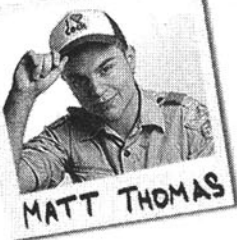


# A No Logo for kids



**E**ven before I realized that I liked football as much for the tight pants as for the “sport” of it, I felt a little different from the rest of the class. My

“difference” prompted me to defend any underdog or freak with whom I felt this mysterious kinship. But what makes one queer a social crime fighter battling for minority rights and another a yuppie fag nightmare? Hanging out with my socialist mother – a child therapist – and her chatty liberal homo friends in their hot tub at the age of seven certainly set me on the path to social awareness. Anne Elizabeth Moore’s *Hey Kidz, Buy This Book* has the same power as my socialist mom and those wet queens, and, luckily, is much more accessible. Since we’re most receptive to new ideas and change when we’re young and innocent, Moore has decided to plant the seeds of change in youth. Calling itself “A Radical Primer on Corporate and Governmental Propaganda and Artistic Activism for Short People,” Moore’s new book is a bible for young minds, queer or otherwise, wanting to learn about those who’d push us into the shadows and how to overthrow them.

During my tween years as an alterna-punk boy, I spent more time playing guitar and smoking pot than consuming MTV music videos and teen mags. But even so, the shirtless gay “Fabios” in the back of the weekly paper made me feel dumpy, and the four-alarm-fire stereotypes of movies like *The Birdcage* left me feeling not gay enough to be gay. With sections such as “Advertising Makes Us Feel Bad” and “All Media Has an Agenda,” Moore’s book could have helped young queer punks like me with its explanations of why mass media offers no real truth or insight into any culture or group (queer culture included). *Hey Kidz* acts as a child-friendly version of Naomi Klein’s bestseller *No Logo* mixed with the tongue-in-cheek style of another well-known Moore. While never talking down to her young audience, Moore paints a detailed picture of the influence and effects of mass media that even a dull-witted muscle mary could easily grasp.

“The cute character on your new backpack might come from a company that believes all video rentals for young adults should be free of swear words, nakedness or homosexual themes,” explains Moore in *Hey Kidz*.

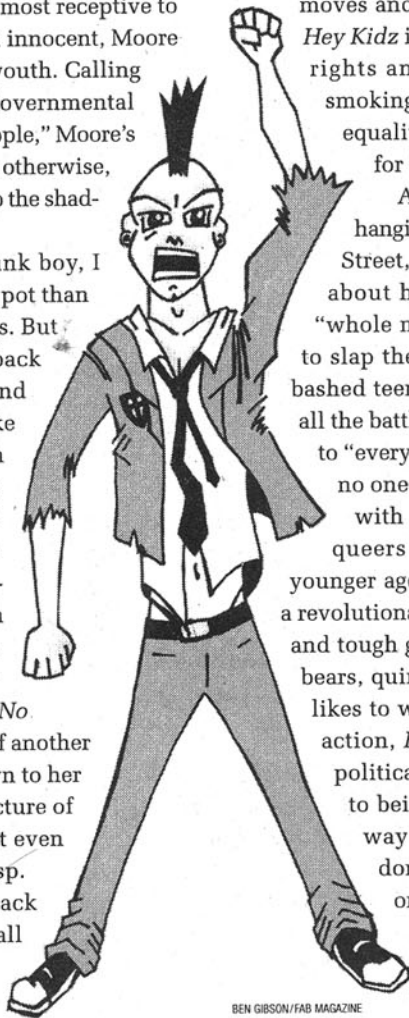
By breaking down companies into what they control and what ideals they represent, Moore makes it simple for alienated young ones to point their fingers at all kinds of offenders, including homophobes. My early faggy angst could have been put to good use by writing to some of the offending compa-

nies if I’d had the extensive contact list found in *Hey Kidz*. Jumping into practical teachings, Moore goes through the complete how-tos, from letter-writing and gathering seed money to renting a PA system and planning public demonstrations. To motivate kids from ideas to action, Moore even solicits advice from queer-minded fab activists like honorary dyke Janeane Garofalo and Chicago political performance group Pink Bloque, which, in matching pink outfits, teaches dance

## Queer rights might get tossed

moves and social causes. The most impressive part of *Hey Kidz* is its seamless and natural inclusion of queer rights and issues among mainstream battles like smoking and the environment. By presenting queer equality so simply, Moore’s book is a powerful tool for the next generation of protestors and voters.

And they surely need it: last week, while hanging out on the Rainbow Strip known as Church Street, I heard a group of 20-something fags talking about how we’d won the last big battle with the “whole marriage thing.” I had to battle my urge first to slap them silly and then point them to the nearest bashed teen or excluded trans youngster to ask *them* if all the battles have been won. Moore dedicates *Hey Kidz* to “everyone who ever kept quiet because they thought no one would listen to them,” which she follows up with a request that we never remain silent. With queers getting their fairy footing at younger and younger ages, books like *Hey Kidz* will help keep alive a revolutionary spirit in the next generation of nancy boys and tough girls. Replete with cute illustrations of fuzzy bears, quirky robots and an apparently nelly boy who likes to wear a kitty mask while engaging in political action, *Hey Kidz* is the ultimate accessible guide to political action and awareness for an age group used to being lied to and ignored. If this book finds its way into the hands of just a few kids, then it’s done us a world of good. We can only hope that one of those kids sees their world through rose-coloured glasses, or else future queer rights might get tossed due to a false impression of homo acceptance. And any ecstasy-dulled gym queens who’ve always wondered what the fuss was about “politics,” or what that fat man with glasses was talking about at the Oscars, should think about picking up *Hey Kidz*. It’s short, cheap and has pretty pictures.



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