stream press.

A clash in Charlotte, NC, presents problems for the Federal Communications Commission.

Gay activists have had success with the television networks by adapting themselves to their structure, geographical and operationally, while using techniques of surveillance and feedback. See also her (unpublished) dissertation: Gay Activists and the Networks: A Case Study of Special Interest Pressure on the Networks (Los Angeles: University of Southern California, 1979; 243 pp.).

Personal account of experiences at the controversial New York City afternoon paper.

Survey by the editor of Alternative Communications, published by the Caucus of Gay Male and Lesbian Concerns of the Speech Communication Association.

Analysis and critique of the treatment of homosexuals in the British media.

Lively account by a participant of the rise, heyday, and fall of the underground presses, 1964-1973, cast against the culture and politics of the era. Only sporadic discussion of the gay/lesbian press, which is (perhaps ironically) virtually the sole survivor of this once flourishing phenomenon.

Concludes that, while papers frequently present gays in a crime or drag-queen context and sporadically report on their political activities, they almost never treat the wider issues of how gays live.
On the brief fame of Lance Loud, a young man of Santa
Barbara who came out on the television documentary "An
American Family."

198. SCHMIDT, WOLFGANG JOHANN (ed.). Jahrbuch für
sexuelle Zwischenstufen. Frankfurt am Main: Qum-
ran, 1983. 2 vols.
Selection of articles from the great German Yearbook,
which had been published by the Scientific-Humanitarian
Committee from 1899 to 1923. Includes Tables of Contents
for all issues.

199. SPIEGELMAN, WILLARD. "The Progress of a Genre: Gay
Journalism and Its Audience," Salmagundi, 58
(1982), 308-25.
A not unsympathetic examination of some continuities in
gay male journalism, which yet concludes: "To define an
audience through sexual inclination alone is to appeal to
the lowest common denominator, the cravings of the flesh."

Gay Community and Its Publications. Austin,
Perceives four phases in the American gay press: secre-
tive and conservative (1950s); open and moderate (1960s);
radical and militant (1969-71); seeking new directions
(1972ff.).

I. ADVERTISEMENTS

The existence of "personals" columns in middle-class newspa-
papers opened a path for homosexuals to meet—at least
in a few newspapers willing to accept discreetly worded
notices. With the lifting of taboos in the 1960s, it was
possible to create explicit ads—though the franker ones
appeared mainly in the underground press and gay papers.
Sociologists have studied these ads as evidence of court-
ship patterns and concepts of desired sexual partners.

201. ASCHAFFENBURG, GUSTAV. "Homosexuelle Werbeschrift-
en," Ärztliche Sachverständigenzeitung, 34 (1928),
351-54.
Homosexual advertisements in Weimar Germany.

202. BERNAY, JÉRÔME. "Les homosexuels à travers les
petites annonces du Nouvel Observateur," Arcadie,
no. 298 (October 1978), 505-18.
Attitudes revealed by French personal advertisements.

203. DEAUX, KAY, and RANDEL HANNA. "Courtship in the
An analysis of 800 ads, equally balanced between men and women, heterosexual and homosexual, shows that men were more concerned with physical characteristics, while women stressed psychological factors. Homosexuals were more concerned with sexuality, while heterosexuals specified a broader range of characteristics.

Analysis of ads in a Danish gay magazine. See also his article on S & M ads in: Sexualmedizin, 4 (1974), 585-88.

Advertisements were found to be more like those of nonlesbian women advertisers than like those of men of either orientation.

Homosexual ads were more frank than heterosexual ones, and more specific about goals for desired relationships, reflecting the "virilization" of the gay male subculture.

Besides attempting to characterize the differences between Canadian and U.S. ads (based on analysis of the ads in Body Politic and The Advocate respectively, Lee reports on his own luck with ads he placed.

Based on a content analysis of 1,111 paid ads in The Advocate, characterises differences between personal and commercial (models, masseurs, and escorts) ads.


On turn-of-the-century lesbian advertisements.


How to write and interpret an ad, and where to place it—with model examples.


Opinions by various members of the editorial board of the Canadian gay monthly regarding the acceptability of a racially explicit ad. Note an earlier contribution by a reader (Allen Max), ibid., no. 55 (August 1979), 6.

J. PUBLIC OPINION

The concept of public opinion tends to oscillate between two objects: (1) the views held by everyone who holds an opinion, the public in the broad sense; and (2) the views of "opinion-making" elites—professionals, politicians, journalists, etc. Both concepts have been employed in measuring attitudes regarding homosexual behavior. Apart from their value in supporting legal and political efforts to secure civil rights for homosexuals, public opinion surveys provide information on myths and stereotypes perpetuated by the masses.


Interviews with 321 heterosexual adults in two New Zealand cities found that the great majority did not express anti-homosexual attitudes and supported removal of negative sanctions against homosexuals.


Shows the lingering of older attitudes. See also the follow-up article, idem, "Changing Attitudes toward Homosexual Law Reform," ibid., 46 (1972), 22-29; and Hong Sung-Mooh, "Australian Attitudes towards Homosexuality: A Comparison with College Students," Journal of Psychology, 117 (1984), 89-96.