



A Publication of Sacramento Women In the Media

TYPECAST

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Fall 1976

AP-UPI KEEP WOMEN'S TITLES

Folks at the Sacramento Bee have been anxiously awaiting the latest version of the Associated Press stylebook — which is something akin to the Bible of news writing in the business — for promised word that style for referring to women in news stories had changed.

Word was that the AP would drop its archaic rule that women must be designated on second reference in a story as Mrs., Miss or Ms. Traditional

style for references to men is simply last name on second reference.

A lot of newspapers and magazines have changed their styles to keep up with the times and to improve journalistic consistency — referring to women and men by last name on second reference. Bee Managing Editor Frank McCulloch had long said the Bee would attempt the change when the AP issued its new rules.

At a recent staff meeting, McCulloch announced the AP was not changing its rules after all. However, he said the AP would drop its requirement that references to women who preferred the designation "Ms." be accompanied by "Ms. Blank, WHO PREFERS THAT DESIGNATION."

Thanks, fellas.

Many (predominantly male) editors believe that most women don't

STYLEBOOK CHANGES

The joint AP-UPI stylebook committee has recommended the elimination of Miss and Mrs. in sports stories but not elsewhere. Ironically, they call for equal treatment of men and women in all stories.

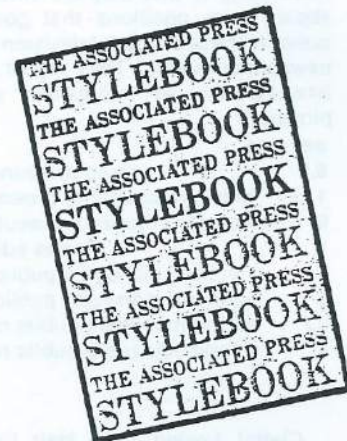
Mr. will not be used as a title for men, and on second reference they will be referred to by last name as has been customary. Women are still stuck with Miss if single, Mrs. if married, or Ms. for those who prefer the title. And on second reference they also will carry the "courtesy title."

A mailgram sent to AP-UPI from Women in Communications read, "If courtesy and respect are important, they are important for all people, not just for women."

If the marital status or sex of an individual is relevant to a news story, certainly this should be noted. But the continuous references to women's marital titles are discriminatory and a waste of news space.

A number of major print and broadcast news organizations such as The Washington Post and Copley Newswire have eliminated this superfluous wordage. Perhaps the news lords still don't have the message.

If you're interested in letting them know how you feel, write to Associated Press President Keith Fuller, 50 Rockefeller Plaza, New York, NY 10020, and United Press International Editor-in-chief H. L. Stevenson, 200 East 42nd St., New York, NY 10017.



like last - name - on - second - reference for women. Since when do news agencies determine style on the basis of what readers or news sources like? If that were the case, there are a lot of senators, doctors, district attorneys and other people with distinguished titles who would prefer that their name always carry that

(Cont'd on page 2)

UPDATE



Congratulations to SWIM members: Hilary Abramson, newly elected president of the Sacramento Press Club, and Lee Smith, elected to the board of directors.

Shape Up, Bionic Woman! Ann Pincus in "My Turn," Newsweek, Nov. 15, takes on Burbank for the paucity of television heroines as models for girls. Pincus, a political columnist of Working Woman asks, "Why can't television programs have women who are wives, mothers and working women. More and more American women juggle all three jobs. Let's try for a Three - Dimensional Woman."

National Business Woman comments in the March 1976 issue on the reasons women are not represented well in the media. "One reason women are not reflected more realistically is that they are virtually absent from positions that govern policy in the broadcast, television and newspaper media." They report this breakdown in women's employment:

per cent	
6.9	radio announcers
11.4	official/managerial broadcast
5	newspaper corporate executives
3	news editors
2	station managers public TV
3	general managers public TV
12	station managers public radio
4	general managers public radio

Clairol Loving Care Hair Color advertising has stirred some women's groups to complaint. The ad charges, "On men, gray hair is distinguished. On me, it's just plain old." Women at the University of Washington contend in a letter to Clairol officials, the copy "makes women feel ashamed of the natural process of aging."

Advertising and Women is a report by the National Advertising Review Board which examines advertising directed to or portraying women. Copies may be obtained for \$1.20 from NARB, 845 Third Ave., New York, N.Y. 10022.

Women's Agenda is a new resource magazine published by the Women's Action Alliance, and features a monthly subject on issues related to the American women's emerging role in such areas as media, politics, education and the workplace. Subscriptions are \$10 per year. Women's Agenda, W.A.A., Lexington Ave., New York, N.Y. 10017.

Japanese television announcer Setsuko Murakami lost her job with Nippon Television Network because of age and loss of beauty. The 39 year old, 17-year veteran announcer sued and won the job back, but no assignments are coming. After the birth of her child, she was taken from national programs, and put on local low - budget programs about cooking, child care and fashion. Then her boss told her she was too old, and not pretty enough anymore for that. Murakami is philosophical, "It's the same problem in all the professions. Japanese men really believe women are inferior, so they shouldn't do important jobs."

Sound familiar?

Anyone interested in starting a SWIM talent/job bank for members? Call Betty Wisham 392-5169.

Courtesy Titles

(Continued from page 1)

designation in news stories. To them, we say, "Sorry, but it's style."

As women slowly inch their way into positions of responsibility, they are increasingly called upon as news sources. There is nothing more absurd than for a reporter to have to inquire of an important news source, "By the way, ma'am, are you married? Do you prefer Mrs. or Ms.?" Obviously, the same question is not asked of men.

When told of the style decision, one local wire service reporter was heard to remark, "Well, the editors in Peoria are at it again."

Similarly, at the Bee, when McCulloch suggested the change to last - name - on - second - reference many months ago, his counterparts (male, of course) at the McClatchy chain's Fresno and Modesto Bees reportedly objected, and strenuously.

Although women and minorities are gaining acceptance in the male-dominated news business, they continue to be excluded from the mid- and upper echelons. Editorial and news conferences continue to be conducted largely by white males. And decisions like the AP's to continue discriminatory references to women in news stories are made by the same men.

So what else is new. Miss Jones? Or is it Mrs.? Ms.? More to the point who cares?



TYPECAST

A publication of Sacramento Women in Media (SWIM)

OFFICERS

PRESIDENT Sigrid Bathen
 VICE-PRESIDENT Iris Yang
 SECRETARY Sharon Smith-Hansgen
 TREASURER Lee Smith

TYPECAST EDITOR, Betty Wisham

Article and information submissions are welcomed — mail to P.O. Box 22429, Sacramento, CA 95822 or call 392-5169. TYPECAST deadlines are Winter - January 15, Spring - April 15, and Fall - August 15.

REPORTER FILES COMPLAINT

Bee reporter Pam Slater filed a sex discrimination complaint concerning the June Shingle Springs fire, with the Women's Caucus of the Sacramento Newspaper Guild. After the Caucus relayed the complaint to managing editor Frank McCulloch, he and city editor Mike Kidder gave an immediate apology plus the assurance it wouldn't happen again.

Slater states, "The night of Wednesday, June 23, I was on general assignment/city side when the Shingle Springs fire was raging. From

early evening on, I assisted the city desk and Sup Cal with reports on the fire, calling different fire districts.

"It soon became apparent that the town of Plymouth was in the direct path of the fire, and the city desk decided to send a reporter to the scene. I assumed that since I was the only one available, I would go."

The editor in charge, Phil Freshwater, instead called reporter Bill Blaylock at home, telling him that he was to go.

Slater insisted she should go since

she was briefed on the status of the fire. But Freshwater said he wasn't about to send a girl on an all-night assignment — that it was too dangerous. There was also fear she would be stampeded by a wild cow since fences in the Plymouth area had been cut to allow cattle to escape.

The reporter protested she should be given a chance, but to no avail. "However, I was called on to answer the phones, and leave the fire to the men. A raging forest fire and stampeding cattle were too much for a 'girl'."

— No Comment —

BOARD NOTES

Sacramento Bee 11/4/76

New Numbers For A Pleasant Sight.

The metric system will change our language and our day-to-day lives. Join reporter Steve Newman for a peek at metrics this week on the news leader.

get your Metric Converter from News Service 10. Send your request and 50¢ to:
 News Service 10
 Metric Converter
 P.O. Box 10
 Sacramento, CA 95801

NEWSERVICE 10
 5:30-6:30 & 11:00PM

KXTV 10

* SWIM steering committee met in October and voted to meet quarterly quarterly.

* Newly elected SWIM officers are: President - Sigrid Bathen, Vice - President - Iris Yang, Secretary - Sharon Smith - Hansgen, and Treasurer - Lee Smith.

* Typecast will be published quarterly with no summer edition. Betty Wisham, CSUS Journalism Dept., was hired as editor.

* Diane Curtis and Jeff Raimundo will co-chair the spring fund raiser. Plans will be announced in the next Typecast.

* Nancy Skelton, Shirley Biagi and Susan Sward are serving on the scholarship committee. Two \$250 scholarships will be given; applications standards to be announced.

* Because of the successful spring '76 Women in the Media workshop at UC Davis, another is planned for next spring. Shirley Biagi will coordinate the April 16th workshop which will be held at CA State University, Sacramento. University of CA at Davis and CSUS will co-sponsor the event.



Letters

A copy of this letter from Rick Behan (KZAP) was mailed to SWIM President Sigrid Bathen, concerning the October 27th Chris Wise column, "Women Are Still Girls."

27 OCTOBER 1976

DON HOENSHELL, EDITOR
THE SACRAMENTO UNION
303 CAPITOL MALL
SACRAMENTO, CALIFORNIA

DEAR MR. HOENSHELL:

AS A JOURNALIST, AND AS A FEMINIST, I AM DISMAYED THAT YOU WOULD CONTINUE TO ALLOW THE MISOGYNIST CHRIS WISE FREE REIN TO PROPOGATE SUCH ANTIQUATED, SEXIST DRIVEL AS APPEARS IN TODAY'S COLUMN. I CAN UNDERSTAND A WELL-THOUGHT OUT ATTACK ON QUOTA SYSTEMS AND THE SOMETIMES DELETERIOUS EFFECT THEY HAVE IN CERTAIN PROFESSIONS, BUT MR. WISE'S CONSTANT CARPING ABOUT WOMEN IN THE MEDIA HAS COME TO RESEMBLE A ONE-MAN CRUSADE FOR MALE SUPREMACY. THIS IS NOT THE FIRST OF HIS COLUMNS TO INSULT WOMEN (UNFORTUNATELY, I HAVE NOT SAVED THE OTHERS; THEY MERELY STICK TO THE MIND LIKE ROTTING PORRIDGE ON THE WALL OF A GREASY SPOON) BUT IT IS THE ONE I WILL USE TO BEGIN A PERMANENT COLLECTION TO ACCUMULATE DOCUMENTARY EVIDENCE OF WISE'S (AND, IT APPEARS, THE UNION'S) ATTITUDE TOWARD THE ROLE OF WOMEN IN MEDIA AND SOCIETY.

I'M SURE YOU WILL HEAR FROM ME AGAIN, AS YOU DID WHEN YOU RAN AN ARTICLE WITH PHOTOS ON A "WET T-SHIRT CONTEST" AND AS YOU DID WHEN KIRT MCBRIDE ANNOUNCED HIS "PRETTY LEGS CONTEST". AND YOU WILL CONTINUE TO HEAR UNTIL YOUR ATTITUDES, WHICH WERE APPARENTLY FORGED 125 YEARS AGO WHEN YOUR PAPER WAS FOUNDED, ARE MORE IN LINE WITH WHAT WE IN THE 1970'S ARE THINKING.

PERHAPS, WITH THE DEPARTURE OF YOUR SPORTS COLUMNIST, YOU CAN SWITCH MR. WISE BACK TO THE LOCKER ROOM (HE JUST HAS TO BE AN EX-SPORTSWRITER) WHERE I'M SURE HE WILL BE MUCH HAPPIER.

SINCERELY,


RICK BEHAN
800 T STREET
SACRAMENTO, CALIFORNIA
95814

CC: CHRISWISE
SIGRID BATHEN, PRESIDENT, SACRAMENTO WOMEN IN MEDIA

ISN'T IT THE TRUTH?

Job advancement for a woman, as for a man, is affected by her attitude toward herself, as well as other attitudes about her. This list of attitudes has been compiled to help readers distinguish between the Working Man and the Career Girl:

- He's aggressive; she's pushy.
- He's good on details; she's picky.
- He loses his temper because he is so involved in the job; she's bitchy.
- When he's depressed or hungover, everyone must tiptoe past the office; if she's moody today, it must be her time of the month.

—He isn't afraid to say what he thinks; she's opinionated.

—He exercises authority diligently; she's power mad.

—He's closed - mouthed; she's secretive.

—He's thoughtful; she's sulking.

—He's a stern taskmaster; she's impossible to work for.

—He's climbed the ladder to success; she slept her way to the top.

From a speech by Gail Winslow to the 6th Annual Conference of Federally Employed Women.

News Release

This release came to the Sacramento Bee, dated Oct. 8.

A group of Sacramento women, inspired by Sacramento reporter Kirk McBride's Beautiful Legs Contest, today announced plans for a distaff version of the contest.

"We get turned on just like the guys do," said a spokeswoman, "but it takes more than a pair of nice legs. So, we decided to have a Beautiful Balls Contest and all eligible men are invited to enter!"

Participants for Mr. Beautiful Balls will be put in a large cardboard box (suitably decorated) with a hole cut out, and then they'll prominate before an all - woman jury of experts.

The winner will be decided on the basis of size, beauty, hirsuteness, and wrinkles. Brains, brawn, or personality will not be considered as they will be hidden inside the boxes.

The organizers are counting on support from the Sacramento Union and Channel 3 as they seem to have a penchant for sleazy, tacky, degrading, self - serving hoopla such as this.

Scholarships

Nancy Skelton, chairperson of SWIM's scholarship committee has announced two \$250 scholarships for the fall of 1977. Applicants will be limited to senior and graduate students who are sincere in their intention to undertake a career in journalism.

The committee mailed announcement letters to California State Universities at Sacramento, Stanislaus, Chico, and also to the University of California at Davis and the University of the Pacific. Availability will be only to those five institutions.

Deadline for application is December 20, then interviews will be set in early 1977. Skelton says, "During the interviews, we will be looking for two factors, primarily — economic need and commitment to a career in journalism."

Qualified students who are interested should write: Nancy Skelton, Chairperson SWIM Scholarship Committee, 2448 39th Ave., Sacramento, CA 95822.

Oops

2-The Sacramento Union, Wednesday, October 27, 1976

Another View

Women are still girls

Just possibly the most self-defeating victory of all time is evident daily and nightly on TV.

It is the victory of women in their battle for equality.

Capable women, like capable men, deserve to get ahead. But the electronic news business, in a rush to look equal, has come out far more equal than others.

We see it on the national network scene and we see it on the local scene.

First, women are hired. From looking and listening to them we can sense that most of them were hired because they are women.

When one of those first women dies, retires, quits or just plain gives it up she is replaced with another woman.

WHY DID ABC hire Barbara Walters?

There are better newscasters than she. And they work.

ABC said that it wanted persons on the evening news "it meant."

Context.

NBC benefit decided to refer Tom Brinkley.

Model's kisses aid parade fund drive

By CHESTER BARUS
Real Estate Editor

Sandy Herdt, one of Sacramento's top models, traded kisses for cash one night this week to raise funds for the Veterans Day Parade Thursday.

She made a brief speech explaining the need, then passed a hat at the monthly meeting of the Sacramento Building Industry Association (BIA).

When the collection was over, she and her friends had raised \$3,000.

The rest of the nation in honoring those who fought in our wars and because directed primarily at those in the real estate and construction fields.

Alvin set the drive's goal at \$3,000 total close to that amount.

The donations and donations pledged to the parade will be put aside for the year's parade and or turned over to the veterans rehabilitation center.

by **chris wise**

Why didn't channel 3 hire Lou Hart to replace Bob Whitten when he left to launch his State Senate campaign? For that matter, why didn't channel 13 hire Tom Brokaw when Clare Morris decided to take a hike?

Men in broadcasting are nothing but a hard and bitter pill for an ABC broadcaster to swallow, considering turning down offers from the network.

ABC's ad, as the industry says.



Earl Ferre, president of the Sacramento Building Industry Association, donates to the Save-the-Parade Committee as committee chairman Norm Alvin and his assistant, Sandy Herdt, pass the hat at the association dinner.

New manager's mother of 3

The real estate business has been good to Kay Sullivan and Kay Sullivan has been good for the state business.

— 20 years in real estate, including 18 as a broker, she is now project sales manager at Singer Housing's single family community being built in Sacramento's east side.



Kay Sullivan

How hockey is shaping up

BY KAY (AP) — The image of a hockey player as a muscle-bound, wild, and clearly topped athlete is fading.

Ken Kelly and her friends are trying to keep the sport from being a caricature.

They are doing this by making the game more of a team sport.

They are also making the game more of a skill sport.

They are also making the game more of a team sport.

A month later she was playing ice hockey with one of ten league teams.

She was playing with a team of male hockey players.

She was playing with a team of male hockey players.

She was playing with a team of male hockey players.

The Sacramento Bee

COUNTRY Life

SECTION C

Thursday, Sept. 23, 1976

No 'Libber' A Lady Among The Lambs

While she's the first woman to lead a major farm commodity organization in the state, California Wool Growers Association's new executive secretary Michele Howard is waving no liberation banners.

... she said during an interview at the 198-sheep ranch Michele operates with her husband near Elk Grove. "I'm interested in the industry, its problems, and how 2,000 ranchers can make money. That's where I'll devote my time."

She steps into her CWGA role with 12 years of ranching experience. "I think you have to be a rancher to understand the sheepman's problems," she explained. Her involvement as an active operator of a Ram-bullet and Suffolk breeding ranch includes castrating and lamb-pulling.

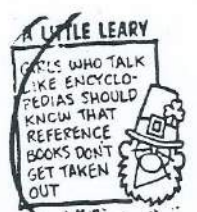
"She does it all," explained her policeman-husband Harvey Howard. "We work together on the ranch, but Michele can do every job there is to be done."

Even when newborn lambs are struggling to survive, she has packed two or three in her car and taken them into the CWGA office in Sacramento to nurse them to health while working as assistant to former secretary-treasurer William Bonds.

Being a woman has given her at least one advantage. As the sole female member of the Agricultural Round Table, a Tuesday morning bull-session of top farm leaders at Manassah Inn, she is served breakfast first.

"I used to think the men on the panel asked to sit next to me because they wanted to be friendly," she laughed. "Now, I think it's because they get their breakfasts faster that way."

While ready to quip, she is staid in talking about the difficulties of the lamb and wool business. "The predator problem is the worst," she said. With more than 900 coyote kills to her credit, she is strongly in favor of returning to ranchers some of the "tools" they have lost through budget



Carol Kelly

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.



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