

stream press.

190. MAYNOR, JOE E. "Fundamentalists vs. Gay Rights Groups," **TV Guide**, 28:46 (November 15, 1980), 16-20.

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

191. MONTGOMERY, KATHRYN. "Gay Activists and the Networks," **Journal of Communication**, 31 (Summer 1981), 49-57.

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 See also her (unpublished) dissertation: **Gay Activists and the Networks: A Case Study of Special Interest Pressure on the Networks** (Los Angeles: University of Southern California,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.).

192. NICHOLSON, JOE. "Coming Out at the New York Post," **Columbia Journalism Review**, 20 (March-April 1982), 26-27.

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

193. PARK, JAN CARL. "An Annotated Bibliography of Gay and Lesbian Communication Studies," **Alternative Communications**, 1:2 (May 1979). [entire issue]

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

194. PEARCE, FRANK. "How to Be Immoral and Ill, Pathetic and Dangerous All at the Same Time," in: Stanley Cohen and Jack Young (eds.), **The Manufacture of the News**. London: Constable, 1973, pp. 284-301.

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

195. PECK, ABE. **Uncovering the Sixties: The Life and Times of Underground Newspapers**. New York: Pantheon, 1985. 304 pp.

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.

196. PIERSON, RANDELL. "Uptight on Gay News," **Columbia Journalism Review** (March-April 1982), 25-33.

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.

197. RADER, DOTSON. "An American Son," **Rolling Stone**, (April 27, 1973), 44-46.  
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: Qumran, 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."
200. WINTER, ALAN D. **The Gay Press: A History of the Gay Community and Its Publications**. Austin, TX: The author, 1977. 114 pp.  
Perceives four phases in the American gay press: secretive 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 newspapers 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 courtship patterns and concepts of desired sexual partners.

201. ASCHAFFENBURG, GUSTAV. "Homosexuelle Werbeschriften," **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

Personals Column: The Influence of Gender and Sexual Orientation," **Sex Roles**, 11:5/6 (1984), 353-75.

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.

204. KLIMMER, RUDOLF. "Annoncen in einer Zeitschrift für Homosexuelle," **Nervenarzt**, 40 (1969), 272-75. Analysis of ads in a Danish gay magazine. See also his article on S & M ads in: **Sexualmedizin**, 4 (1974), 585-88.

205. LANER, MARY R. "Media Mating II: 'Personals' Advertisements of Lesbian Women," **JH**, 4 (1978), 41-61.

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

206. LANER, MARY R., and G. LEVI KAMEL. "Media Mating I: Newspaper 'Personals' Ads of Homosexual Men," **JH**, 3 (1977), 149-62.

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

207. LEE, JOHN A. "Meeting Males by Mail," in Louie Crew (ed.), **The Gay Academic**. Palm Springs, CA: ETC, 1978, pp. 415-27.

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.

208. LUMBY, MALCOLM E. "Men Who Advertise for Sex," **JH**, 4 (1978), 63-72.

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

209. NÄCKE, PAUL. "Angebot und Nachfrage von Homosexuellen in Zeitungen," **Archiv für Kriminalanthropologie und Kriminalistik**, 8 (1902), 339-50; 9 (1902), 217-18.

Together with "Päderastische Annoncen"--loc. cit., pp. 215-16--the first studies of gay "personals" advertisements.

210. NÄCKE, PAUL. "Zeitungsannoncen von weiblichen Homosexuellen," **Archiv für Kriminalanthropologie und Kriminalistik**, 10 (1903), 225-29.

On turn-of-the-century lesbian advertisements.

211. PRAETORIUS, NUMA (pseud. of Eugen Wilhelm). "Homosexuelle Inserate," **Anthropophyteia**, 6 (1909), 167-77.  
Study of personal ads in the Paris newspaper **Le Journal**. Followed by another study on ads in **Le Supplement**, *ibid.*, 8 (1911), 231-43. Cf. also *ibid.*, 8 (1911), 224-31.
212. PRESTON, JOHN, and FREDERICK BRANDT. **Classified Affairs: A Gay Man's Guide to the Personal Ads**. Boston: Alyson, 1984. 120 pp.  
How to write and interpret an ad, and where to place it--with model examples.
213. "Thirty-one Words," **Body Politic**, no. 113 (April 1985), 29-32, 45.  
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.

214. BOWMAN, RICHARD. "Public Attitudes toward Homosexuality in New Zealand," **International Review of Modern Sociology**, 9 (1979), 224-243.  
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.
- 214A. CHAPPELL, DUNCAN, and PAUL R. WILSON. "Public Attitudes to the Reform of the Law Relating to Abortion and Homosexuality," **Australian Law Journal**, 42 (1968), 120-21, 175-79.  
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.