



A Publication of Sacramento Women In the Media

TYPECAST

Vol. 1, No. 3 Fall-Winter 1975

Gun Shots And Cow Bells In The Classified "Sweatshop"

If you're telephoning a classified ad to The Sacramento Union and you hear gun shots and cow bells in the background, don't hang up — you haven't reached the O.K. Corral.

And it's not chow time down on the farm when you hear gongs while talking to classified sales personnel at The Bee.

According to sources, all of whom asked to be nameless, managers at both papers have some unique ways of controlling employees (almost all women) in the telephone sales rooms.

The Woman's Caucus, an arm of the Sacramento Newspaper Guild which represents employees at The Bee and The Union, has been investigating increasing reports of discrimination and harassment directed at women in the papers' inside classified advertising departments.

Salaries in outside classified, predominately men, are over \$100 a week more than salaries in inside classified, predominately women. The work is basically the same; both departments sell advertising. Inside classified sells over the phones and outside classified sells by personal contact.

That discrimination against women also includes a difference in the way they're treated and the amount of respect they receive.

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VIGNETTES & FAUX PAS

• "Every other magazine in America tells women how to spend their money; We'll help you make it!" says a group of bay area women who are starting a monthly magazine.

It's called "Women at Work."

Editor Grace Harwood, a San Franciscan and former editor of Amnesty International's human rights quarterly, "Matchbox", says the magazine will have a western business and economics focus. A spring publication date is planned.

Women's groups in Sacramento have promised support, but the staff is still looking for legal, editorial, marketing and other business advice. Call Barbara French, 445-4445 or the San Francisco office, 1615 Polk St., 94109, (415) 776-0808.

• In the "some people never get the word" department:

Gov. Jerry Brown's press secretary, telling what would happen if NOW members participated in the "Alice Doesn't" national strike: "If a worker misses a day for other than legitimate causes, HE must be prepared for less money on HIS paycheck..."

• A female person is no longer cute, pert, a chick, a stunning blonde or a broad, a lovely, a bird or other frivolous things, according to the Sacramento Union's new dictum.

What's more, they will no longer be described in terms of the number of children they have, or the man they are married to. "It is unnecessary to state she is a woman or that she has three children without some further justification."

She will be referred to, heretofore, by her last name on second reference. No more marital designations in major sections of the paper.

And neutral words are the rule. Reporter, instead of newsman; supervisor instead of foreman.

At the Bee, an attempt to follow suit with last name only on second reference quite flatly, failed.

"It would be cumbersome and awkward," said one editor. "What if a woman and her daughter died in a car accident?"

• Writing award to Carolyn Anspacher, for page one Hearst epic in the San Francisco Chronicle

which housed the paragraph:

"The transmogrified Miss Hearst, with her dyed red hair, seemed jut-jawed, tight-coiled, with small uninhibited breasts outlined under a scarlet sweater, her flat bottom narrowed almost to a point of non-existence by dark blue slacks."

• There is a breakdown of that old machine — motherhood — Los Angeles police chief Edward M. Davis said, and it's causing crime.

"The breakdown in motherhood can lead to "the use of dope, stealing, thieving and killing," he said.

Before a Los Angeles breakfast club, Davis said women do not stay home and give youths proper training, but instead, act "like their husbands are supposed to have acted, wanting to play around a bit," said the chief.

"When mommy becomes that way... if mommy believes in swinging, she believes that you can lie, cheat and steal, that you can do whatever you want to."

• Women's Caucus attempts to eliminate publication of wedding announcements in the Sacramento Bee's feature (formerly women's

section were half-way successful.

Editor C.K. McClatchy consented to "get rid of engagement notices" when reporter Nan Nichols told him that many engagements weren't resulting in marriages. "I've been doing these for several years," she said, "and very few of these engaged couples are getting married to the same people they were engaged to."

But the bride notices, each of which runs about seven inches, are still taking up several full pages each month and will continue to do so until a readership survey is completed.

At that point, management will decide if it can afford to divorce the brides.

• Typecast welcomes story suggestions and articles written by and for women, art work and design suggestions.

• The Sacramento Union's Kirt MacBride acknowledged an invitation to SWIM's August fundraising bash: "Sure I'd like to attend. But COSMO (Club) drinks are usually \$1.25 and we'll have to buy drinks for all the broads. Won't we?"

Typecast

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SWIM
Meeting
Thursday
Dec. 11
at the new
offices of
N.O.W.
818 19th St.
first floor
7 P.M.

Valine Will Sue

Jessica Valine, who was fired as manager of Majestic Press in Sacramento when she became pregnant, says she will sue her former employer for sex discrimination.

Her employer, Majestic owner Douglas Tibbitts, did not respond to a letter from SWIM which reminded him of laws prohibiting terminations for pregnancy and urged him to reinstate Valine.

The cost of filing a lawsuit is estimated by Valine's attorney at \$500, and SWIM members will be asked at the December meeting to help her with those legal expenses out of the slowly growing SWIM treasury for legal defense.

While in the advanced stages of pregnancy, Valine worked as a freelance photographer but has not been steadily employed.

A postscript: Valine and her husband Frank became the parents of a son, Daniel Elmer, Nov. 1.

Male Reporters Hostile Toward Female Attorneys

Several male broadcast media reporters demonstrated their hostility toward serious women's issues recently during a press conference on sexism in the legal profession.

Women's Advocates, a group of 100 female attorneys and law students, called the conference to release their survey showing discrimination against women applicants in large private law firms and public agencies.

Of 714 attorneys in the survey, 66 are women, the survey shows. Of 211 attorneys in 20 large private firms, only 6 are women — 2.4 per cent.

The predominantly male media representatives who attended the conference in the Capitol press room were provided with a well-written and comprehensive analysis of the survey. Few press conferences are as organized.

Conducting the conference were Susan Orton Baisden, elections counsel to Secretary of State March Fong Eu; Pamela Faust, executive director of the California Commission on the Status of Women; Kathy Mader, an assistant Sacramento County public defender; and Kitty Hughes, a student at McGeorge School of Law.

Reliable sources, as they say in the newsbiz.

Leading the interrogators was KCRA-TV REPORTER Bill Harvey, recently criticized by SWIM (and, we were told, by his assignment editor as well) for use of the pejorative "women's libbers" to describe supporters of the Equal Rights Amendment on the air.

Harvey's statements at the conference — they really could not be characterized as questions — were directed at the legalities of sex discrimination. Not a subject with which he is apparently familiar, but one in which the conference panel was expert. He and KXTV-TV reporter Roger Lindberg contended the survey did not show sex discrimination because no examples of specific applicants being turned away nor any lawsuits were cited.

"I can't use this!" Harvey hollered. "It's not substantiated!"

Despite Harvey's frequent outbursts and interruptions, the attorneys advised him that a pattern of exclusionary employment practices can be regarded as legal evidence of discrimination, that the statistics clearly showed exclusion of women in the local legal profession.

"We undertook this survey with unconfirmed suspicions that the larger Sacramento law firms are discriminating against women attorneys in their hiring practices," said Baisden. "We have confirmed these suspicions.

"The paltry percentage of women lawyers employed by local firms becomes particularly significant when compared with the numbers of qualified women applicants. Of the persons being admitted to the California Bar later this month, for example, 15.4 per cent are women. Women presently make up 13.6 per cent of the Sacramento County bar."

In addition, she said the organization has considerable "raw data" on

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Discussion Groups

Gene Cone, public information officer of the Air Resources Board, (391-7462 or 322-2990) is organizing discussion groups in conjunction with SWIM, for all women in, and interested in the media.

The first meeting in mid December will deal with the the image of women in the media and how media women can work to change it. cussion will include the written word, job performance, influencing media men, publishers and the public.

Other topics may examine how public relations women can perform in SWIM, how professionalism need not be sacrificed in the name of affirmative action, educating future newswomen, and liking the women we work with.

And more.

Call Cone for directions and more details.

Pop Guns And Cow Bells

Continued from Page 1

Inside classified departments have long been known as the "sweat shops" of the newspaper business.

Reports of subtle and not-so-subtle means of intimidation at both papers have been reported to the caucus.

Take the matter of the "gong" at The Bee. It's used to remind sales personnel that a call is waiting on another line. With an average of 1,100 calls coming in daily and 30 people to answer the phones, the gong rarely rests. After a protest by the caucus several years ago, Bee management promised to "do something about it." But it's still there and "better than ever," a source said. In all other departments at the paper, an ordinary flashing light on the phone is used.

At a recent meeting with Union inside saleswomen, the caucus was told of the clanging cow bell, the purpose of which is obscure, and the cap pistol. Natalie Parrish, classified manager, was given the dubious honor of being the fastest gun at the Union, saleswomen said. The women say she fires a loaded cap gun into the room periodically and, at least once, she put the gun directly against a woman's head and fired. That time, it wasn't loaded.

At that meeting, the Union women presented a formidable list of complaints against management in general and Parrish in particular. They related incidents of harassment, threats and quick retaliation they claim is directed against anyone who offends Parrish in any way. And they said offending her is not difficult.

When a notice of the caucus meeting was posted on a bulletin board reserved exclusively for guild use, Parrish went into a rage, remarking that (the caucus) made her "ashamed to be a woman," the women said.

Parrish was contacted by SWIM and asked to comment on a number of reports of harassment of women in her department. She asked, "Do you mean a number, or do you mean just one?" She said she wanted to know if there had been more than one person in her department who had made these reports. Assured

Typecast Deadlines

Spring Edition March 1
Summer Edition June 1
Fall Edition Sept. 1

that there had been more than one she said, "I have no comment. None at all."

The woman who posted the notice claims that retaliation for involvement in the caucus was swift in coming. Within days after the meeting, she says she received a letter of reprimand that threatened dismissal. The letter claimed she made two mistakes, one that was made. Supposedly long before and showed a "bad attitude." Reference was also made to a previous letter of reprimand.

Union management, however, has been unable to produce that previous letter, according to a guild spokesman, so a new letter is being prepared to replace the one whose contents cannot be fully verified. At The Union, sources say, such letters are filed in an employee's personnel folder. Guild-management labor contracts require justification for dismissal. The letters — and it sometimes doesn't take many of them, SWIM was told, are used by management as "proof" of incompetence.

Since everyone makes mistakes, sources say a case for dismissal can be deliberately built against any employee by carefully documenting each mistake, error in judgment and bad mood.

The woman who received the last "letter" feels a case is being built to dismiss her. She says she had been given a collection of jobs which prevent her from selling ads. After she filed a grievance with the guild, she says her voluntary phone calls (unsolicited advertising) were cut off. Further, she claims that ads she

solicited were credited to other people when they reached the paper. Such practices will make it impossible for her to meet ad lineage requirements, she says. And in newspaper sales, an employee who does not maintain lineage can be dismissed.

Several weeks ago, representatives of the caucus met with E. Padilla, general manager of The Union and Bill Hofer, industrial relations. Caucus members say both men were pleasant and accomodating, but gave nothing up in the way of commitments to change inside classified conditions. Padilla denied that the company discriminates against women who belong to the caucus or SWIM and Hofer said he could find no evidence that telephone calls are routed away from anyone.

The woman making the charges, however, says she can back up her claim regarding the phone calls and lineage credits with her daily work sheets that list everything she does during the day. And she claims that her supervisors admitted, in front of a witness, that her calls had been cut off. In addition to two grievances she has now filed with the guild, she is considering the filing of an Equal Employment Opportunity Commission Complaint (EEOC), she said.

"Complaints from many women at both papers have become too numerous to ignore," the caucus said. "We will not let reports of harassment go unnoticed, and we will not tolerate intimidation of women who wish to pursue legitimate caucus activities."

Little Leary

Does this sound familiar?
"Me mother-in-law reminds me of Sophia Loren... She looks like Carlo Ponti."

Or this:
"Gals who hate themselves in the mornin' oughta sleep until noon."

Don't fall off your seats laughing. This isn't part of a Bob Hope entertaining-the-troops war monologue. It isn't even vaudeville.

It's part of the front page of the Sacramento Union. As one female reader wrote, "the true emerald" of the paper.

Little Leary is its name — that filler cartoon of the Irishman who most frequently makes fun of women and drunks.

Last year, following letters protesting the sexism (not to mention the unsophisticated humor), a contest was held to determine whether cartoonist Bill Leary's creation should stay or go.

The letters raged on, pro and con. After the dust settled, Little Leary stayed.

In answer to a petition signed by every woman in the editorial department asking for his removal, Leary sent an autographed message of good will for the bulletin board.

He started as Managing Editor Bob Carney's choice, a reflection of his judgment that there was nothing better available to fill the space.

Leary has now apparently been adopted by the new executive director, Don Hoenshell.

As far back as June, after a few particularly insulting Leary cartoons, several women approached Hoenshell to ask him again to find another alternative.

When SWIM was formed, board member and Union reporter Hilary Abramson told him that board members would like to meet with him. That the women at the Union weren't the only ones repulsed by Leary's not always humorous touch.

Hoenshell said he would even be open to an alternative.

In late summer, he asked Abramson to relate to the board that he had found a possible alternative — "BroadSides", more of a political than sexist jabber. Not hysterical all the time, but more general. He even gave her some BroadSides proofs to show board members for comment.

They gave their blessing.
"What we'll do is alternate them



at first and then slowly phase Leary out so his supporters won't be upset," Hoenshell said. "I don't want anti-Leary people to think they've won, either."

He apparently didn't mind if pro-Learys thought they won.

While the executive director said Leary would go in time, he evidently ran another contest with letters from readers dissatisfied with alternating the two fillers.

"A tally of the mail over the last couple of weeks shows Leary leading BroadSides 12-1," read the

A Little Pest

editorial explanation in September. "As they say after an election, the people have spoken. We will not take your Little Leary away."

To that, Bill Leary himself added, "Tell your readers it's all in fun."

SWIM is not happy about this turn. It wasn't even satisfied with the alternating cartoons, but was willing to be happier with a compromise than straight Leary.

If SWIM had known letters would decide the fate (as they had a year ago), it could have deluged Hoenshell with letters from the many readers who choke in their coffee over him. Everybody in this business knows more unhappy than happy readers write letters.

Admittedly, Little Leary does not carry the dignity of all women, but SWIM does not consider this front page and often sexist item insignificant.

It just ain't funny!

KOVR Quits Sexist Phone Relief System

By Iris Yang

Thanks to an article in *Typecast*, that sexist phone-relief schedule at KOVR, Channel 13, has been abandoned.

So says Rosa Kwong, a former producer-writer at KOVR and now a reporter for the *Fairfield Daily Republic*, who filed a discrimination complaint against the station with the Equal Employment Opportunity Commission two months ago.

The schedule required women only — not men — to answer telephones during the lunch hour, when regular switchboard operators were out.

Kwong said that after the article appeared, a letter from George Carey, personnel director for McClatchy Newspapers and Broadcasting (owner of KOVR) promised the phone relief system would be abolished.

Now, Kwong said, only one person fills in regularly during the lunch hour. Another person will probably be hired soon to help.

In a letter to SWIM, Kwong said, "A lot of people think perhaps I've somehow managed to bring KOVR management to its knees. To tell the truth, I was rather embarrassed by the whole issue... Most of us 'girls' don't really want to resort to desperate means (or should I say militant) unless provoked."

Meanwhile, all the women employees at KOVR (and a few men) have petitioned to join AFTRA (the American Federation for Television and Radio Artists). Several employees testified at a hearing earlier this month, and are waiting for a decision from AFTRA on which job classifications will be eligible for inclusion in the union.

An election would then be held to establish a KOVR unit.

What We've Been Up To

Nearly 500 persons - including Gov. Edmund G. Brown Jr. and members of his staff - attended a cocktail reception introducing SWIM to the Sacramento community in August.

Considering the minimum of advance publicity given to the reception, SWIM members were stunned by the phenomenal turnout. "We had visions," said SWIM President Sigrid Bathen, "of 15 women standing around, nervously clutching fresh copies of TYPECAST, while three bartenders glared at us.

"The turnout was astounding. It demonstrates the potential power an organized coalition of media and community people can wield to change the way women are treated by the media."

Although fund-raising was a secondary aim of the reception - with tickets sold at the token price of \$1 - the event raised \$250 after expenses and generated numerous additional memberships. Profits from the reception will be used to finance various SWIM activities - including publication of TYPECAST, legal defense expenses for women who are victims of sex discrimination in media employment and small scholarships for women interested in media careers.

A second reception is tentatively planned for January 1976 with a major awards and scholarship ceremony scheduled in the spring.

SWIM has received numerous requests for legal defense assistance from women with serious complaints of sex discrimination in the media. The cost of court action or even legal advice in such matters is high, and fund-raising will necessarily be a major SWIM activity.

Since the organization of SWIM last summer, requests for information about the organization have been coming in from around the country. Chapters are forming in other northern and central California cities, and SWIM will be conducting or participating in university seminars on women in the media. A major one-day seminar will be held locally at the University of California in Davis May 1. In addition, there have been numerous requests for speakers from SWIM to lecture in classrooms and at meetings of various local organizations.

To deal with this increasing volume of activity, SWIM officers and board members have established the following committees and task

forces. Persons interested in participating in the various committees should write the committee directors, care of SWIM at P.O. Box 16034, Sacramento 95816.

MEMBERSHIP COMMITTEE - Responsible for membership recruitment and organization of the various SWIM mailing lists. **LIZ BRADY**, Membership Director.

LEGAL DEFENSE COMMITTEE - Coordinates SWIM's legal defense work, currently directed by Sigrid Bathen. A permanent legal defense director is needed - preferably someone with knowledge of civil rights and sex discrimination laws.

SCHOLARSHIP AND AWARDS COMMITTEE - SWIM Vice President Nancy Skelton, who donated her 1974 San Francisco Press Club award of \$500 to start SWIM, will direct selection of scholarship recipients in the spring. Applicants must be women currently enrolled in a college or university journalism program and intending to pursue a media career.

PROGRAM COMMITTEE - Responsible for organizing SWIM's quarterly general meetings and arranging the program of each meeting. Suggestions for future programs are welcome. **IRIS YANG**, Program Director.

FUND RAISING COMMITTEE - The current task of this committee is to organize the second SWIM reception tentatively scheduled for January. Organizing phenomenally successful events is a phenomenally big job, and this committee needs all the help it can get. **ANN REED, MELISSA BLANTON, SUSAN SWARD**, Fund-Raising Directors.

DISCUSSION GROUP COMMITTEE - There has been considerable interest expressed in informal discussion groups - perhaps even a weekend retreat - so media and community women can talk informally about their experiences in and with the media. There has even been talk about swim organizing "consciousness-raising" groups for male journalists in need of some sensitizing on women's issues and how to report them fairly. **GENE CONE**, Discussion Group Director.

Swim Conducts Media Poll

How many white, black, Asian, Spanish-speaking men and women work for the editorial departments of Northern California newspapers?

Sacramento Women In Media intends to find out by polling all newspapers with paid circulations of more than 40,000 north of the Tehachapi Mountains. SWIM is looking for people to help. If you know anyone working for such a paper who would be willing to collect accurate data, contact SWIM through the Sacramento Newspaper Guild office.

It is SWIM's intent to find out how the sexes, races and nationalities break down in the following newspaper departments: columnist, reporting, photography, critics, women's or features, library, copy person or aide, city and copy desks, business and sports.

Media Report

Women's groups wishing to be included in the Media Report to Women, 1976 Index-Directory should contact the newsletter's office, 3306 Ross Place, N.W., Washington, D.C. 20008. 1975 copies, (\$2 each) are still available.

JOB

Messenger and printer at KXTV to use multilith equipment. Some training preferred. Must have driver's license and good driving record. Call Ms. Blair, 441-4041 for details.

TYPECAST
has a new post office
box number.
It's POB 160134

NO COMMENT

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THE SACRAMENTO

Stockton's New Judge Is Woman

By JON ENGELLENER
Staff Writer

STOCKTON — Ann M. Chargin says she won't be laying down the law to her husband just because she's been appointed Stockton's first female judge.

San Joaquin County Public Defender Robert N. Chargin lost his top assistant today when his wife was sworn in as the judge of the municipal court's new civil department.

The Chargins live and breathe law.

She joined the Stockton



Lee Meredith lends decorative touch as she arrives for premiere of "Sunshine Boys" film in New York.

Female Attorneys See Bias

Continued from page 3

specific complaints of sex discrimination, and "is not ruling out the possibility" of lawsuits.

Chris Farley, editor of the Sacramento Women's Center newsletter, described the behavior of some of the attending male reporters:

"I certainly expected them to show at least lip service to the credibility of professional women. Certainly lawyers are credible on legal issues. But those men, especially Bill Harvey, treated those women as if they were eighth graders. They were insulting, condescending and patronizing. In fact, they were downright rude."

Said a woman reporter covering the conference: "Male reporters frequently hold female news sources to an extreme standard of substantiation to which they do not hold male news sources. This was a documented statistical report by a group of women with demonstrated credibility and credentials. The behavior of several of the male reporters — Bill Harvey in particular — was unprofessional at best, bigoted at worst."

"There are many sensitive male reporters who give fair coverage to women's issues, but there are many more who violate every standard of journalistic fairness when they cover such issues. They ask loaded, stupid questions based on their own prejudices. And they are allowed to get away with it by their editors."

Panel member Hughes asked Harvey and company: "If this were a panel of black males presenting documentation of race discrimination, would you behave in this hostile fashion?"

"Why, of course we would," said one.

"I doubt it," she said.

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 160134 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.

Spare A Fin?

Sacramento Women In Media keeps growing. And there are so many things we'd like to do. Like increasing the size of Typecast, and sponsoring more projects which will help the cause of women in the broadcast and print industries. But we need your money to do it. Not much, just \$5 for a year's subscription to Typecast and SWIM membership.

**SWIM
P.O. Box 160134
Sacramento, California 95816**