



A Publication of Sacramento Women In the Media

TYPECAST

Vol. 1, No. 4

Spring 1976

Discrimination Complaint

Bee Women Receive Settlement

By Iris Yang
Editor, Guild Journal
(reprinted with permission)

The Sacramento Bee, in an agreement with the federal Equal Employment Opportunity Commission and Central California

Newspaper Guild, has promised to try to increase the percentage of women and minorities in its work force.

The Bee also has agreed to set aside \$25,000 to be awarded to 115 women employed at The Bee when

the sex discrimination claim was filed with EEOC in October, 1970.

The agreement stipulates that in saying it would attempt to remedy any inequities on the basis of sex or race through future hiring policies, The Bee was not admitting that it had violated in any way the Civil Rights Act of 1964.

Another provision of the agreement is that The Bee will "make every effort to achieve its employment goal of 21 per cent ethnic minorities and 36.7 per cent or more women in its fulltime Sacramento workforce" by 1979.

The agreement is the result of EEOC findings in 1971 and 1973 that women "have been discriminated against with respect to hiring" at The Bee "...because of their sex."

The paper has promised also to open almost the full spectrum of jobs to women and to eliminate sex as a consideration in recruiting, hiring, promotion, transfer, shift preferences, layoff, etc., except in "job situations which require physical characteristics necessarily possessed by only one sex."

"As a good faith gesture of its intent to fully carry out the . . . Affirmative Action Program," The Bee will distribute the \$25,000 among those female employees who have been promoted recently or who will be promoted during the two-year lifespan of the agreement.

Attorney William P. Smith, who has been directing the guild's effort on the EEOC filing, said the

State Women's Commission Organizes Media Committee

A special Advisory Committee on Women in the Media has been established by the California Commission on the Status of Women.

The five-member committee includes two SWIM members — Sigrid Bathen, a reporter for the Sacramento Bee, and Vi Kinney, media consultant to the commission's National Equal Rights Amendment Project.

The names of the other three members have not been released pending their decisions whether to accept the commission's invitation to serve on the committee. Executive Director Pamela Faust said the remaining members will represent broadcast journalism and education.

Formation of the advisory committee follows extensive commission hearings last year on the image of women in the media. Testimony from those hearings has been compiled by the commission in a large volume which provides one of the few written records of discrimination against women in the media and of distorted media images of women.

Faust said the advisory committee will help the commission decide "where we go from here," and what the commission can do "within the framework of its capabilities" to improve the hiring and image of women in the media.

"We have certain advantages in that we are a state agency," Faust said. "We have certain disadvantages in that we have very little money."

She says the image of women in the media "is an ongoing priority" for the commission, which "has long been aware that the image of women presented in the media is a central issue for the advancement of women in our society."

VIGNETTES & FAUX PAS

Everything you want to know about sex discrimination in the big places — Kelly Services, Xerox, Crown Zellerbach — and groups organized to fight it, such as Legal Secretaries United, is contained in the Downtown Women's News.

Published free monthly by W.O.E., Women Organized for Employment, the News is supported by advertising. It is published by "working women committed to ending discrimination against women in employment."

To place an ad, subscribe, or find out more about the News or W.O.E.,

write 127 Montgomery Street, Room 206, San Francisco 94104 or call 415-982-8963.

Sexism hasn't disappeared from the federal income tax instruction manual. Page 70 of chapter 18 of the 1975 blue book, discusses what you can deduct for "Travel Within the United States".

One paragraph stands out.

Expenses for your wife. If your wife accompanied you on a business trip or to a business convention, that portion of the expenses attributable to her travel, meals, and lodging are not deductible, unless you can es-

tablish a bona fide business purpose for her presence. Incidental services such as typing notes, assisting in entertaining customers, etc., are not sufficient to warrant the deduction.

Got that ladies?

Long-time women's rights fighter Nancy Skelton of The Sacramento Bee's Capital bureau staff was taken by surprise recently when she called her own newspaper to place an ad for a babysitter.

"I'd like it to read 'Grandmothers welcome to apply,'" Skelton told the man who took the ad.

"Hold it right there," he answered. "We are forbidden by section so and so from discriminating in our ads on the basis of race, color, creed, national origin and sex. You may say grandpersons, or grandmothers and grandfathers or persons who have grandchildren.

"But not grandmothers."

Calling it "classic masculine hysteria predicated on insecurity and resentment," members of the Sacramento Women's Center have lashed out against a Sacramento Union story on a sexuality workshop.

According to Pay Lynch, spokeswoman for the center, the Union carried a front page story Jan. 31 about a "women's masturbation workshop sponsored by a feminist group financed by Sacramento County."

"The article created a very lurid, titilating and utterly false picture of a recent sexuality workshop and sought to associate this free event with an abuse of funds," Lynch said.

The article quoted Supervisor Patrick Melarkey calling the workshop "a rip-off," and incorrectly implied that the class, sponsored by the Sacramento Women's Center which receives \$50,000 of federal revenue sharing, cost the taxpayers money.

A spokeswoman for the center said "educational sexuality workshops meet real human needs . . . Nobody needs to be defensive or apologetic about that"

— No Comment —

NEWSPAPERMEN



The Classified section of The Boston Globe reaches more than a million people every day with information on jobs, houses, apartments, cars and hundreds of other services and products. It's a bulletin board, town-crier, and business directory, all rolled into one. In terms of the information it provides and the services it performs, it's one of the most important parts of the paper.

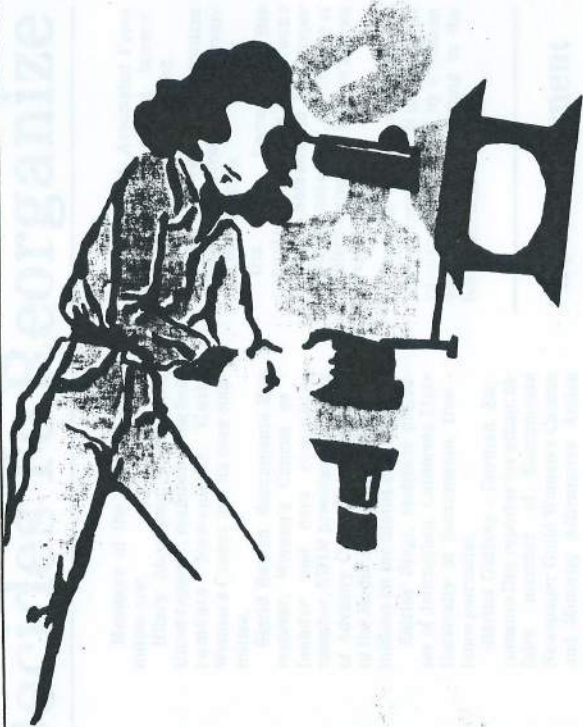
Jeannette Hammond, Margaret Mancinelli, Lesley Robinson, and Richard Connolly are four of the people who make the Classified pages work. In an average week, they and the 41 other full time ad-takers and 45 part-time ad-takers, handle more than 25,000 classified ads. That's a lot of phone numbers, names, addresses, facts and figures to keep straight. If you've read The Globe Classified pages, you can appreciate just what a tough job it is. And how well it's handled.

Jeannette, Margaret, Lesley, and Richard will never see their names in The Globe at the end of a story. They'll never win a prize for outstanding journalism or reporting. But without the dedication and professionalism they bring to their job, The Boston Globe simply couldn't perform one of its most important functions: that of helping people as well as keeping them informed.

The Boston Globe

Have you seen The Globe today?

From Editor & Publisher
Jan. 3, 1976



Reprinted from the UCD Extension spring catalogue. Artist: Sue Emerson. For information, contact UCD Extension, 752-0880, or Women's Center, 752-2177.

1PM STREET.
DAY, APRIL 4 AT 2 P.M. IN THE NOW BUILDING, 818
MEMBERS WHO WISH TO PARTICIPATE IN THE
THERE WILL BE A SPECIAL MEETING OF ALL SWIM
SEMINAR, OR WHO HAVE IDEAS FOR SAME, SUN-

The Women's Resources and Research Center, UCD.
rollment; enrollment requested by April 23. This program is co-sponsored by
5 p.m.; May 1; 1 meeting; \$10 non-credit only, \$3 for students. Limited en-
(2412) Davis: Memorial Union II, Memorial Union, UCD; Saturday, 9 a.m.-
the Media; reporter, Sacramento Bee
Instructor: Sigrid Balthen, president and founder, Sacramento Women in

ounced.
cited Press; Iris Yang, reporter, Sacramento Bee; and others to be an-
and award-winning reporter, Sacramento Bee; Susan Swartz, reporter, Asso-
KOVOR-TV; Nancy Skelton, vice-president, Sacramento Women in the Media,
er for Miami Herald and San Francisco Chronicle; Susan Harris, reporter,
Cheryl Clark, reporter, Sacramento Bee, editor, Typocast, and former report-
professor, California State University, Sacramento, and freelance writer;
Hilary Abramson, reporter, Sacramento Union; Shirley Biagi, journalism

Guest Speakers

ected on screen and in print and how they could be projected
The image of women in the media—a closer look at how women are pro-
Sex discrimination in media jobs—how to combat it
tizing, public relations and public information
How to get a job in the media field—newspapers, television, radio, adver-

Topics

WOMEN IN THE MEDIA

studies, and media presentations.
In this special one-day program, members of Sacramento Women in
the Media—newspaper, radio and television reporters, public infor-
mation officers, journalism professors, and community leaders—will
discuss the processes and strategies needed to end discrimination
against women in the media. Includes small group discussion, case

SWIM Decides To Reorganize

Sacramento Women in the Media has been reorganized.

At the February general membership meeting, the members approved a reorganization plan devised by SWIM founders to more evenly distribute the burden of responsibility for running this rapidly growing organization.

The reorganization is based on the highly successful format of the Sacramento Newspaper Guild Women's Caucus, the founding organization of SWIM.

Due to the size and occupational cross-section represented by SWIM, the members decided to set the size of the committee — which we call a "steering committee" — at 15, a majority of whom will constitute a quorum. The steering committee will meet one week prior to general membership meetings, will maintain regular contact by telephone and mail and can hold special meetings when necessary. All SWIM members will be welcome at the steering committee meetings.

SWIM members also decided at the February meeting to hold general meetings on a quarterly basis, rather than the monthly meetings which have proven to be a serious time hardship for many members. Quarterly meetings will be announced in each quarterly issue of TYPECAST.

In addition, the various SWIM committees and task forces will be expected to carry on the specific functions of those bodies on a continuous basis.

The steering committee will establish a regular quarterly meeting time, which will be published in the next issue of TYPECAST.

Members of the steering committee are:

Hilary Abramson, Sacramento Union reporter, member of the Sacramento Newspaper Guild Women's Caucus and its core committee.

Sigrid Bathen, Sacramento Bee reporter, Women's Caucus co-founder and core committee member, SWIM president, member of Advisory Committee on Women in the Media of the California Commission on the Status of Women.

Shirley Biagi, assistant professor of Journalism, California State University at Sacramento, freelance journalist.

Bertha Gaffney - Gorman, Sacramento Bee reporter for ethnic affairs, member of Sacramento Newspaper Guild Women's Caucus and Minority Affirmative Action Committee.

Sharon Hansgen - Smith, journalism student, California State University at Sacramento.

Suzan Harris, KOVR - TV reporter.

Marcia McQuern, Riverside Press - Interprise capitol bureau chief.

Jenny Newton, photo-journalist and student at California State University, Sacramento.

Nancy Skelton, Sacramento Bee capitol bureau reporter, Women's Caucus co-founder, SWIM vice-president.

Ann Reed, Sacramento Bee reporter, Women's Caucus core committee, SWIM fund-raising director.

Lee Smith, Sacramento Bee columnist, Women's Caucus core committee member, SWIM treasurer.

Susan Sward, Associated Press reporter, state capitol bureau, SWIM fund-raising director.

Margery Winter, journalism graduate, California State University, Sacramento.

Iris Yang, Sacramento Bee reporter, Women's Caucus member, Sacramento Newspaper Guild Journal editor, co-founder of Stanford University Women's News Service.

There is one vacancy on the steering committee. It is hoped that vacancy can be filled by a woman who is presently working in the broadcast industry.

Bee Settlement

Con'd from page 1

definition of promotions was "not simply pay raises within a classification. It should be moving to a classification with a higher pay scale."

The EEOC determined that 18 women have been promoted and qualify so far for awards. The formula, based on seniority, limits any woman to a maximum of \$1,000.

If any money is left in the fund at the end of two years, it will be distributed among those of the 115 eligible women who have not been promoted by that time.

The complaint was filed with EEOC after reporter Sigrid Bathen was assigned to cover a speech at the men-only Sutter Club and she was denied entrance. The Bee then sent a male reporter to cover the story and it became Bee policy not to assign women to events at men's clubs.

In addition, the EEOC also found that The Bee had an illegal policy of maintaining sex segregated help wanted ads for positions at The Bee. Both policies were rescinded between 1971 and 1973.

After the 1973 findings, The Bee, EEOC and the guild began to work out a conciliation agreement.

It is not yet known who is eligible for benefits.

Typecast

is published quarterly by Sacramento Women In Media (SWIM)
Membership and subscription price is \$ 5 a year.

Please send your badly needed checks to:

P.O.Box 160134
Sacramento, CA 95816

EDITORS Sigrid Bathen, Shirley Biagi

New Magazine For Feminists Sets Fall Date

An upbeat professional - looking prospectus introduces *Women At Work*, a new magazine beginning the task of capitalizing this month.

According to Barbara French, a Sacramentan who was recently elected President of the Board of Directors, the magazine is trying to raise \$300,000 "to get us off our feet and carry us through the first year of operation."

Already, a feminist corporate attorney in Los Angeles has made the group a private California corporation, called ERA Corp., and 50 pre - publication year subscriptions have been sold at \$9 each.

The San Francisco based office at 1615 Polk St., No. 11, 94109 is issuing letter stock at \$5 a share with \$100 minimum.

The magazine intends to market in the four state area of Arizona, California, Oregon and Washington, carrying stories about organizations of interest to the working woman, features on finances and satire columns dedicated to the likes of Gracie Allen, Fannie Brice, and Lily Tomlin.

Vol. 1, No. 1 is scheduled for publication September 1.

Examiner Views Capitol's Sexism

The San Francisco Examiner gave front - page Sunday play March 7 to an excellent article by capitol bureau reporter Dennis Opatrny about rampant sexism in the halls of state government.

From the governor's office to the legislative counsel, Opatrny chronicled the results of discrimination against women in jobs and promotions: miniscule numbers of women in mid- and high - level positions and an average monthly salary of \$834 for women, \$1,201 for men.

Opatrny's research about women in the media at the capitol is particularly enlightening.

"In the Capitol Correspondents Association," he writes, "with a membership of 75 reporters, there are five women. Less than a year ago, there were only three . . ."

Woman In TV Commercials An Outsider's Inside View

© By Betty Wisham

If one could become a Vonnegut character and view **WOMAN** on television for the first time, this might be the image received from commercials . . .

—**WOMAN** is an eater. She is a bottomless pit. She occupies much of her time cooking food, eating it, shopping for it, serving it, and packing it in lunches.

—**WOMAN** nurses sick people. She knows all about vitamins, aspirins, antihistamines, and purgatives. She is the one friends call from the drugstore and ask what to take for that sluggish feeling.

—**WOMAN** spends a good part of her time cleaning the house that **MAN** and **CHILDREN** live in. She is an expert on toilets, sinks, and ovens. She is extremely happy when toilets, sinks, and ovens are clean.

—**WOMAN** washes clothes every day. Stubborn spots and stains keep her awake at night. She wages a courageous fight against dirt with Drive, Tide, Bold etc. She is often accosted outside the market by a strange man who wants to trade detergents. But **WOMAN** is loyal, she will not trade.

—**WOMAN** is nice to look at because she is often used as a decoration for cars, boats, hunting equipment, refrigerators . . .

—**WOMAN**'s obsession, next to her stomach, is her hair. She shampoos it every day. She goes to the beauty parlor, dyes her hair "so she can be the best she can be," curls, sprays, sets her hair in a hundred curls. She does this so **MAN** will run his fingers through it.

—**WOMAN**'s day is filled with visits from fantasy characters. **ALL MALE**, of course . . . who aid her in her work. There is the tiny man floating in the toilet bowl, the dashing knight who unchains her from the bathroom sink and rides off with her on his steed, the dazzling Man from Glad who comes to the rescue. There's the strong Geni who appears in a whirlwind to clean the dirty walls and floors . . . then to top off the day, Peter Pan crawls in through the window to advise her on peanut butter.

—**BUT ALL OF WOMAN'S LIFE IS NOT A PICNIC . . .**

—**WOMAN** has a big problem. And you have to admire her tenacity in trying to eliminate it. **WOMAN** smells. The hair, she takes care of, right? But she also has bad breath. She brushes with glisteners, gleamers, brighteners, whiteners . . . Her arm pits give away her Secret . . . she deodorizes that. Her whole body reeks, but she patiently applies beauty soaps, cold cream rubs, bath oil beads, body lotions, afterbath splash on's, bath powders, colognes, perfumes . . . Her very intimate feminine problem, she sprays.

But alas, her feet stink!

Skelton Becomes A Bee First

Nancy Skelton — award - winning Sacramento Bee reporter and a founder of **SWIM** — has broken the all - male barrier at the Bee's capitol bureau.

Skelton, who spent eight years in the now - defunct "Women's Activities" section of the Bee before becoming a general assignment reporter six years ago, has been assigned to the Bee's capitol bureau by Managing Editor Frank McCulloch.

Her assignment: the governor's office and the aspiring Presidential campaign of its occupant.

Skelton and Bee reporter Sigrid Bathen were the founders of the Sacramento Newspaper Guild Women's Caucus in the early 1970's. The caucus, which successfully fought for the rights of women at both local newspapers, is the founding organization of **SWIM**. It was Skelton's \$500 San Francisco Press Club award in 1974 which was used to establish **SWIM**.

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) 446-7945.

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