

Mid South

Alabama, Mississippi, North Carolina, Tennessee

AUGUST 31/2000 • WWW.SOVO.COM



PFLAG Nashville raising funds for billboard, theater campaign

NASHVILLE—PFLAG will serve hamburgers and hot dogs at Illusions' outdoor concession stand in the hopes of raising enough money to launch another gay-positive ad campaign. In 1998, PFLAG Nashville put up its first billboard along Interstate 40 west of downtown. The sign read, "Someone You Know and Love is Gay!" and carried PFLAG contact information. The billboard was defaced and repaired. In 1999, PFLAG added a second billboard, which read, "What If Someone Called Your Child F*g#ot? Hate Speech Hurts Everybody!" "The only billboard company which would deal with us would not allow us to spell out faggot, as it was 'too controversial,'" said Wayne Rosing, a co-chairman of PFLAG Nashville. The group also used small advertisements on 38 screens of local Regal theaters to display contact information for PFLAG and the youth group One in Teen. But the theater balked at a second campaign, Rosing said. The group switched the displays to Carmike theaters. PFLAG Nashville paid for about 60 percent of the theater advertising, other support came from gay groups, Rosing said. "Our budget for this year's ad campaign will be in the neighborhood of \$16,000 to \$19,000.

***ACTION!* info**

PFLAG fund-raiser BBQ

Illusions, Nashville
Sept. 10, 2-6 p.m.
615-366-0888
pflagnashville.ourfamily.com

We've raised about \$11,000 thus far," he said. "We are inviting folks to be out and proud with their parents and those of PFLAG. We indeed hope that this proves to be a successful fund-raiser and that it will become an annual affair," Rosing said.

—Sarah Fergusson