

A Publication of Sacramento Women In the Media **TYPECAST**

Vol. I, No. 1

Spring 1975

Newswomen Form Media Coalition

This edition of **Typecast** is the first quarterly newsletter of **Sacramento Women in the Media**. We of the Sacramento Newspaper Guild Women's Caucus earnestly hope it will not be the last. Its success, of course, and that of **SWIM**, depend on the active support of women and concerned men in the local media and the community. We have

attempted to assemble a comprehensive mailing list of those persons involved in some way or concerned with the Sacramento media — including persons in print and broadcast media, public relations, advertising, public information, journalism education and community groups. We want to reach persons now working in the

field and those who once did, those who plan to and those who are simply interested and/or concerned about the employment and image of women in the media. We no doubt did not reach everyone, so please help us pass the word.

Those of you who attended the first organizational meeting of **SWIM** last November are familiar with the intent of the Guild Women's Caucus in establishing **SWIM**. For those who did not attend, a few words about the caucus are in order:

The caucus was established four years ago as a committee of the guild — the labor union representing newspaper people in news, advertising and related fields at the two local newspapers. The aim of the caucus was to attack and eliminate discrimination against women in hiring and promotion at both newspapers and to improve the image of women as portrayed in the news. The caucus was established at the same time as the guild's Minority Affirmative Action Committee; the two groups have worked closely together to end discrimination against women and minorities, and members of the caucus are also members of the affirmative action committee. Discrimination against women and minorities in the media has taken similar forms, resulting in gross underrepresentation of both groups in media employment and snide, bigoted or simply nonexistent

Parity Now! Demanded

The red button with the message "Parity Now!" etched in half-inch high white letters says it all for the inside classified advertising staff at the **Sacramento Bee**. But for the outsider, the situation requires a bit more explanation.

Simply, the struggle between Newspaper Guild contract negotiators and McClatchy management centers around the Guild's attempt to narrow the dollar difference between the wages of the inside and outside classified staffs.

And the difference isn't peanuts. The average top salary for an outside classified salesperson after six years is \$314.71 per week, but the top

Next **SWIM** meeting:
Wednesday, June 4 at 7 p.m.
Bear Flag Elementary School
6620 Gloria Drive
(Directions on page 5)

weekly salary after four years for an inside staffer is \$208.01 — a difference of \$106.70. And, the gap is widening.

There are striking similarities between the two departments. Although the outside classified department works entirely on display advertising for the classified section, including special promotion

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Media Women Unite

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reporting of news about minorities and women.

Caucus members have learned a great deal over the last four years about how to most effectively confront and eliminate discrimination in the media. We would like to share what we have learned with other women and concerned men who have experienced or observed similar problems in other local media. That is why we moved to establish SWIM, and that is the reason for this newsletter: to share experiences and to learn from them.

Media Discrimination

The task we undertook four years ago was formidable. Women newspaper reporters, for example, have traditionally been confined to reporting "lightweight" news — engagements and weddings, recipes and luncheons. Nothing SERIOUS, you understand, my dears — because, after ALL, the ladies cannot fathom anything beyond their kitchens and laundry rooms. A woman writer attempting to break out of that male-enforced mold usually found herself facing a near-solid wall of prejudice. Some of us managed to slip through the cracks, and there are women who persist — we thing naively — in contending that THEY never experienced any discrimination. The facts, of course, speak otherwise. Four years ago at the Bee — where our membership is strongest and our efforts have been concentrated — there were no women editors beyond the confines of the "social" pages, no women editorial assistants (the "copyboys" of newspaperdom), no women copy editors, no women in outside display advertising sales and only a smattering of women in general news reporting. As a direct — and sometimes indirect — result of caucus action, there are now at the Bee two female assistant city editors, one woman weekend editor, women in outside display advertising sales, a female classified advertising manager, women editorial assistants, female copy editors and increasing numbers of women in general news reporting. The "women's activities" or

"social" section of the Bee was scrapped after the caucus suggested transforming that section into one featuring articles of more general interest, and women who were once consigned to the "women's news" beat have been moved to general news assignments. A woman stenographer who was doing the work of a reporter (at half the pay) was recently promoted to a reporter's position after the caucus petitioned management in her behalf, and threatened to sue the Bee for sex discrimination. We have also been instrumental in securing promotions to more responsible, and better-paid, positions for women in the business and circulation departments of the Bee. With the assistance of the guild and Sacramento civil rights attorney John F. Moulds III, we have when necessary helped women to file sex discrimination complaints with the federal Equal Employment Opportunity Commission — which, as a result of our action, has found the Bee to be in violation of federal sex discrimination laws affecting hiring and promotion.

The Image of Women

To improve the image of women in the media, we have repeatedly objected to news reporting and photography which demeans or exploits women (most specifically their bodies) and have been notably successful in eliminating much of that peculiar style of non-reporting from the newspaper columns. We have worked to "sensitize" male editors and reporters to the goals of the women's rights movement, to eliminate much of the snide, utterly non-objective reporting of the movement — reporting which, on a national scale, has been largely responsible for the negative image of women's liberation in the minds of many people. With the approval of McClatchy Newspapers Editor C. K. McClatchy, guidelines for writing about women have been adopted at the three Bees. We hope to obtain similar cooperation from managements at the Union and, through SWIM, at the local broad-

cast media.

More to Do

Our accomplishments to date, although substantial, were attained under conditions which were nothing if not intensely hostile. And we have not by any means eliminated The Problem. There are still no female or minority editorial writers at the Bee, for example, and no women or minorities on the prestigious State Capitol beat. In fact, the Bee has added four white males to the Capitol Staff in recent months — bringing to nine the number of white male reporters, including the bureau chief and the political editor, assigned to cover capitol news. The contrast between the Bee's capitol bureau and the Brown administration, in terms of representing women and minorities, is striking. Women remain heavily concentrated in clerical or otherwise low-paid positions, particularly in the advertising departments of both newspapers. In current contract negotiations between the Guild and McClatchy management, the latter has flatly refused to close the salary gap between inside and outside classified advertising salespersons, and in fact is proposing to widen the gap still further — a proposal which will mean a salary disparity of approximately \$130 per week between the nearly all-female inside sales staff and the predominantly male outside sales staff. (Guess who gets the lesser salary.) Quite obviously, baby, we have a long way to go.

Join Us

Certainly there are no limits to what a united coalition of media and community people can do to eliminate discrimination against women throughout the local news media. And, judging from the inquiries the caucus has received from women in media throughout the country, there is a crying need for a coalition to deal with this issue on a national scale. We have a solid foundation of accomplishments from which to work, and we urge our sisters and brothers in the media to join us.

—Sigrid Bathen

Bees Agree To Writing Guidelines

Members of the Women's Caucus at the Sacramento Bee are heartened that substantive policy changes have arrived at the newspaper. With the arrival of the new management editor, Frank McCulloch, in February, Bee management has agreed to establish guidelines for newswriting about women.

In a recent policy statement to be adopted throughout the McClatchy Newspapers chain, which includes Bees in Fresno and Modesto, Editor C.K. McClatchy adopted a condensed version of the guidelines devised by the Stanford University Women's News Service. He balked only on the use of women's last names on second reference (the current style for men), but left the door open for future change in that area.

The Stanford guidelines are summarized below.

1. Use the last name only in second references, for both men and women, without any prefixes.

2. Females over the age of 18 are "women," not "girls," "gals," "broads," "chicks," or "ladies." "Student" should be used instead of "coed."

3. Gratuitous physical description, almost non-existent in stories about men, should be avoided also in stories about women. If you would not say "Slim attractive Sen. Howard Baker" do not say "Slim, attractive, Gloria Steinem."

4. Only mention an individual's spouse and family in passing and if relevant.

5. Most achievements do not need sexual identification. If you would not say "Dan Rather is a male reporter," do not say "Helen Thomas is a female reporter."

6. Avoid sins of omission as well as those of commission. If, for example, an expert is sought in a given field, or if an example is sought to make a point, women should be used in these cases as a matter of course, not simply as oddities or representatives of a "woman's viewpoint."

7. "Man," used alone and as a suffix should be avoided whenever possible because it is sexually ex-

clusive. (i.e., use "chairperson," "sales workers or agents" instead of "salesmen," etc.)

8. Women's professional qualifications or working experience should always be acknowledged to forestall the common and often incorrect expectation that most women are full-time housewives.

9. Avoid the use of "women's libber." It is an unacceptable pejorative. Use "feminist" instead.

10. Headlines should be watched carefully for stereotypical, simplistic language.

11. The final test is to go through a story about a woman and ask yourself whether you would have written it the same way if it were about a man. If not, something may be wrong with the tone or even the conception of your article. Think it through again.

—Iris Yang

Classified Parity Issue

(Cont'd. from page 1)

tabloids, its accounts are larger than those of inside class. Paradoxically perhaps, the largest advertiser is handled in the inside phoneroom.

The inside class people feel the extra duties they perform as a regular part of their job more than compensates for the larger dollar volume of outside class. Inside staffers not only service their contract accounts, which include display ads and special promotions, but they must also handle the voluntary transient calls (people who call to place non-contract ads). In addition, the inside classified staff is tortured by a mechanical "bonger" which emits regular doorbell-like chimes when a voluntary call is waiting to be answered and no lines are available. The "bonger" is triggered by just a single call, often while everyone is busy with a customer.

(The Women's Caucus objected to the "bonger" — and to working conditions generally in the phone room — during a meeting with McClatchy Newspapers Industrial Relations Director Keith Fuller many months ago, and Fuller assured the caucus that improvements would be made. Quite obviously, they have not, and caucus representatives have consulted a civil rights attorney about taking legal action, probably in a class action lawsuit for sex discrimination, to alleviate the oppressive working conditions and improve the inadequate and discriminatory salaries of inside class.)

Recent changes in equipment have required inside classified employees to learn a whole new "scanner" language to code ads. It's a different story in outside class where secretaries type the ads for salespeople, except when the work load gets heavy. Then the ads are brought in for inside class to type.

Based on the obvious similarities between the two jobs, Guild and caucus representatives have argued for salary parity between the two departments. During those negotiations, the company has never given a satisfactory reason for the gross disparity, much less for its rationale in increasing the gap still further.

The Guild and many women in classified feel the parity issue is not merely related to differences in job duties but to the continuing tragedy that many women in the working society earn less than men doing the same job. That as we all know is illegal.

The Bee inside classified department employs 23 full-time workers, excluding supervisors. All but one are women. Of the 11 part-time employees, nine are women. The outside classified sales staff employs six men and two women full-time, excluding supervisors.

In late February, Carolyn Nielsen, formerly the phoneroom supervisor, was promoted to classified advertising manager to replace Jim Taylor. This marks the first time a woman has held that position at the Bee. A step in the right direction, to be sure, but only a step. Additional problems of concern to women need attention, and "Parity Now!" is only one. But it is a beginning.

—Janet Clark

UPDATE

A compendium of notes and comments on activities, accomplishments and news about women in the media.

Sexism, Financial Division

Financial columnist Sylvia Porter recently took an unnamed male political columnist to task for his inaccurate and insensitive published comments about women in the work force. She identified the offending columnist only as a writer "who usually restricts his observations to politics (and who should stick to his sphere of competence)." According to Porter, the columnist blithely wrote that "the work force, as never before, includes large numbers of women...whose unemployment would only mean loss of an extra job, not a catastrophe."

Porter then proceeded to bury the columnist's stupid remark with a convincing barrage of government statistics about working women: namely, that 35 million American women are currently in the labor force, 7 million of whom are single women working to support themselves or others, 6.3 million widowed, divorced or separated (and often supporting children), 3.7 million married to men with incomes below \$5,000 annually and 3 million with husbands whose incomes are between \$5,000 and \$7,000.

"By what standard," Porter concluded with cool precision, "does any man determine that his right to work (or privilege of working) is greater than a women's? By what yardstick does that columnist judge that his loss of a job would be 'a catastrophe' but mine would merely be 'loss of an extra job?'"

Child Abuse As Humor (?)

The Mothers Emergency Stress Service, a county-funded project of the Sacramento Women's Center to aid mothers in emergencies, recently objected to a statement aired by KROY Radio in the guise of a "public service announcement." According to a letter from the administrators of MESS, the station aired the following announcement:

"Abusing your children? Feeling guilty? Call Mothers Emergency Stress Service at 446-7811...They'll probably turn you in."

In the MESS letter, which was directed to KROY and area media, Trudi Alexander and Gloria Cummings said their organization plans to file a complaint with the Federal Communications Commission. Citing the MESS emphasis on "preventive stress interventions," Alexander and Cummings were justifiably angered by the flippancy of the KROY announcement. "This particular brand of 'humor' could prevent mothers from asking for help," they wrote. "This joke was made at the expense of many unfortunate women who have no other place to go."

Women who work in the local media have long objected to snide reporting of serious women's issues by their confederates in the news business. The KROY remark cited here is a typical example — the kind of example which a unified organization such as SWIM could bring to a timely demise.

Media Report to Women

A monthly newsletter crammed with facts and commentary on women and the media is published in Washington, D.C., under the title **MEDIA REPORT TO WOMEN**. The detailed report contains information about promotions and job openings, as well as activities of media women throughout the country. A one-year subscription for women is \$10 (\$15 for men), and can be obtained by writing **MEDIA REPORT TO WOMEN**, 3306 Ross Place, N.W., Washington, D.C. 20008. The report is on file at the International Women's History Archive, 2325 Oak, Berkeley, Calif., 94708. SWIM has requested a complimentary subscription, which we will add to the library of writing about women in the media which we are compiling.

The Media and the Community

Numerous local women's organizations — including the Sacramento Community Commission for Women, the American As-

sociation of University Women and the National Organization for Women — have indicated the strong interest of their members in media portrayal of women. SCCW has recently produced four television programs on the image of women in television which are being broadcast by KXTV, Channel 10. Representatives of SCCW and other community groups concerned with women in the media, have indicated their interest in SWIM as a vehicle for bringing about change in the hiring, promotional and news policies affecting women in Sacramento area media.

Books and Essays

Women are slowly beginning to write about their experiences in the media. Isolated as many women news writers have felt in the near-exclusive male domains of the news business — and often fearful of losing their jobs if they spoke out — writing about women in the media has been limited.

Harper & Row recently published **ROOMS WITH NO VIEW: A WOMAN'S GUIDE TO THE MAN'S WORLD OF THE MEDIA** (paperback, \$5.95), a collection of essays by women working in broadcasting, wire services, newspapers, magazines and book publishing.

In Princeton, N.J., a group of women have formed **WOMEN ON WORDS AND IMAGES** — an organization which includes educators, writers, students and photographers. The group is concerned with sex role stereotyping in media, primarily television and textbooks. The authors of **DICK AND JANE AS VICTIMS** — a study of sex role stereotyping in children's textbooks — they have recently published **Channeling Children**, a report of sex stereotyping in situation comedy and adventure shows on television. **Channeling Children** can be obtained for \$2.50 from **Women On Words And Images**, Box 2163, Princeton, N.J. 08540.

SWIM Meeting Set for June 4

At the November, 1974, organizational meeting of SWIM, the Women's Caucus of the Sacramento Newspaper Guild was designated to devise a basic structure for the new organization, of which the caucus will be a part. After much thought, we devised the following structure, with officers to be elected at the next SWIM meeting, Wednesday, June 4 at 7 p.m..

—A president, vice-president, recorder and treasurer

—A board of directors, including the above officers as well as representatives from each of the following categories:

- Newspapers
- Television
- Radio
- Community Groups
- Advertising
- Public Relations and Public Information
- Wire Services
- Journalism Education (student or teacher)

—A newsletter editor or editors with experience in makeup, headline writing and copy editing.

Volunteers for the above positions are invited to submit their names to the caucus for presentation to the SWIM general membership meeting. If you submit someone's name other than your own, please obtain approval from that individual before you submit the name. If there are no voluntary nominations in a given category, the Core Committee of the caucus will select the nominees to be presented to the membership. Obviously, nominees should be employed or participants in the categories they wish to represent on the board. President, vice-president, recorder and treasurer can represent any category.

At the November meeting, it was also agreed to levy an initial annual membership dues of \$5.00 to help support the newsletter and any other activities SWIM should undertake. SWIM has already received donations from caucus members, including a \$500 award which Bee reporter Nancy Skelton received from the San Francisco Press Club. We hope to use a major portion of

Nancy Skelton's donation to establish a scholarship fund for women contemplating a career in journalism. We will also need to consider other fund-raising possibilities; one suggestion has been a social event and/or awards ceremony to recognize outstanding journalistic achievements by women. Other suggestions are needed and welcome.

Please clip the enclosed membership form and submit it with your \$5 dues, which (at this point anyway) includes a subscription to the newsletter. If you wish to volunteer or suggest a nomination for the officers and board of SWIM, indicate that in the space provided.

Nominations must be received by Wednesday, May 28. Voting will be conducted at the Wednesday, June 4 meeting. MEMBERSHIP APPLICATIONS CAN BE SUB-

TYPECAST Contributors

Contributions for future issues of TYPECAST are welcome. Submissions may include comments and letters, ideas for future articles, book reviews, notes on activities affecting women in the media, and original article submissions about experiences of women in all forms of media. Articles should be typed, double-spaced and signed by the author. Authors who do not wish that their names be used should so stipulate, and, if desired, indicate a pseudonym or a description to be included at the close of the article. The names of authors of anonymous submissions will be kept in the confidential files of SWIM. In future issues, a brief description of the professional or community affiliations or activities of authors will be included at the end of each article, so please include summary of same. Submissions should be sent to:

TYPECAST
SACRAMENTO WOMEN IN THE
MEDIA

P.O. Box 16073
Sacramento, California 95816

MITTED AT ANY TIME, BUT WE URGENTLY NEED SOME FINANCIAL SUPPORT NOW. Special thanks go to artist Ric Hugo who designed the Typecast logo, Janet Clark, Dee Schulz and other students and staff at California State University, Sacramento, who donated typesetting and composition assistance, and to the Guild, which helped to finance the remaining costs for this first newsletter — but we cannot depend indefinitely on the generosity of the Guild for financial support.

Additional membership applications can be obtained at the meeting, or by writing SWIM at P.O. Box 16073, Sacramento, 95816. Or, you may reproduce this application for distribution to persons you think would be interested in joining. Women and concerned men in other cities are invited to be members of SWIM.

Helpful Directions

For your convenience, here are some directions to the first SWIM meeting on June 4, at Bear Flag Elementary School Multi-purpose room, 6620 Gloria Dr. at 7 p.m.

From downtown — take "P" Street to South I-5 (South Sacramento Local only). (Take the freeway on ramp that goes toward the left.) Go to Florin Road. Exit on Florin Road WEST. Go to Gloria Drive (Kennedy High School will be on your right). Turn right on Gloria Drive. Bear Flag will be about 3-5 blocks down on the left.

From I-80 — Take West (toward S.F.). Go to Redding exit. At Redding exit, there will be a sign saying "South Sacramento Local Only." Take the S. Sacramento exit. Go to Florin Road. Exit on Florin Road WEST. Take Florin to Gloria (1½ mi.), Kennedy High School will be on your right). Turn right on Gloria Drive. Go 3-5 blocks. Bear Flag will be on the left.

MEMBERSHIP APPLICATION

I would like to become a member of SWIM.
Enclosed is my \$5 annual membership fee.

Name _____

Address _____

City _____ Zip _____

Phone _____

☐ I would like to become more involved in this organization.

Clip and mail to Sacramento Women in the Media, P.O. Box 16073. For further information, members of the Women's Caucus can be contacted through the offices of the Sacramento Newspaper Guild, 927 - 10th St., Sacramento, phone (916) 446-7943.

NOMINATION FORM

Mail to Sacramento Women in the Media,
P.O. Box 16073, Sacramento, Ca. 95816 before
May 28th.

Name _____

Position Desired _____

Occupation, business or organization

SWIM
P.O. Box 16073
Sacramento, California 95816