



Ethnic Notions: Mapping Gay Porn Across Time, 1970- 2010

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Mapping indicates the porn industry's geographical location dated back to 1970. Red square indicates production companies in 1970; green circle indicates production companies in 1980, and gold star indicates films in the 1990s and 2000s. Courtesy of the Kinsey Institute.

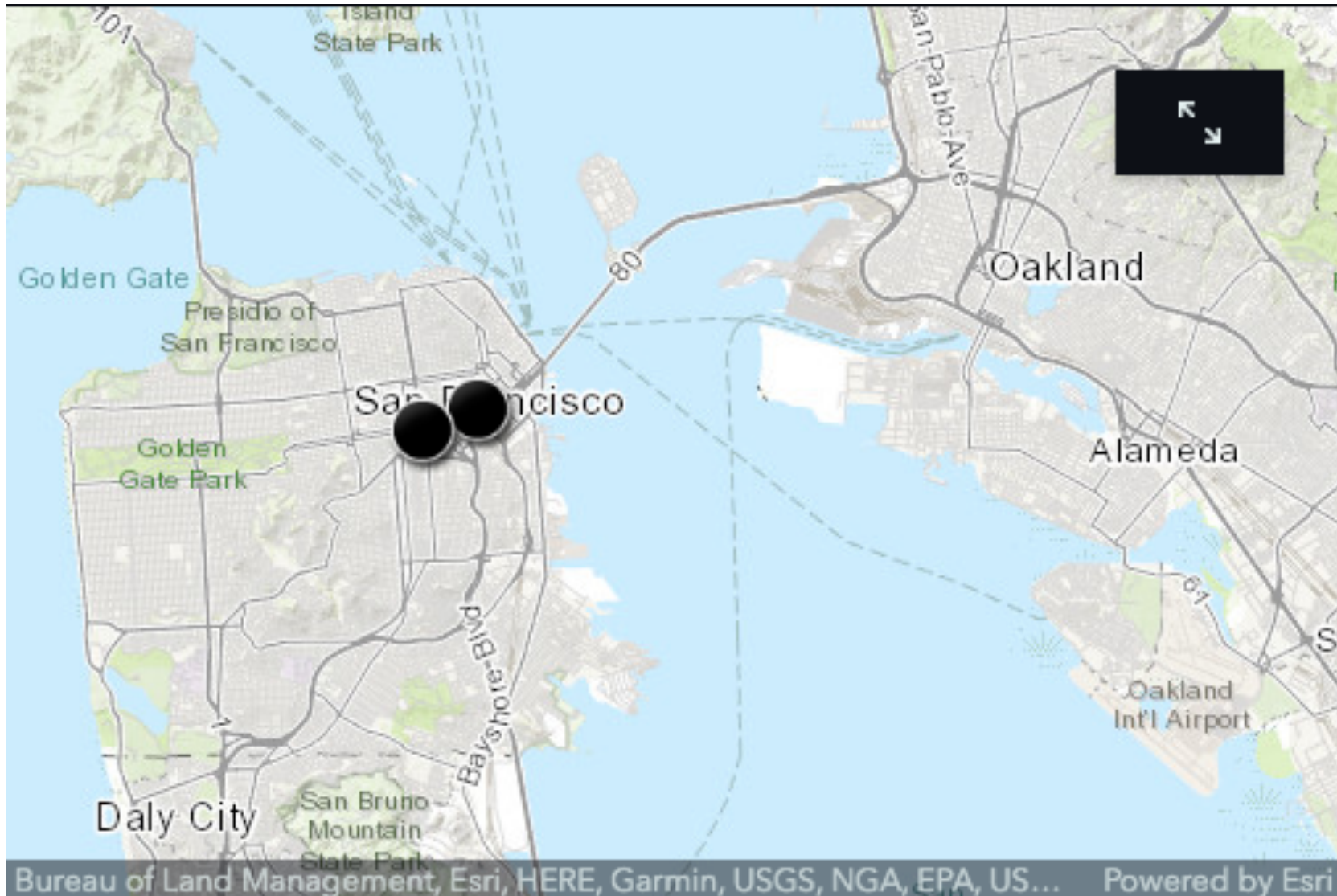
About Ethnic Notions

This mapping project explores the history of the gay porn market from 1970-2010 in California, the porn industry's capital.

Throughout this project, I explore particularly the expansion of the "racialized" gay porn market over a thirty-year time span. What I hope to do is: 1) develop a historical timeline of queer erotic expressive cultures in U.S. cities, 2) trace a genealogy of black masculinity and representations in American pornography across time and space; and 3) use mapping to think about the relationship between consumption; audience and reception; and what I call the "markets of desirability."

Decade: 1970's

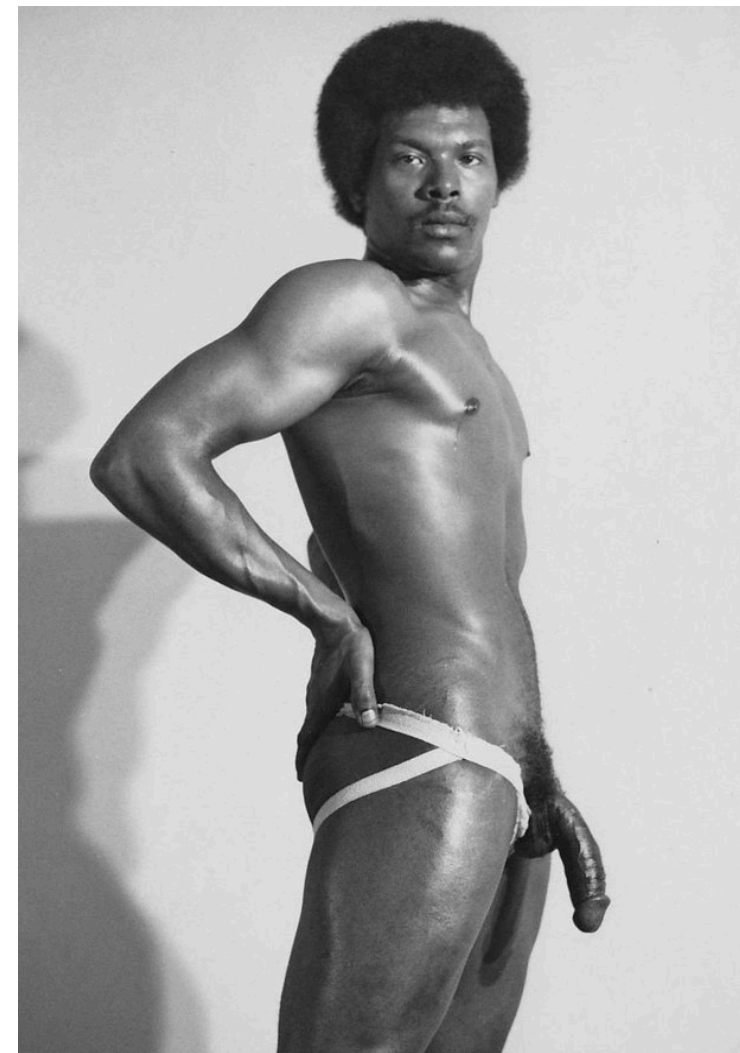
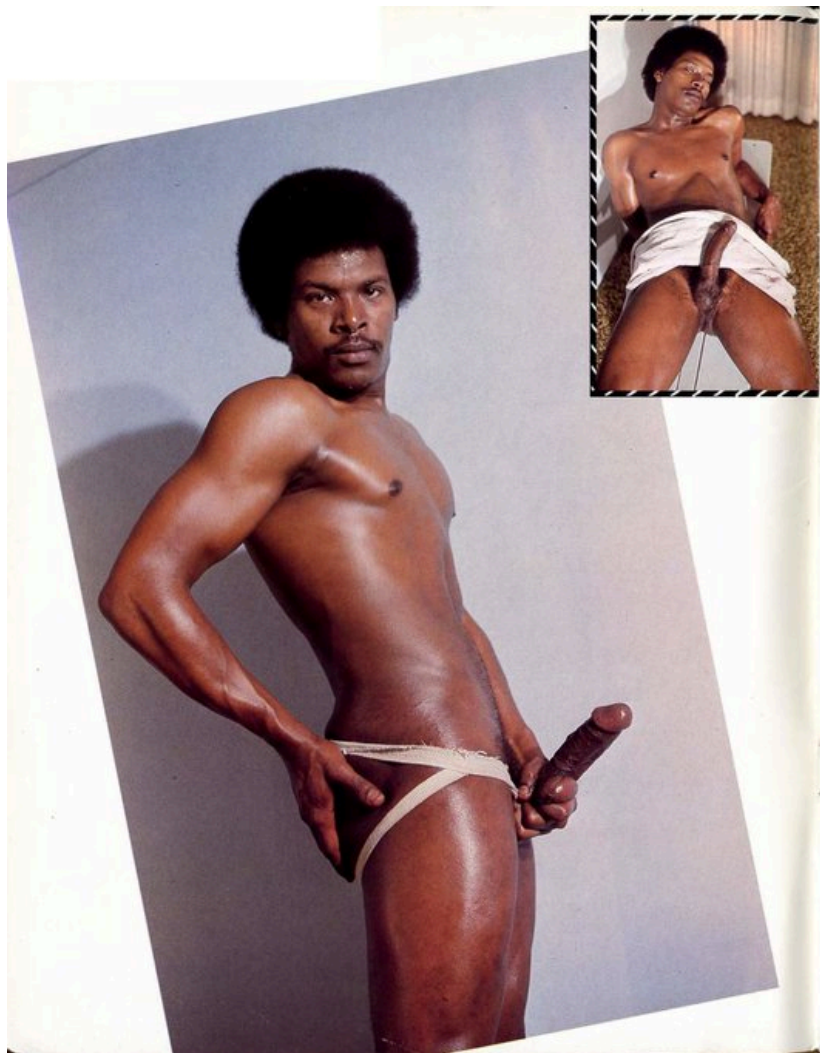
“Prostitution was flourishing, with open solicitation taking place on street corners in the heart of town.... There are 30 movie houses scattered all over that screen only hardcore films. Several places put on live sex shows. Dozens of book stores deal exclusively in porn and others maintain porn sections for the prurient browser. The underground press churns out newspapers, comic books, posters and postcards to delight the dirty-minded. And in the North Beach and Tenderloin districts naked girls dance continuously for the exclusive delectation of the imbibing voyeur. Just walking around the city can give the casual visitor the impression that porn, not tourism, is San Francisco's leading industry.” — Vincent Canby, New York Times article, 1968



This map indicates the few production companies that circulated throughout San Francisco, CA during the 1970s. Courtesy of the Kinsey Institute.

Decade: 1970's

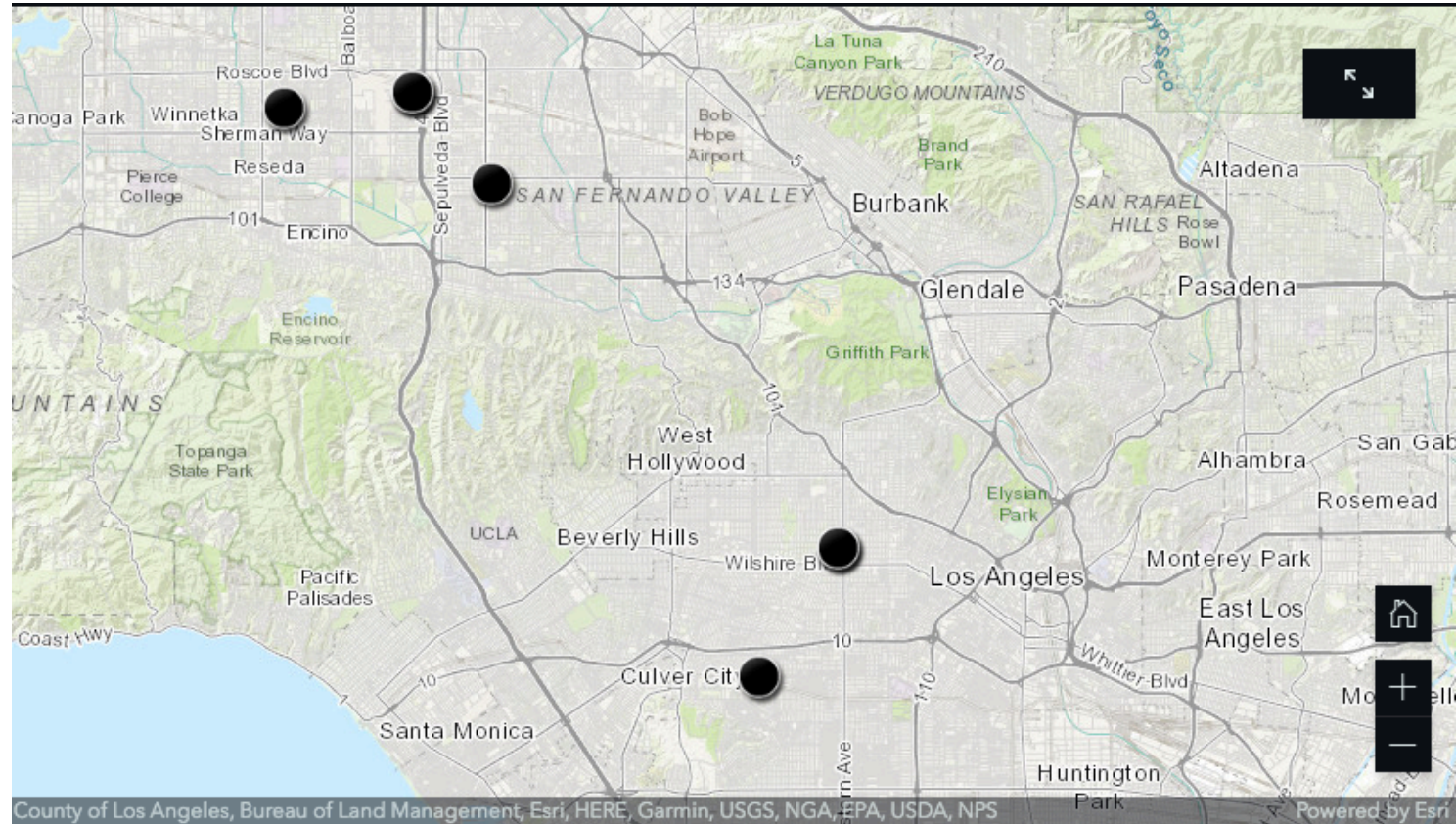
- At the turn of the Golden Age of Porn, also known as "porno chic," San Francisco was dubbed the "porn capital of America." In a 1968 *New York Times* article, Vincent Canby wrote, "There are 30 movie houses scattered all over that screen only hardcore films. Several places put on live sex shows. Dozens of book stores deal exclusively in porn and others maintain porn sections for the prurient browser." Because of these reasons, coupled with how street-based sex work flourished, pornography became San Francisco's leading industry. Ever since the sixties, San Francisco's 'Castro District' became the hub for queer counterculture. This created a sense of self-fashioning where gay men rejected the traditional notions of heteronormativity. It gave them a sense of belonging.
- Throughout the 1970s, pornographers like Matt Sterling, John Travis, and even Falcon Studios sought to incorporate San Francisco's queer counterculture into pornographic mediums. They recruited many of their muses from within the community of San Francisco at local bathhouses, orgy parties, and nightclubs (Escoffier, 139). Because of San Francisco's queer counterculture — that also also embrace sex as a part of the everyday — performing in pornography did not seem obscure; it was viewed as a part of the "communal sex in which many gay men took part" (Escoffier, 139).



Images of Shelley Warner (nude model). Photos by Filmco Productions.
Courtesy of the Kinsey Institute.

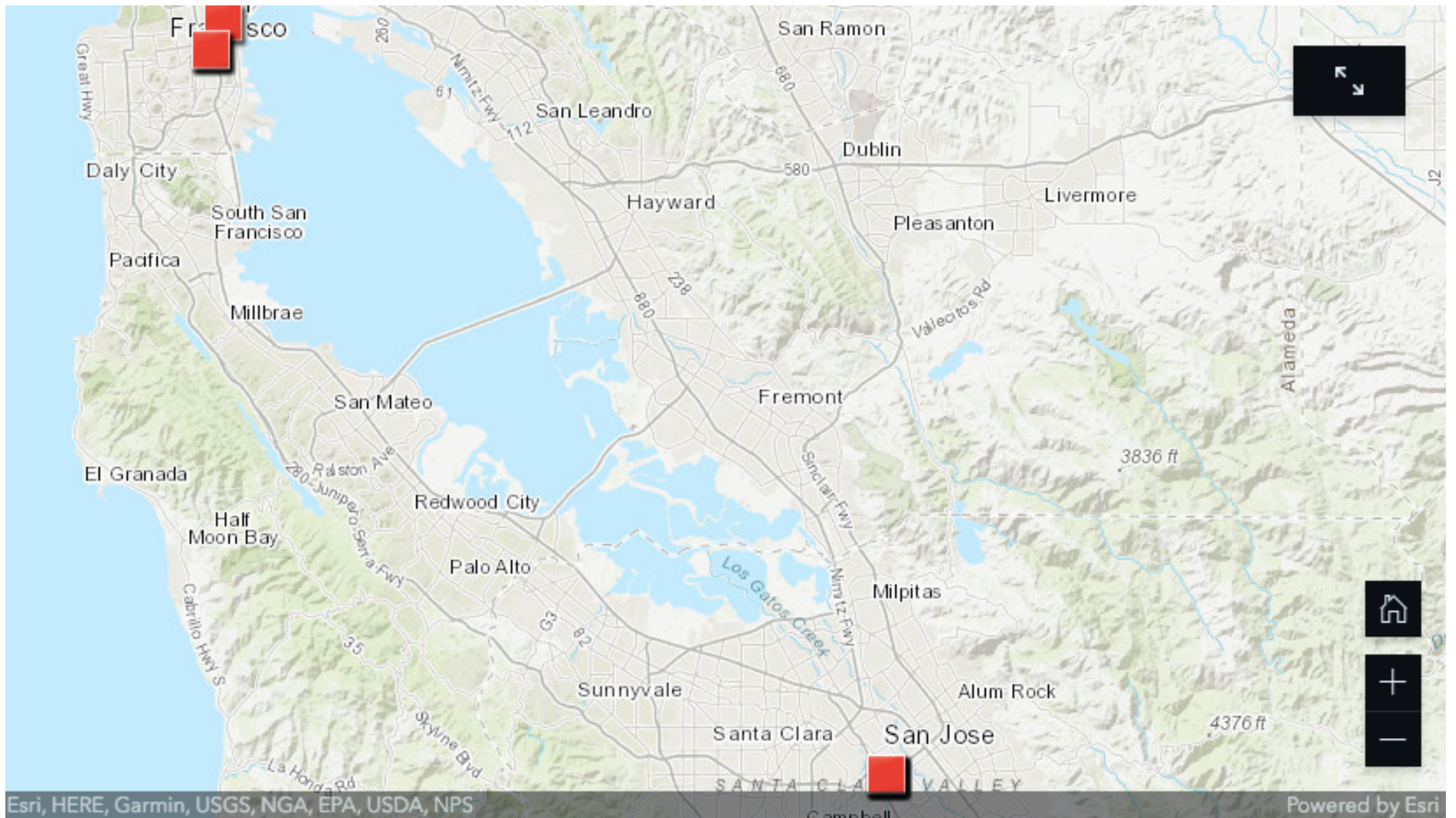
“I wanted ... something that had an image of fierceness and power and grace and was natural.... I thought a falcon represented that. It was a bird of prey. With sexual acts—at least the way we make 'em here at Falcon—there is generally someone who is the predator and someone who's the prey. Now I don't mean that in a harmful way, but by the end of a Falcon film, somebody has snatched someone and given it to 'em good.” [Douglas, Manshots, 22]

Los Angeles also became another hub where porn production companies and distributors thrived. These companies included Filmco, Marksman Production, and Academy Press Production, to name a few.

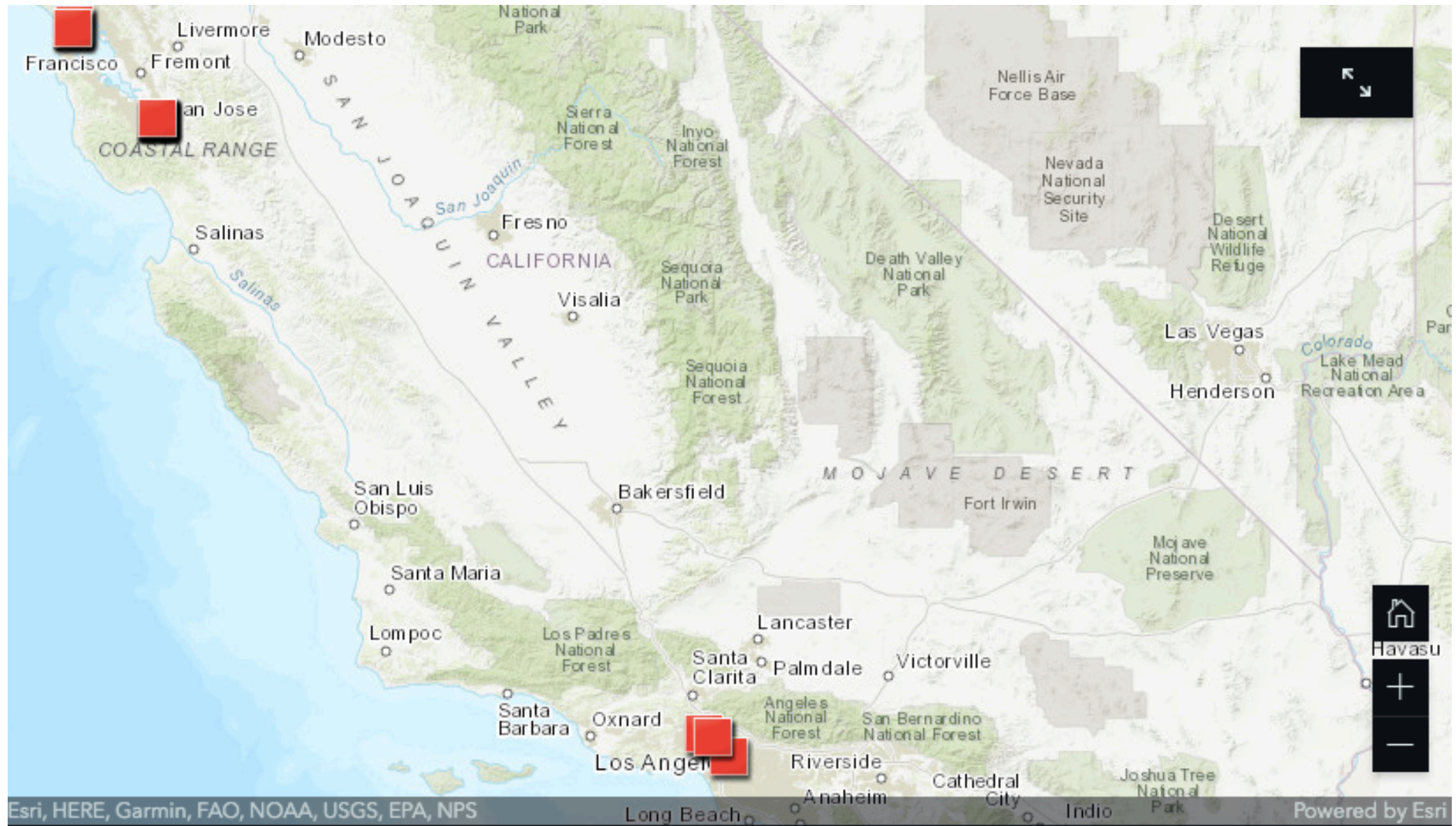


Gay porn production companies that were located in Los Angeles, CA during the 1970's.

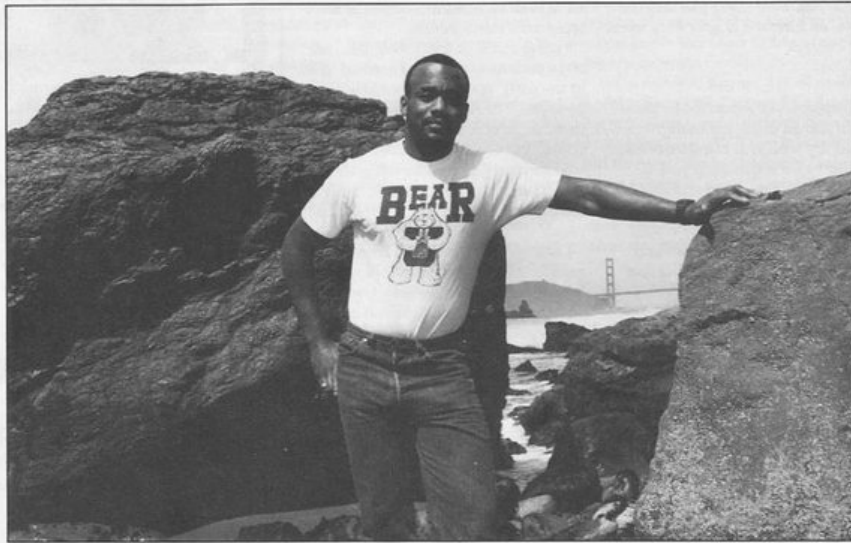
Decade: 1980's



This map indicates the few production companies that circulated throughout San Francisco, CA all the way down to San Jose, CA during the 1980s. Courtesy of the Kinsey Institute.

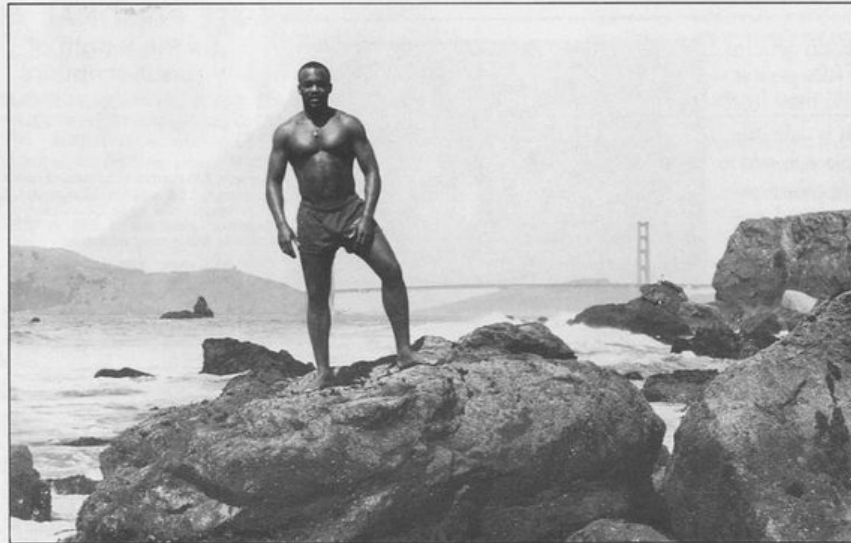


With the rise of the porn industry during the Silver Age of Pornography, production companies began to grow into areas like Sacramento, Long Beach, San Jose, and Los Angeles. Courtesy of the Kinsey Institute.



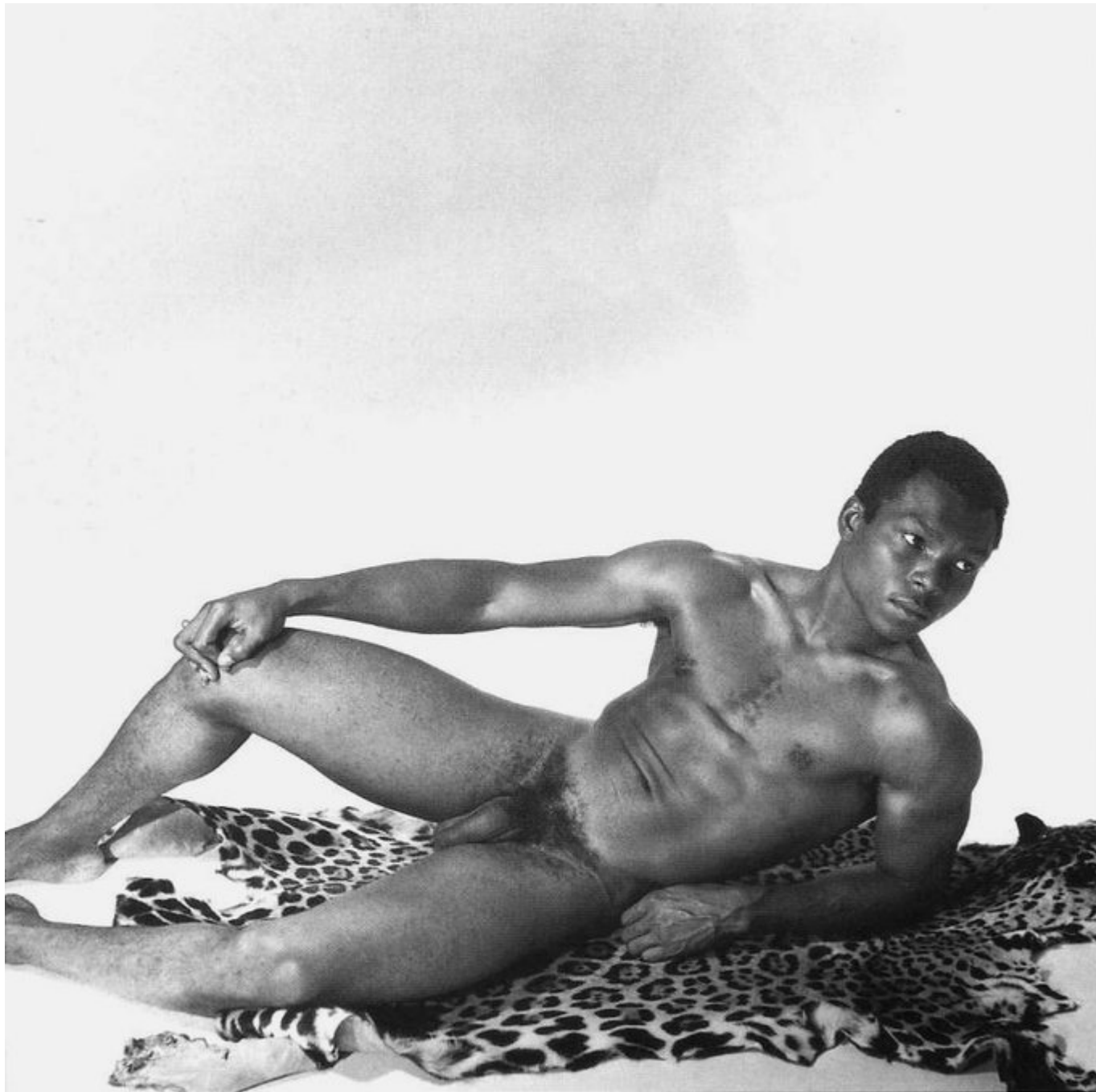
STEVE WILLIAMS

Steve is originally from Mt. Vernon, New York. He's 5'9" tall and weighs about 196 lbs.. He currently lives in San Francisco where he can be found spinning records at the Headquarters bar.



Photography by Jim Wigler

Photograph of Steve Williams. Photo from Bear 25, courtesy of Vintage Black Dudes.



Photograph of Robert Bennett. Photo from Marksman Production, courtesy of the Kinsey Institute.

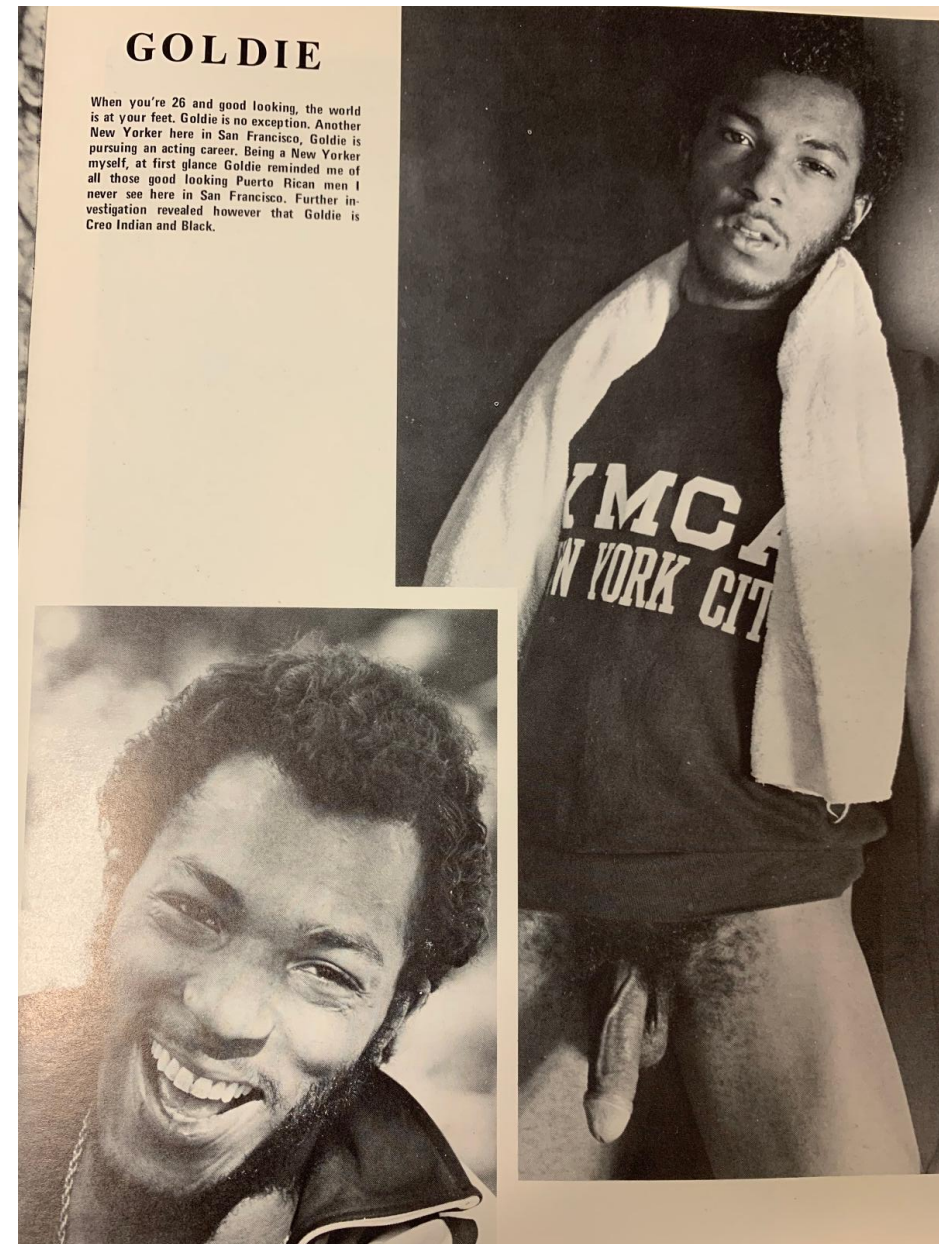
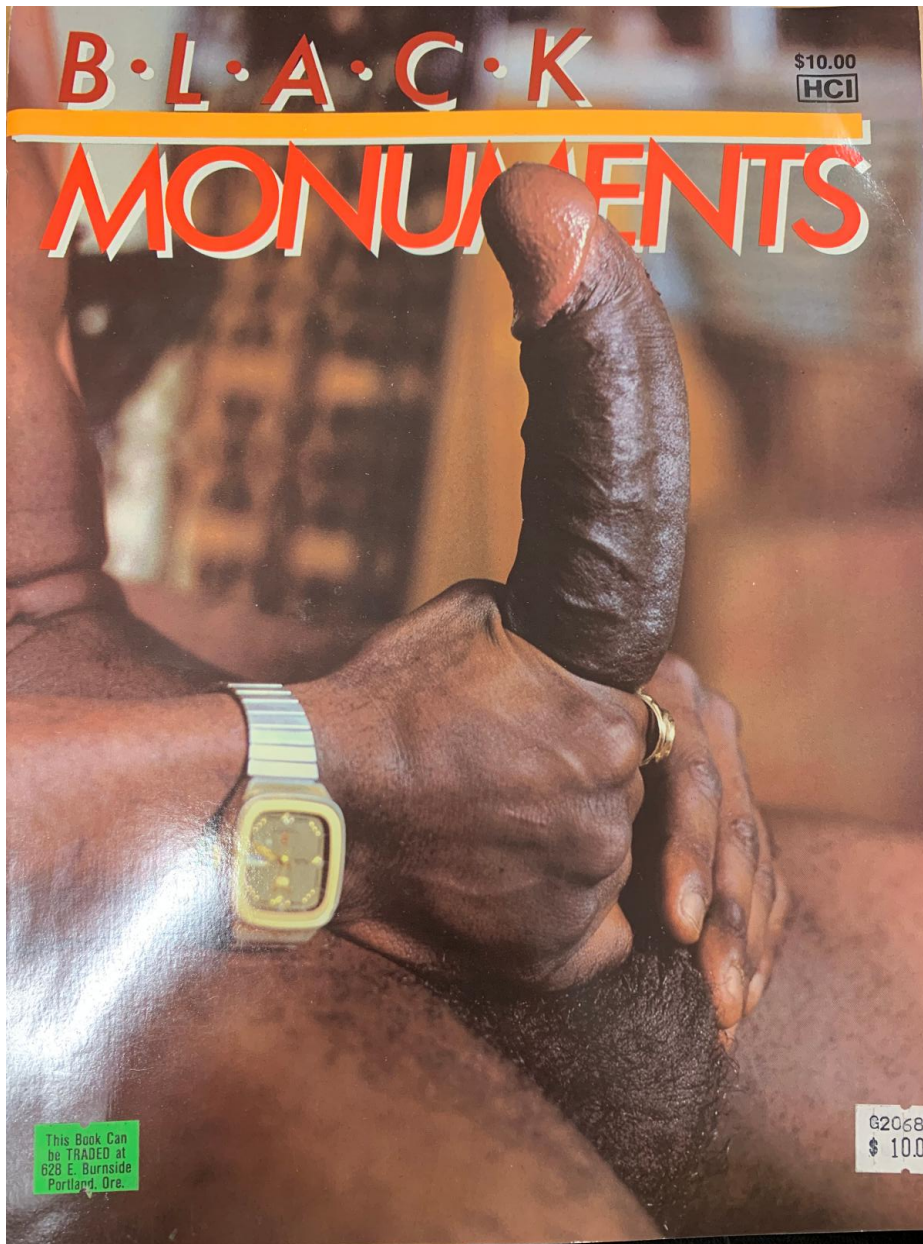
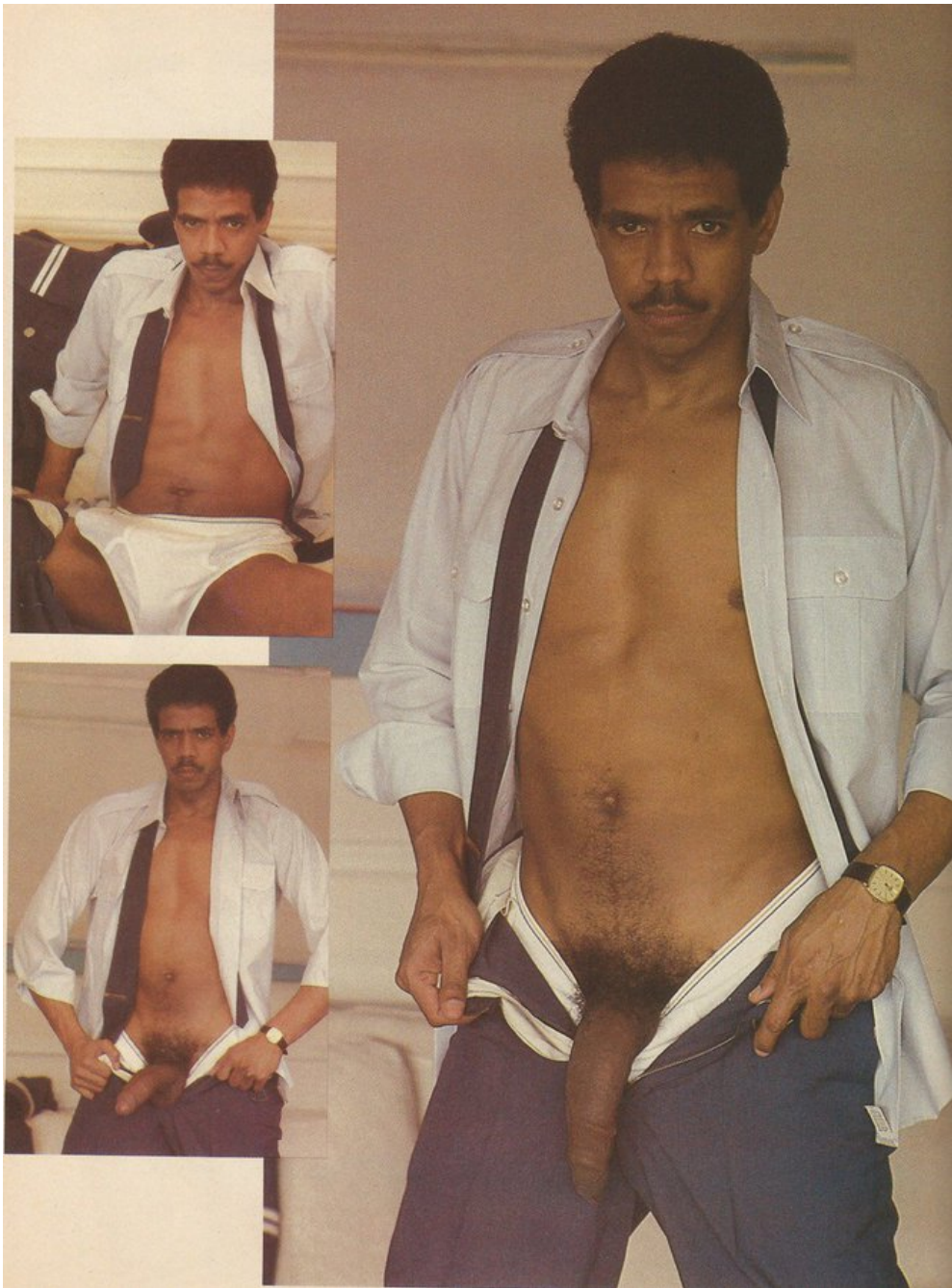


Image of *Black Monuments* magazine (left); Photo of Goldie in *Black Monuments* (right). Courtesy of the Kinsey Institute.

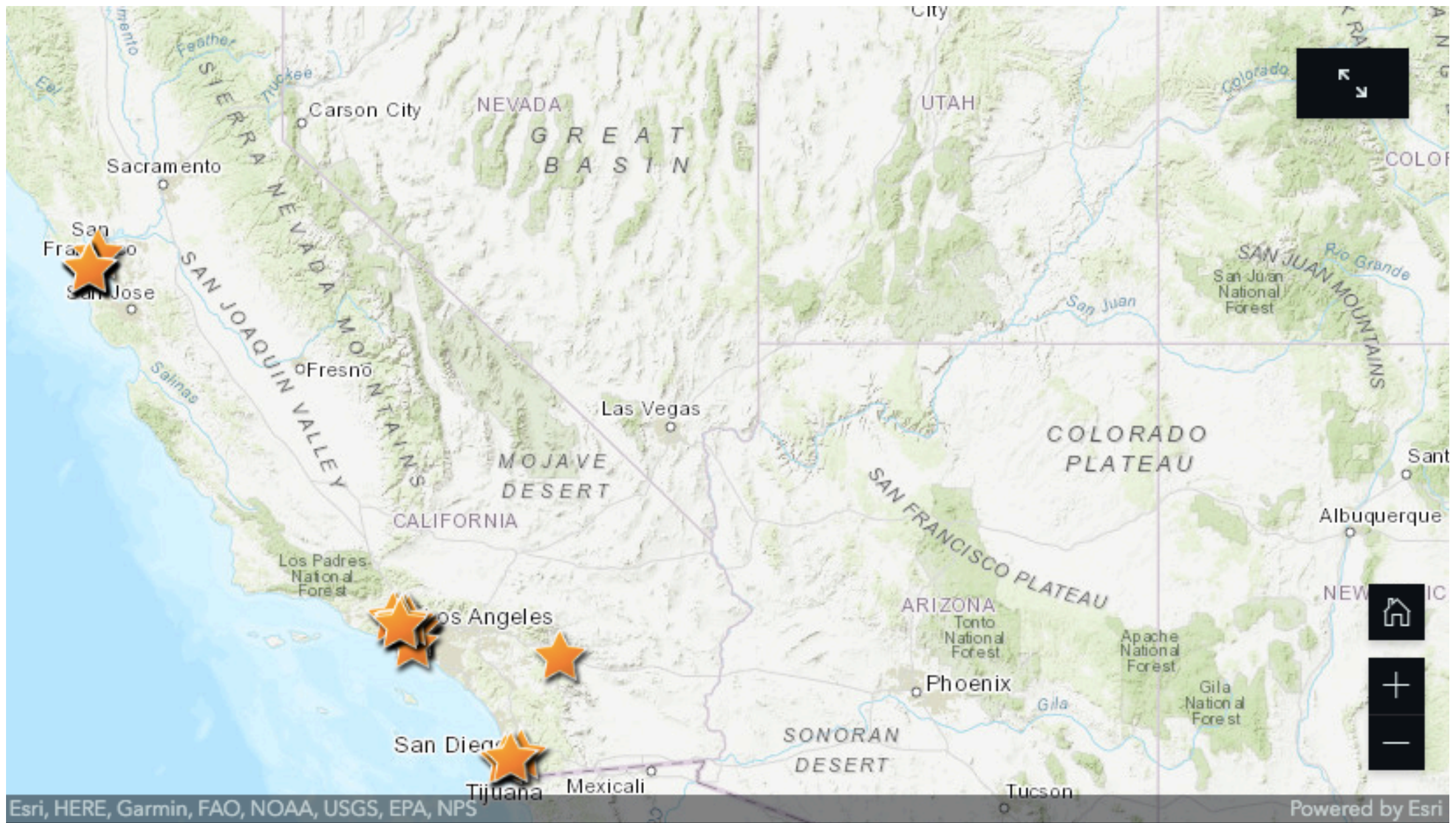


Photograph of JR Jackson and unnamed model (left); photo of unnamed model (right). Courtesy of the Kinsey Institute.



Photograph of OG Johnson. Photo by unknown distributor, courtesy of The Kinsey Institute.

Decade: 1990s-2000s



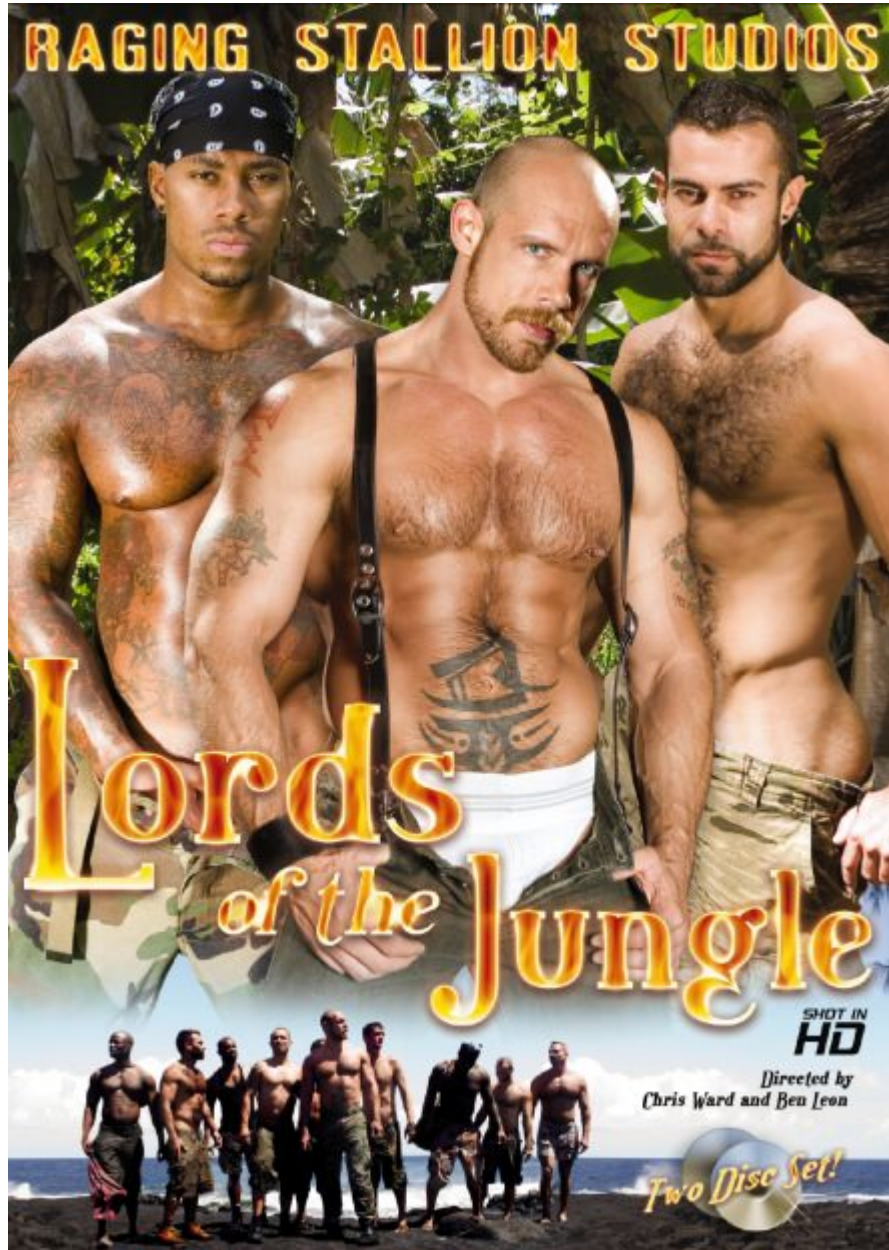
This map indicates the growing market of gay pornography in cities like San Francisco, San Jose, Los Angeles – with now Silicon Valley as the new “Porn Hollywood” – San Diego, and even Tijuana. Courtesy of the Kinsey Institute.



Dicktronic: The Brazilian Secret (2003),
courtesy of The Kinsey Institute.



Photograph of Rudy. Photo by unknown distributor, courtesy of The Kinsey Institute.



Lords of the Jungle (2006), courtesy of The Kinsey Institute.



Introducing Exclusive:
François Sagat
Starring Exclusives:
Michael Brandon
Sean Harris
Co-starring:
Nick Piston
Joey Russo
Chuck Di Rocco
Colin West
Mike Power
Rafael Alencar

Directed and Produced by Michael Brandon and Chris Ward
Music: JD Slater - Photography: Kent Taylor and Geal Tomsic
Videography and Editing: Ben Lavin - Graphic Design: P. Corpse

MONSTERBANG.COM RAGINGSTALLION.COM REARSTABLE.COM

Hard As Wood - All models are at least 18 years of age. Proof of age and other required notices
are on the back cover. Screen 2251 of Vol. 11 and 1101, Vol. 20 Part 750 with respect to this website
and all original materials associated therewith in which the name, likeness and part in the
performance of François Sagat, 125 Picoon St., San Francisco, CA 94101-1101-1101-1101
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Hard As Wood (2005),
courtesy of The Kinsey
Institute.



Raw Monster Cock Riders (2005), courtesy of The Kinsey Institute.

Date retrieved from Dwoods Black Sexuality Collection



Geocoding Adult Studios 1980s



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Name of Production Companies

	A	B	C	D	E	F	G	H
1	Name of Production Companies	Year	Street Address	City	State	Zip Code	Type of Medium	Distributor
2	Latin Macho	1980	15766 Arminta Street	Van Nuys	CA	91406	Magazine	Unknown
3	Books of Black III	1985	7216 Varna Avenue	North Hollywood	CA	91605	Magazine	In Touch International
4	Falconers	1982	30 Sheridan Street	San Francisco	CA	91403	Magazine	Le Salon
5	Black Balling	1980	6000 Sunset Blvd. #209	Hollywood	CA	90028	Magazine	Nova
6	Force 1	1980	55 Sutter Street #623B	San Francisco	CA	91404	Magazine	Le Salon
7	Hot Black Men #2	1981	30 Sheridan Street	San Francisco	CA	91403	Magazine	Le Salon
8	Big Black Rods	1982	30 Sheridan Street	San Francisco	CA	91403	Magazine	Le Salon
9	Books of Blacks 1/2	1985	7216 Varna Avenue	North Hollywood	CA	91605	Magazine	In Touch International
10	Hot Black Men	1984	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Unknown
11	Heat Flash	1983	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon
12	In The Night	1982	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon
13	Dirty Looks	1983	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon
14	Hot Rods, Dark Skin	1986	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon
15	Street Walkers	1986	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon
16	Black, Hung, and Ready	1984	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon
17	Black Market	1987	55 Sutter Street Suite 623B	North Hollywood	CA	91403	Magazine	Le Salon

Date retrieved from Dwoods Black Sexuality Collection



Geocoding Adult Studios 1990s-2000s



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	A	B	C	D	E	F	G	H
21	Brutal Tops	2010	3470 Adams Avenue	San Diego	CA	92116	Film	SX Video
22	H2O	2005	69 Converse Street	San Francisco	CA	94103	Film	Manifest Media
23	Lords Of The Jungle	2006	1155 Mission Street	San Francisco	CA	94103	Film	Raging Stallion Studios
24	Afternoon Delights	2006	1155 Mission Street	San Francisco	CA	94103	Film	Raging Stallion Studios
25	Cum Leche	2010	1301 Montalvo Way #7	Palm Springs	CA	92262	Film	Channel 1 Releasing
26	Big Dick Club	2007	7821 Noble Avenue	Van Nuys	CA	91405	Film	Falcon Studios
27	Work Secrets	2007	7821 Noble Avenue	Van Nuys	CA	91405	Film	Falcon Studios
28	Naughty Clinic	2007	6920 Hayvenhurst Ave	Van Nuys	CA	91406	Film	Arena Entertainment, Inc.
29	The Banging Badge	2007	7230 Coldwater Canyon Avenue	North Hollywood	CA	91605	Film	Blue Pictures
30	Salon Sluts	2007	6649 Odessa Avenue	Van Nuys	CA	91406	Film	Arena Entertainment, Inc.
31	Sons of Poseidon	2007	4726 Kansas Street	San Diego	CA	92116	Film	Puppy Productions
32	Heaven Sent	2007	1177 Harrison Street	San Francisco	CA	94103	Film	Falcon Studios
33	Tropic Sensations	2007	6649 Odessa Avenue	Van Nuys	CA	91406	Film	Arena Entertainment, Inc.
34	Deviant Hot Men	2007	18034 Ventura Blvd. Suite 201	Encino	CA	91316	Film	Aren Kay Productions