Parties, Cocktails, Shows ~New Orleans...photos: Rip Naquin-Delain

Napoleon’s Itch’s Chuck Robinson, political insider Frank Pizzolato & Ambush endorsed Council-at-Large winner Anne Flakew/A Night To Meet Our Candidates/Bourbon Pub-Parade

Queen Fashions’ Tip Varnadore & Napoleon’s Itch’s Chuck Robinson

Bartender Matt welcomes you to Good Friends

Phoenix bartenders Randy & Mike

Legendary bartender Samson aka Paloma/A Night To Meet Our Candidates/Bourbon Pub-Parade

GrahamStudioOne.COM’s Larry Graham, Rich McGill & Elwood Richardson cocktailin’ at Starlight

David, Lester & Ernst cocktailin’ at the Phoenix

Socialite Janice Goodbee, Ambush endorsed Clerk, Criminal Court candidate Nick Varrecchio/A Night To Meet Our Candidates/Bourbon Pub-Parade

Donna served by bartender Lee at Double Play

Ashlee serves attitude at Starlight

Coca & Persana of Oz fame

CWs out in force at A Night To Meet Our Candidates hosted at the Parade above the Bourbon Pub (CWs 6 Rip & Marsha, CW 4 Janice & reigning CW 7 Aletha in front)

Andrew slings cocktails at Oz

Chantel welcomes you to The Front Page

Vivica Devereaux stars on Wednesdays at Oz

Corner Pocket’s Michael Elias, Bourbon Pub-Parade’s Bobby Revere & Jonathan Bray, & Janice Goodbeak Night To Meet Our Candidates/Bourbon Pub-Parade

Keith & Frank do the honors at Cafe Lafitte in Exile

Skeet & Karbin socializing at Ninth Circle

Queen Fashions TIP Varnadore & Napoleon’s Itch’s Chuck Robinson

Party, Cocktails, Shows ~New Orleans...photos: Rip Naquindelain

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Direct with Gay Consumers

Advertisers Getting More

what’s hot ...from Main-8
diagnosed with stage II breast cancer and was to begin chemotherapy on Monday, August 29th, the very day Katrina made landfall. Dorit and her husband spent hours on the congested interstate heading north to avoid the storm, and then finally stopped in Shreveport, where Dorit would find interim treatment at Willis-Knighton Medical Center under the care of Dr. Robert Nicholson. Fortunately, the Pitman’s home suffered little damage, and they were able to return to their Uptown neighborhood as soon as New Orleans officials lifted the mandatory evacuation order.

Breast cancer affects one in eight women during their lifetimes and is the second-leading cause of cancer death in women in the United States. Understandably, Dorit was eager to finish her cancer treatment and even more eager to finish it at home in New Orleans. Dorit was able to continue her treatment at Touro Infirmary, where she completed radiation treatment in January.

Mother’s Day kicked off National Women’s Health Week, May 14 through May 20. Touro saluted the health of the community, particularly patients like Dorit Pitman, by sponsoring this year’s Mother’s Day at the Audubon Zoo featuring Irma Thomas and Joe Kwon.

Less than one month after the storm on September 28, 2005, Touro Infirmary reopened its Emergency Department with limited but much-needed emergency healthcare services. In the following weeks, Touro’s physicians and staff worked tirelessly to restore a full range of inpatient and outpatient services to address New Orleans’ mounting demand for healthcare.

Touro’s Radiation Therapy team was able to begin seeing patients in late October 2005. After returning to the city and getting cleared from her oncologist, Dr. Scott Sonnier, who is on the medical staff at Touro, Dorit was ready to begin radiation therapy. She began radiation therapy Nov. 28, 2005, at Touro under the care of Dr. Steven Hightower, radiation oncologist. Dorit finished radiation therapy in late January and is happy to report that she is cancer-free.

“Dr. Hightower and the Touro staff treated me with compassion, humor, and empathy. I remember my first visit very well because I was so nervous my teeth were chattering,” she recalled. “The staff had me laughing in no time, and I could tell they were all really interested in my well-being.”

“Despite the circumstances, my treatment was a wonderful experience thanks to Dr. Hightower and Touro Infirmary. I can’t imagine having had radiation therapy anywhere else.”

Touro Infirmary is poised to expand with the acquisition in January of the St. Charles Specialty Hospital and an adjoining 131-bed hospital, (formerly Tenet Healthcare Corporations St. Charles General Hospital), as well as nearly half of a 41,000-square-foot attached medical office condominium building and its 224-car parking garage. The property is located at 3700 St. Charles Avenue, two blocks from Touro’s main campus.

Touro Infirmary, the only not-for-profit, faith-based, full-service community hospital in New Orleans, received a $50,000,000 grant from Catholic Health East (CHE), one of the nation’s largest healthcare systems, last November. The grant provided by CHE will be used to augment Touro Infirmary’s services to the community, particularly with programs for the poor.

For several months, Touro was the only hospital in Orleans Parish open for the care of adult patients and the demand for its services have continued to increase.

Advertisers Getting More

Direct with Gay Consumers

A

vertising with clear and direct gay images and messages now represents the majority of ads in the gay media, according to a major annual survey. In the same year that saw Hollywood blockbuster Brokeback Mountain, a gay-themed film, to mainstream America, the 2005 Gay Press Report reveals that, for the first time, advertising with “gay-specific” content comprised slightly over half (50.3%) of all ads in the gay and lesbian press. This is a dramatic increase from just three years ago when “gay-specific” campaigns accounted for only 9.9% of all ads.

“Like all consumer segments, gays and lesbians value and tend to purchase brands that advertise directly to them,” said Howard Burdett, founder and president of Prime Access Inc. “Since the gay community tends to exhibit much higher brand loyalty than their straight counterparts, it’s not surprising that brands are becoming increasingly open and unambiguous when reaching out to them.”

Overall, ad spending in gay and lesbian publications reached a record $212.2 million in 2005, an increase of 2.5% over the year before.

Since the first Gay Press Report was issued twelve years ago, ads in the GLBT-press have soared by 186%. According to Todd Evans, president and CEO of Rivendell Media, ad spending in the gay sector has grown significantly faster than in general consumer publications over the same period of time (42%).

“This reflects a significant shift in overall marketing strategies among Fortune 500 companies and accounts for the highest number of ads seen in the gay sector in any year,” Evans said. “The most popular product categories to reach gay consumers this year were travel and leisure, including advertising for Gay Magazines them-selves (+327.3%), Retail Products & Services (+104.9%) and Sports (+104.7%).

To view the 2005 report in its entirety, please visit: www.primeaccess.net/gaypressreport2005.pdf

Rivendell Media is the leading authority on the gay and lesbian press in the United States. Founded in 1979, Rivendell currently works with most advertising agencies providing effective media schedules nationally, regionally or by market. As a media rep firm, we represent over 200 local and national gay and lesbian publications in the United States and Canada.

Prime Access, Inc. Prime Access, Inc. is a full-service advertising agency that creates award-winning URBAN MAJORITY (TM) marketing communications to reach America’s multicultural consumers. This includes African American, Hispanic, and gay/lesbian consumers. Founded in 1990, the agency’s multicultural staff creates the advertising, marketing, public relations and event planning services that its clients need to reach these consumer segments.
Where the Boys are Dancin' Nightly on The Bar!

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"WHERE THE BOYS ARE!"

MEMORIAL DAY WEEKEND

FRIDAYS @ 10PM
NEW MEAT AMATEUR DANCE CONTEST
$100 Cash Prize

SATURDAYS @ 9PM
ALL BOY REVUE
hosted by SDGM LISA BEAUMANN

SUNDAY, MAY 28
HOT DOGS & HAMBURGERS @ 5PM
BOYS DANCIN' @ 8PM
AND AT 10PM
WET JOCKEY SHORTS CONTEST
$100 in cash prizes
hosted by SDGM LISA BEAUMANN

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MEMORIAL DAY
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Pandora’s Box
at Flounder’s on the beach with DJ Lydia Frim
Wave
on the beach with DJ Roland Belmontes

Saturday, May 27th
Venus Rising 1
at Crabs on the beach with live entertainment
Forbidden 1
at Flounder’s on the beach with DJ Mary Pappas

Sunday, May 28th
Venus Rising 2
at Crabs on the beach with live entertainment
Forbidden 2
at Flounder’s on the beach with DJ Mary Pappas

Monday, May 29th
Climax
at Emerald City with DJ Dwight Barkley

Visit CIRCUITicket.com for information about available weekend passes!
Highlights from Last Year's Memorial Weekend Blowout ~ Pensacola, Florida

photos: Roy Williams
Learning Spanish

Spain was a nice vacation spot for our world-traveler Trace. He went. He conquered. He returned. Trace has been doing a lot of traveling lately with his job duties and also just for relaxation. He has had to postpone his San Francisco outing with Damon until October, but I hear they are planning to make up for lost time by attending the Castro Street Fair. If they go a week earlier, they will be there for the Piston Street Fair. I’m not sure where Trace will land next, probably in Florida with Eric, but right now he is glad to be home.

His favorite part of the latest trip was the history. It is now the home for a lot of beautiful people, both gay and straight, but history is all around you according to Trace. If you enter D’All Vila, it is easy to go in the back way (my, but that sounds sexual) and walk down than to go through the main Portal and walk up. The views from the grand old fortress walls are awesome panoramas as well as those from the patio of the Cathedral, which was the former market place. The current walls are renaissance, built to withstand direct hits from canon balls, and the entire wall down is marked with noteworthy pedestals in various languages, with enlightening notes about how Ibiza (Eivissa) was during the successive occupations by Phoenicians, Romans, Arabs, and finally, by the Catalans. He did manage to work in one gay bar while in Spain, but he wasn’t impressed with it and left soon after entry. For the most part, Trace found Spanish people less than friendly, almost rude, and bathing is apparently not a priority nor is the use of deodorants. It was for these reasons that he was almost glad to depart for his homeland. He did find one restaurant that he enjoyed but here again when compared to U.S. restaurants, they were not up to par.

At any rate, it’s nice to know Trace is back. A day without Trace is like a book without a cover. He is just a joy to be around, and in this day and age, it’s extremely nice to claim this gorgeous hunk as a friend.

Back to Brokeback

Many of my friends are still talking about the effect that Brokeback Mountain had on them, and this is something that is apparently going on around the world. I don’t ever recall a movie moving so many people in this way, and I’ve seen lots of movies in my time. In fact, I started working at our local movie house in DeSoto Parish back when I was 13 years old. I’ve been a fan and a collector all these years, and I have to place Brokeback Mountain up there with my list of 10 favorites, which include such gems as Casablanca, Streetcar Named Desire, The Year of Living Dangerously, Laura, Gone With the Wind, Leave Her to Heaven, East of Eden, Hud, and Hush, Hush, Sweet Charlotte.

I have managed to find two other CDs of the theme to Brokeback Mountain, and I like one just as much as the official soundtrack. It is the orchestral version. The third one is the dance mix, which is okay, but it is definitely something for a dance club and not for home use. With my sound system, I must have alerted my neighbors, because the beat alone was especially of epic proportions. The orchestral version was very soothing and relaxing, much like the movie soundtrack. In fact, Gustavo Santaolalla is a very talented composer, and I also purchased one of his Latin American CDs. Maybe I’m just partial to guitars and the sounds coming from these instruments, but I frequently play these softly in the background when I’m writing or relaxing with a good book.

If you haven’t purchased the DVD of Brokeback Mountain yet, get the widescreen version so you can enjoy the great cinematography by the talented Rodrigo Prieto. I still can’t understand why she didn’t win the Oscar for this, but then the movie itself was cheated out of Best Picture and Best Song, which the narrow-minded Academy rules eliminated from contention. Oh, well, some of the best movies of all time never won the Oscar, and they are still around while some of the Oscar winners are now in the unknown ranks of oblivion.

Local Favorites

I am interested to note that the nights that seem to bring out the most enthusiastic crowds to local bars. Most of these local nightspots have their regulars, and sometimes a convention will bring new people into town, but there are certain nights and certain themes that seem to be more pleasing and attract more people.

Take the new Saturday night karaoke sessions at Hound Dogs. This seems to have helped bring in a completely new crowd to Kyle and James’ excellent little bar on Main Street. They dance. They sing. They enjoy the new outlet for their enjoyment. Main Street has changed in the last year with new businesses and a huge credit union complex being built at the corner of 7th and Main. The previous location of Hibiscus Bookstore is now a landscape architecture firm. And palms have been planted around St. Joseph Cathedral giving it a different look.

The same karaoke joy is available at George’s on Thursday nights with the great following that Cody King has built up over the years. Of course, Cody brings so much life to his endeavors, but customers never seem to tire of this, and they keep coming back for more. The other dive for Richard’s establishment is the male dancers who strut erotically around the bar. They also can claim the best happy hours in town.

For Splash, Saturday nights stand out probably because this is the best night when there are less work commitments and it isn’t a school night. Of course, when you have excellent music to keep the spirits up, it is a positive input to the scene. And those divas that bring their talents on stage on Thursday nights prove to be crowd pleasers too, but this is small when compared to Saturday nights at one of the South’s top dance clubs.

Regardless, Red Stick has much to offer our happy establishment. Just take a look at the Saturday Farmers Market displays, and you might think half the gay population was around and supporting this weekly activity. Overall, this is probably one of the better things to ever happen to the downtown area. It opens at 8 a.m. and closes at noon, so you can only imagine how people pack the place for the first pick of foods and plants. There are several restaurants open too, so breakfast time is breakfast time on Saturday mornings in Old Red Stick. Try it. Enjoy this delightful time.

Don’t overlook all the plays and activities and even some fun night classes that evolve around Louisiana State University. Not only is the eye candy spectacular, but the talent that abounds in this area is just phenomenal. You’ll find plenty of sports activities, theater presentations, and nice shows at the old Varsity Theater.

[continued on Expose-4]
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Eagle bartender Dean does a stint downstairs at the Phoenix

Ronnie & Bywater Mike cruisin' Pet Asylum on Dumaine

Krewe of Armeinius' Glenn & Rosario take in The Zoo Revue at Big Daddy's

Mark, Cutter (the kitty), Vicky, Steven & Jody ready to serve you at Hair Asylum

Bartender Debbie works Wally Sherwood's Final B-day Salute at the Friendly Bar benefiting Buzzy's Boys & Girls

Marty & Rodney join the festivities for Wally's Final B-day Salute at the Friendly Bar benefiting Buzzy's Boys & Girls

Dave shows off his latest line of swimwear at Rab Dab just in time for Memorial Day Weekend

Mickey Hobert & Riffie welcome patrons to Mickey Nolan's Salon

Darron bartends at Ninth Circle

Starlight's Ashlee joins Double Play’s Chuck & Petunias' Hoyle at Double Play

Petunias' Pete & Maurice cocktailin' at Double Play

Shag gets full service treatment from Buddy at Pet Asylum

Sexy bartender Alex of Oz fame ready to serve you at Hair Asylum

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