see the list of "Tips For Coming Out" in this issue of the *Light*, and make a commitment to act on the ones that feel right to you.

Happy Coming Out Day everybody!