

Game changer

Giana DeGeiso and business partner Jamie Rosler founded Broadly Entertaining as a female-owned and operated entertainment business in New York City. In December, Reno native DeGeiso moved back home for a few months to establish Broadly Entertaining locally. On Saturday, March 23, the company is hosting an event called "Reno Party, Period" at the Loving Cup, 188 California Ave. Multiple bands and DJs will perform. The cost for this menstrual-themed party is a package of feminine hygiene products, a package of unopened underwear or \$10. Donations will benefit Safe Embrace. Learn more here: bit.ly/2SPRoLV.

Broadly Entertaining—it's punny.

Yes, it totally is. ... My business partner and I met, I think, in 2011. I was directing her in a play in a theater company that she was a producer for and an actor for. After that, she invited me to do this improv group. ... While we were in that improv group, she invited me to be a trivia host for this company she was working for. She was on a TV show called *The Chase*. She's also been on *Jeopardy* and *Who Wants to be a Millionaire*. She's a trivia badass. ... She invited me to be a trivia host with her because I'm a bit more of a song-and-dance-man. ... From then on, we got sick of working for this one particular company and this one



PHOTO/JERI CHADWELL

particular dude—white, male, dude—who was just the worst. And we noticed also that the content that we were representing wasn't representative of the customers in front of us. It was just like our history books, kind of skewed white male. ... It's just how it is, but it isn't representative of the audience at all—at least not of what we were seeing in Brooklyn and Manhattan, where we were working at the time. So we just kind of said, "Fuck it. Let's do this our way." ... Most of our company is run by women. My husband helps out by DJing from time to time, but it's a woman-run, woman-operated business that we're really proud of and that's committed to diverse hiring in all sorts of ways. But our content puts women and people of color, people with disabilities, the LGBT community—we put them in equal light with everybody, and that's not what the trivia was that we saw. ... And it's gotten us into trouble in some places, which is a major bummer.

Wow. Where?

We got in trouble from one venue saying that our questions were too political, just because we decided to ask a question about the first gay congressman. When we asked for more clarification—we were at the time doing a charity event, something we do every month ... and this month it was Black Girls Rock, which helps black girls get into the entertainment community. ... So we decided to write a trivia round called Black Girls Rock. It was just 10 questions about black women who are awesome, and that was considered too political.

Talk to me about the party. The paper did a writing contest we called "Stories, period."

Oh, that's great! Dude! I'm going to have a "cuntfessional," so people can tell their period stories and put them on the internet. ... The period party originated in Brooklyn, with our number one Broad—our first hire, basically. She was like, "I want to throw a period party. Would you guys want to help us do that?" Jamie and I were like, "We don't know what you're talking about, but that sounds awesome." It turned out to be a partnership with #happyperiodnyc. ... We threw a dance party in a bar. We had three bands, two DJs, something like that—and a dance crew called the Tailshakers come through and flashmob the place in red glitter. And price of admission was an unopened package of underwear, menstrual products or 10 bucks at the door. ... It all went to #happyperiod. We ended up making close to a thousand dollars for them that night, in cash donations alone, and a giant pile of period products to distribute. □

NOTES FROM THE NEON BABYLON

BY BRUCE VAN DYKE

Liar Cohen vs. liar Trump

Look, I really don't want the first words out of my mouth this week to be "fucked up," but it's obviously too late to stop now. And when we consider the proposition that it's not only likely but extremely probable that our "president" is running for a second term not for any impressive political goal, but so he can *avoid going to effing prison*, well, hell, I'd just like to stop and call a point of order because I'm gonna go out on a limb and guess that this is a first for America. And one of the better ways to assess this particular predicament is just to go ahead and say it—this is fairly fucked up! There ya go!

Which reminds me, for some demented reason, of an old TV series way back in the '50s, where most weeks, Dad would find some reason to roll out his trademark line,

"What a revoltin' development *this* is." Any of you geezers remember the name of this show and the star who said those words?

Hey, give Mike Cohen some credit. I'm serious. You think it's easy being America's TV King for a day? Man, the heat was on, and he was in the Big Kitchen, where you can't get away with even a quick nasal flick without launching a snarky barrage of international tweets, GIFs and memes! But Cohen kept himself remarkably together for what was basically a full tilt work day of fielding questions, half of which were civilized, half of which were ornery. Ole Lanny Davis had his boy *coached up*, and they were ready, and they deserve a pat on the back. Ultimately, Cohen came off as far more credible than the

Trumpian lickspittles that hammered endlessly on their tiresome "Ooh, you are *such* a big, fat *liar*!" approach until Mike got frickin' bored to death with it. As in, "Yeah, yeah, yeah, is that all you got? Jesus Christ, I could use a drink."

Ok, the quiz answer is—*The Life of Riley*! Starring the forgotten William Bendix as Chester A. Riley, a wing riveter at an aircraft plant in California. You have to be quasi-ancient to remember this show, which ran from '52 to '58.

So far in 2019, there's been the biggest coke bust in California history, the biggest coke bust in New York history and the biggest fentanyl bust ever. *All at ports of entry*. Which reminds us that of all the dumb ideas in Dum Dum's head, The Wall is likely the dumbest. □



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