

FAB Is Details out of the Closet

By Jessica Waiser. The Sheaf. University of Saskatoon

Ten years ago gay magazines tended to be shelved in plastic sleeves next to Playboy and Hustler on the magazine rack. Their pages were littered with sexually explicit editorials and advertisements, steamy 1-900 numbers and sex toy catalogues.

Gay magazines of today, however, can be found shelved next to other 'lifestyles' magazines. They are filled with informative articles which delve deep into pop culture and, more surprisingly, they are filled with advertisements from many of the biggest names in corporate North America.

FAB National, Canada's fledgling gay lifestyles magazine, is the first of this new breed of queer periodicals to hit the newsstands in this country.

FAB -- short for fabulous -- National magazine, the Canadian answer to American gay publications such as Out, Genre, and Advocate, hit the stands this fall. Published bi-monthly this new breed of magazine is not as political or as angry as its predecessors. Rather, FAB National is, in a sense, a gay Details -- focusing more on enjoying life and celebrating the gay lifestyle.

"We developed this product in response to increasing consumer and advertiser interest in gay periodicals," said FAB National's publisher Michael Schwarz. "The gay community has been well-served by community-based newspapers in the past, but the market has become more sophisticated. People are interested in more than local community happenings and gossips."

The magazine is geared towards gay male readers between the ages of 20 and 50.

In Canada, gay activists estimate there are between 700,000 and one million gay men. Of these, a large percentage are affluent and highly educated -- a promising target group of consumers for any high-profile advertiser.

In years past, such advertisers have been reluctant to invest in the gay market. Some feared the repercussions of associating themselves too closely with gay politics, such as consumer backlashes against their companies, while most failed to recognize the financial power wielded by the gay community.

But today's breed of gay publications promise a publication free of sexually explicit

advertisements and editorials -- an approach many members of the gay community call refreshing. This absence of sexually explicit material also comes as a relief to many corporate heavies who now feel comfortable with cashing in on the gay market. Such big names include Mossimo, Jeep, Absolute Vodka, and Apple.

"FAB's content is upbeat and fresh. Dedicated to the more enjoyable aspects of the gay lifestyle, the magazine will leave the politics and anger to those publications who have built their reputations on it. FAB will inform, but will not preach; it will lead, but will not push," the magazine claims.

FAB National is "Canada's Gay Lifestyles Magazine" according to the blurb on the cover. This is true only to a certain extent, however. When compared to its American counterparts, FAB National is void of sleazy phone sex advertisements, has an all-encompassing Canadian gay lifestyles directory, and some articles with a distinctive and genuine Canadian flavour. For the most part, however, the magazine has an extremely glossed over, American feel to it, as much of the photography and subject matter comes from outside our borders.

For a premiere issue, the people at FAB National have done a very impressive

job. The magazine provides the reader with an extremely diverse range of subject matter, even though it isn't as Canadian as they claim it to be. The magazine is impressive in that it targets a very specific group and still presents a variety of different viewpoints.

This issue contains pieces on "practicing pride", the "gay gene," pornography on the Internet, and a Canadian man facing extradition to Mexico for the murder of his lover, among others. The arts and entertainment section is dripping with pop culture -- profiles on prominent gay performance artists, photography exhibitions, health and fitness, short fiction, fashion, cartoons, technology, and music.

Dal Tigers Win Catfight With Panthers

By: Daniel Clark,
Dalhousie Gazette
Special to Panther
Prints

It was a very cold night in Charlottetown last Saturday, when the Dalhousie Tigers doubled the Panthers 8 - 4, unless of course your name is Naylor. Luke Naylor scored a hatrick on rather hapless goaltending by Craig Johnson, while his brother, Ted Naylor, assisted on each of Luke's goals plus added another assist on Chad Kalmakoff's goal.

The Tigers jumped to an early lead when Ian Melichercik opened up the scoring, and Luke Naylor picked up his first goal. The Panthers showed that they were going to make a game of it when Dave Lemay put a bullet past Dal netminder Fred Corkum. The period ended with Naylor scoring his second with a 1:31 left.

The Tigers may have

entered the dressing rooms with a 3 - 1 lead, but it was the Panthers who came to play early in the second. Todd Walker scored at the 16 second mark, and 1:26 later Phil Simeon tied up the game.

That was when the game fell apart for UPEI. After a nice goal by Kalmakoff, the Panthers picked up three penalties in six minutes; one of them a double minor. That cleared the way for three straight Tiger powerplay goals. Naylor finished off his hatrick, Melichercik picked up his second goal, and Marc Warner closed out the period.

At this point it was all but over for the Panthers. The crowd became pretty unruly at this point. Swearing occurred between a group of Panther supporters, and a group who had travelled up from Dal. But this game was won and lost on special teams.

UPEI looked absolutely pathetic on powerplay. They gave up a shorthanded goal to Melichercik (the first goal of the game), and managed to go 0 for 6 with a man advantage. The Dal shorthanded team looked brilliant controlling the puck, and dumping it into UPEI's end regularly. The Tigers even escaped 1:11 with a two man disadvantage.

Dal on the other hand controlled the puck during their advantage and managed to score 4 for 7 on the powerplay. The Tigers did an excellent job of controlling the puck, and on one goal had the Panthers so confused that they completely missed their coverage. They gave Luke Naylor so much time that my grandmother could have converted it.

This game exemplified the recent slide of the

UPEI Panthers into last place in the MacAdam Division with a 2-7-0 record. Their work ethic is not the problem... they just suck. With the exception of Lemay's goal in the first (which was an absolute frozen rope), and Walker's in the second; all of the Panthers' shots (even the ones that scored) were very stoppable.

For myself, it was my first time watching a hockey game in someone else's arena, and I've learned that it is not as easy as it looks. Some of the things you can do in your home rink (blowing kazoos, yelling at the ref, and singing "Na Na Na, Hey Hey Hey Goodbye.") are not as well accepted in the Charlottetown Civic centre. All in all, the people were very friendly; with the exception of the kid who spat on me. Kid (I think his name was Adam), if you are reading this, then you can kiss my ass!