

Gay author David Leavitt knows well the world of which he writes, having come of age in the 'go-go '80s' of New York, a sensibility that shines through in his latest work. Page 49



Gay doesn't seem to be the best 'alternative' for students on several college campuses throughout the South, according to the new edition of a popular college guide. Page 7



## Movie theaters in Nashville reject PFLAG promotion

Regal says no to ads, while rival Carmike accepts the gay-friendly plugs for its movie screens

by GIP PLASTER

For the second year in a row, Knoxville-based Regal Cinemas has refused to allow the Nashville chapter of Parents, Families and Friends of Lesbians & Gays to run pre-show ads on its movie screens.

But that action isn't keeping the ads from appearing throughout Nashville. Carmike Theaters, based in Columbus, Ga., has agreed to run the ads.

The recent refusal of the movie ads is the latest chapter in a three-year history of controversies that has drawn more attention to the group than they could have afforded to buy, according to Wayne Rosing, co-chair of PFLAG Nashville.

"Every year, we feel like we have to do something to get in the news so parents who found out about their gay son or daughter that year can find us," Rosing said.

When PFLAG Nashville decided it could easily reach both gays looking for resources for their parents and the parents themselves with theater screen ads, Rosing approached representatives of Regal Cinemas, which operates what Rosing calls some of the most desirable theaters in the city.

Regal operates Nashville's downtown Hollywood 27 and the popular Green Hills 16, as well as other local theaters.

Rosing wanted to run PFLAG's ad among the slides featuring ads and attention grabbing trivia that appear before movie previews in many theaters. But a representative of Cinema Screen Media, the company that handles the ads for Regal,



**A campaign to promote PFLAG and other gay groups in Nashville through advertisements that play before movies was rejected by one company and accepted by another.**

declined the ads last year.

Bill McGlamery, president of Cinema Screen Media, said the decision was made by Regal. That chain has also has a policy of refusing liquor ads and promotions for topless clubs, he said.

"It is our policy not to comment on decisions that are made by any of our clients," McGlamery said. "Regal is very, very conservative when it comes to what they will accept."

Officials from Regal did not return calls seeking comment.

After being rejected by Regal, Rosing approached Carmike Cinema, which runs theaters located mostly in the suburbs.

"They didn't bat an eye," he said.

Last year, the ad ran on 38 Carmike screens and featured triangles and two rainbow bars with the headline "Support/Education/Advocacy," taken from PFLAG's mission statement.

But Rosing said he decided to give Regal another chance this year.

Rosing wanted to run half of this year's campaign with Carmike and half with Regal, but the company again declined. This year's slide, planned to appear October through December, will run on 48 Carmike screens.

The ad will feature a rainbow banner embossed with the words "Hate Free Zone" and will include the PFLAG acronym and contact information for PFLAG Nashville, One in Teen and the Center for Lesbian, Gay, Bi & Transgendered Life, referred to in the ad as the Center.

The controversy involving the theater ads wasn't the first for the group, Rosing said. A 1998 campaign for interstate billboards was rejected by several companies before being accepted. After it was defaced, the campaign caught the attention of the local media.

"There's no way we could have purchased that amount of exposure," Rosing said.

Two billboards planned for the last three months of this year, along with the theater campaign, will cost between \$16,000 and \$19,000.

More than \$11,000 has been raised and a Sept. 10 barbecue fund-raiser at the popular Nashville club Illusions is expected to help raise even more.

### PFLAG Nashville

Wayne Rosing  
P.O. Box 2105  
Antioch, TN 37011-2105  
call: 615-366-0888  
wrosing@home.com  
pflagnashville.ourfamily.com

### Cinema Screen Media

2030 Powers Ferry Road, Suite 216  
Atlanta, Ga. 30339  
call: 800-324-6362  
www.cinemamedia.com

### Regal Cinemas

7132 Commercial Park Drive  
Knoxville, TN 37918  
call: 865-922-1123  
www.regalcinemas.com

### Carmike Cinemas

1301 1st Ave.  
Columbus, Ga. 31901  
call: 706-576-3400  
www.carmike.com

ACTION info