

A Publication of Sacramento Women In the Media

TYPECAST

Vol. 2, No. 2

Winter 1977

PR: HOW'S HER ADVERTISING?

Complaints of "patronization and sexism" have come to SWIM concerning a booklet entitled *Public Relations for Small Businesses* by Jed Ostling. The book has a 1976 copyright date, and is published by J. O. Productions—obviously a self publication.

Local bookstores (Tower, Levinson's, and Beers) are selling the gem on consignment for \$2.75. "Which in my estimation is about \$2.65 too much," according to one complainant.

The book, by its own description, is a "handbook for owners of small businesses on how to start and continue a successful public relations program." Chapters include "Advertising," "Publicity," "The Image"—and the copy is written to the male owner of a small business. This in itself excludes the possibility that a woman might conceivably own her own business.

Offending references throughout the book include: "insignificant (though very cute) script girl," "the little gal . . . automatically emitted a squeek," "the little fragile (noun)," and this excerpt: "Like the overall picture of a beautiful girl undulating down the sidewalk . . . your company image is dependent upon a host of factors. . . Mr. Boss, regard your company as the girl swinging down the street: a pretty front: a nice back shop? how's her advertising program? . . . would you really want to marry the girl? . . ."

Perhaps, one of the most offensive sections is the one entitled, "Buddy-Buddy?"

"It is not necessary to be buddy-buddy with each and everyone in the organization. You don't have to (and you shouldn't) sleep with every young chick, that's hurtin'. As the old saying goes, 'Don't get your meat where you get your bread and potatoes.' It is good, though, to have a firm rapport and good man-to-man (person-to-person) relationship with everyone in the company. Friendly but not common; ever-approachable but not familiar. An editor friend in the midwest went so far as to have a calendar on his desk noting all his female employees' curse days, so that he knew when not to expect them for work. And usually he

would call them at their homes to reassure them of the company's interest in them and hope they would be back in a day or two. He also remembered all his employees and associates on their birthdays. A nice touch."

Controls on self-published products are not as stringent as those materials mass produced by large publishers. These mass media companies have become more conscious of racism, sexism, and the other offensive "isms," which bring immediate negative public response and a drop in sales. If local book outlets do not have some standard for selectivity, it's up to concerned consumers to become more aware of what's being put out on the

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SWIM FUNDRAISER TO BE IN MARCH

The third annual SWIM Scholarship Fundraiser will be held Thursday, March 10, at the top of the El Mirador (13th. and N St.) from 5:30 to 8:30 p.m. The \$2 ticket donation will go to SWIM for scholarships, and for the quarterly publication of *Typecast*.

Co-chairs Jeff Raimundo and Diane Curtis have planned no-host cocktails, hors d'oeuvres, and live entertainment for the evening.

SWIM members will be selling tickets, or contact Raimundo 445-9424, Curtis 445-7755, or Shirley Biagi 454-6354.

Mark your calendars and bring lots of friends for a fun evening.



PR BOOKLET

TYPECAST

A publication of Sacramento Women in Media (SWIM)

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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.



UPDATE



An Elks Club in the Sacramento north area is using cocktail napkins titled "The Ideal Wife." Under one listing of "What Every Man Expects..." are these demands: "Expert in cooking, cleaning house, fixing the car or TV, mixing drinks, painting the house and keeping quiet," her favorite expression is "What can I do for you dear?" Under the list of "What He Gets..." "She speaks 140 words a minute with gusts up to 180," and "The last time she used a broom was to fly somewhere."

* * *

Rose Bird's appointment to the California Supreme Court was written up in a different style by the Union and the Bee. Al Donner, Union staff reporter describes Bird, "... is single and has never been married. She is given to wearing pants suits and wears a ribbon in her hair as an informal trademark." Wiley Manuel, also appointed, was described as a 1953 Hastings Law School graduate who has worked 23 years for the State Department of Justice. Why don't readers get to know whether Manuel corn-rows his hair and is given to wearing pin-striped suits? Nancy Skelton, Bee staff writer, in contrast describes the personal Rose Bird, "The 40-year-old longtime deputy public defender - who is fond of roller-skating and playing racquet ball - is considered to be Brown's strongest cabinet voice."

* * *

General Electric Co.'s recent test case before the Supreme Court further stresses the continued need to push for radification of the ERA in the remaining three states. The 6-3 Supreme Court decision that employers are free to exclude pregnancy-related conditions from employee benefit programs is a definite set-back for the working woman.

Sacramento Bee Columnist Lee Smith wrote G. E. protesting the issue, and received a typical "since you don't understand, here are the facts" letter. In her response to G.E., Smith stated, "Women buy most of the appliances G.E. makes, and I will not buy the products of a company that will go all the way to the Supreme Court to get the right to discriminate against women."

* * *

Bill Leary's cartoon, "A Little Leary," continues to run on the front pages of the Sacramento Union. Obviously complaints have not done any good. The February 5 copy read, "A gal got to use what mother nature gave her before father time takes it away."

The Sacramento Bee's new cartoon, "Cathy," supposedly aimed at the "liberated" woman, is equally hilarious. See the samples in this issue of *Typecast*. Funnies indeed!

* * *

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shelves, and to make the right contact for complaints.

Sacramento media women Jackie Nava and Andee Zetterbaum of the California Optometric Association in a letter to local agencies said, "We are appalled to realize that this handbook, containing such outdated, unwarranted distortions of the image of the working women, is being sold throughout Sacramento. Equally offensive to us is the deceptive and shabby picture of the function and practice of public relations as a profession that the uninitiated reader may receive."

If you would like to examine a copy of *Public Relations for Small Businesses*, please contact *Typecast* and review our copy. Don't buy one and support it. Letters are highly effective in making opinions known.



Vatican labels feminists "A sorry sight." The Rev. Raimondo Spiazzi, in a front page editorial defending Pope Paul VI's January decision to uphold the Roman Catholic Church's ban on women priests, made the pronouncement. Spiazzi says, "It is painful to see women at the top of their voices for the new 'rights': sexual freedom, free management of their bodies and permission to have free abortions at the expense of the state."

* * *

Borrowing Basics for Women is a free booklet from New York Citibank explaining all you need to know about how to establish credit, how to make yourself eligible to borrow money to get a mortgage, and how you can make sure your credit history is fair and accurate. Write Public Affairs Dept. WB, Citibank, 399 Park Ave., New York, NY 10022.

* * *

Scholarship aid for women over 30 is available through the Clairol Loving Care Scholarship Program. Recipients are selected by the Business and Professional Women's Foundation in Washington, D.C. on the basis of need, merit, relevancy of studies to career goals, and attainment of those goals within a reasonable amount of time. For information write the Clairol Loving Care Scholarship Program, c/o The Business and Professional Women's Foundation, 2012 Massachusetts Ave., N.W., Washington, D.C. 20036

A PROUD HISTORY

Susan B. Anthony's February 15 birthday reminds us that as journalists, we have a proud history. Anthony, who was born in 1820, spent all her life in the struggle for women's rights.

Her feminist newspaper, *The Revolution*, was published for a two year span between 1868 and 1870. As a single woman, Anthony could make debts which her married peers could not. Because of this, she took on the full load of the \$10,000 debt from *The Revolution* when it folded. This one act brought her widespread respect, and was considered a good lesson in proving a woman's financial independence.

In order to pay off the debt, Anthony lectured all over the country on women's rights. She was a woman of incredible stamina, and in her diary mentions some of the hardships connected with one brief lecture tour in 1893, "... nine evening addresses, attended several receptions, and traveled more than a thousand miles in twelve days." This in a day when many areas could only be reached by coach and in bitter cold.

Anthony thoroughly educated herself in law and her writings and speeches were laced with logic and clear persuasion. When necessary, she had the writer's ability to use emotion for purpose, and many of her words and phrases evoked pathos in her readers. Words like "degraded class," "merest pittance," and "literally starved out" convince with strength and emotion.

She would be shocked to pick up our publications today and still read the stinging sexism which limits women's potential. But her advice would undoubtedly be as it was in 1868, "Keep at it now, and you will achieve full and plenteous success."



★ **SUSAN B. ANTHONY** ★
1820-1906
WOMAN-SUFFRAGE LEADER

ROOTS

Since origins are becoming popular, here's a quick trace of some terms we females have to describe us:

Cheesecake - James Kane, photographer for the *New York Journal* in 1912 gets this one. His favorite dessert was cheesecake. One gusty summer afternoon, Kane was posing an actress in the conventional railside pose on an incoming ocean liner. Just as he shot the picture, a gust of wind ruffled her skirts. Developing the plate later in the darkroom, Kane exclaimed, "That's real cheesecake!"

Woman came from *mann*, the Anglo-Saxon word for "human being," to which was prefixed *wif-* for "female." "Wife" also came from this prefix. Then the word became *wifmann* which gradually became *wimman* and eventually *woman*.

Distaff goes back to medieval times, when much of a woman's time was spent at the spinning wheel. The distaff was the staff, later a spindle, from which the wool or flax was unwound. As early as 1488, the word was in common use as a symbol of woman kind and her role in the scheme of things. Now it continues chiefly in such expressions as "the distaff side," meaning the female side.

Broad is a variation of *bawd* - a pre-Elizabethan name for the female manager of a house of ill repute. The word *bawdy* comes from the same root.

ADVERTISEMENT ANGERS WOMEN

Diary of a Rape movie advertisements which ran in both the *Union* and the *Bee* have brought outraged responses from local women's groups. The copy read, "A terrific, erotic story ... a sensual powerhouse ... goes all the way ... a tremendous shocker ..." After complaints, the *Bee* deleted "erotic" and "sensual" ... hardly a great move of conscience.

In view of the recent community crime problem by the "north side rapist" it seems incredible that the media would accept advertisement which suggests that rape is a passionate act rather than one of violence. The old myths concerning the reasons for rape will never die as long as such irresponsibility to the public is allowed to continue.

Twenty Facts On Women Workers

1. Nine out of ten girls will work at some time in their lives.
2. A majority of women work because of economic need. About three-fifths of all women workers are single, widowed, divorced, or separated, or have husbands whose earnings are less than \$7,000 a year.
3. More than 35 million are in the labor force; they constitute nearly two-fifths of all workers. Some 4.5 million women of minority races are in the labor force; they constitute more than two-fifths of all minority workers.
4. More than half of all women 18 to 64 years of age are workers.
5. About one-fourth of all women workers hold part-time jobs.
6. Women accounted for three-fourth of the increase in the civilian labor force in the last decade.
7. Labor force participation is highest among women 18 to 24 and 35 to 54 years of age; the median age of women workers is 36 years.
8. The more education a woman has, the greater the likelihood she will seek paid employment. More than 3 out of 5 women 45 to 54 years of age with 4 or more years of college are in the labor force.
9. The number of working mothers (women with children under 18) has increased about ninefold since 1940. They now number 13.0 million, an increase of 3.7 million in the last decade.

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10. The 4.8 million working mothers with children under 6 in 1973 had 6.0 million children under 6; the estimated number of licensed day care slots is 920,000.
11. Women workers are concentrated in low-paying dead end jobs. As a result, the average woman worker earns less than three-fifths of what a man does, even when both work full-time year round.
12. Unemployment was lowest for white adult males (2.9 percent) and highest for minority teenage girls (34.5 percent in 1973).
13. Among all families, about 1 out of 8 is headed by a woman; almost 3 out of 10 black families are headed by women. Of all women workers, 1 out of 10 is a family head; 1 out of 5 minority women workers is a family head.
14. Among all poor families, more than 2 out of 5 are headed by women; almost 2 out of 3 poor black families are headed by women.
15. It is frequently the wife's earnings which raise a family out of poverty. In husband - wife families 11 percent have incomes below \$4,000 if the wife does not work; 3 percent, when she does work.
16. The average woman worker is slightly better educated than the average man worker. Women have completed a median of 12.5 years of schooling; the median for men is 12.4 years.
17. Women are about two-fifths of all professional and technical workers but less than one-fifth of all nonfarm managers and administrators.
18. Women are 77 percent of all clerical workers but only 5 percent of all craft workers.

19. The median wage of full-time year-round private household workers was only \$2,365 in 1972. Effective May 1, 1974, most private household workers were covered by Federal minimum wage and overtime legislation.
20. Fully employed women high school graduates (with no college) have less income on the average than fully employed men who have not completed elementary school.

AFGE LOCAL 1857 NEWS



INDEPENDENCE

When advertisers argue they have to use some symbols and stereotypes for women in order for readers to understand the message, here's ammunition against that myth. Fidelity Union Life Insurance Co. has an excellent pamphlet, "Declare Your Independence," aimed at intelligent women as customers. Other businesses might take note:

"Declare your independence. Declare that you won't spend the rest of your life wholly dependent on someone else. Others love you. Others help you. But only you have final responsibility for yourself. Others may plan for you. Others may invest for you. But your responsibility for yourself remains.

"... Declare your intention to avoid the fate of today's over-65 women - 90% of whom are flat broke. Make your decision. Then face the future calmly, confidently, independently."

Copies may be ordered from Fidelity Union Life Insurance Co., Fidelity Union Life Building, Dallas, Texas 75201. ■

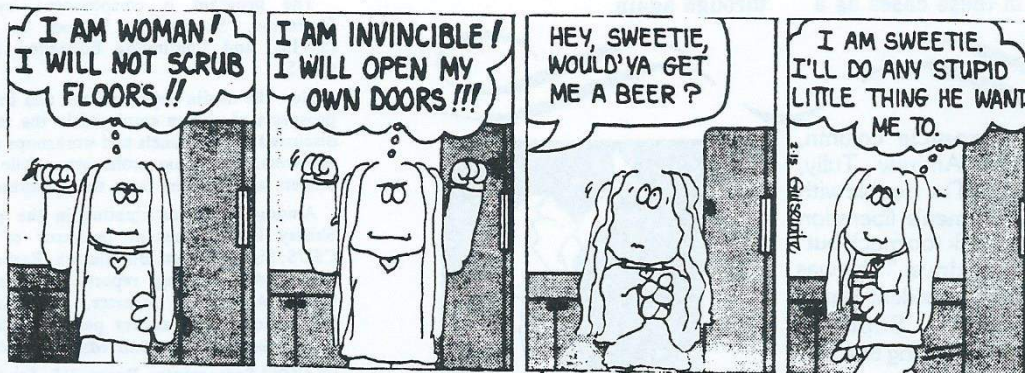
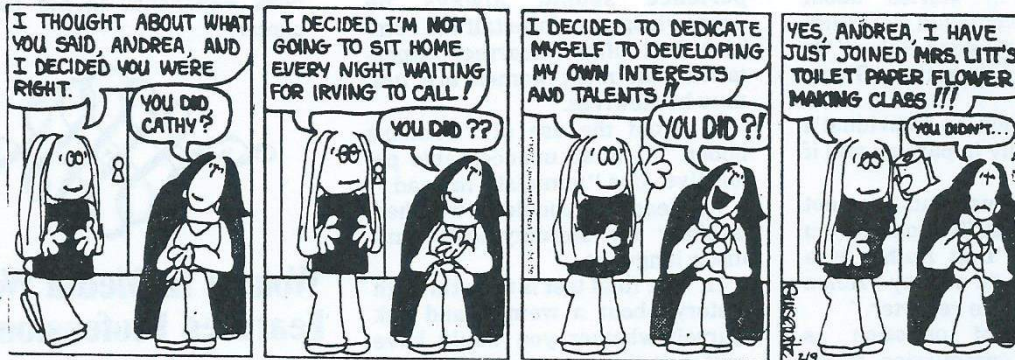
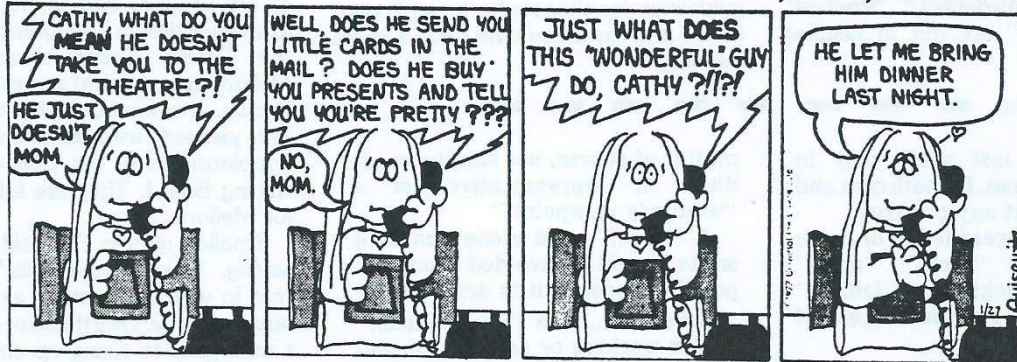


— No Comment —

THE SACRAMENTO BEE

CATHY

By Cathy Guisewite



GUIDELINES REVISITED

Recent articles running in the Bee and in the Union describe Mary Fitzpatrick as "Convicted Murderess" in connection with the Carter family. Words like "Murderess," "Poetess" and "Authoress" are not in keeping

with the Stanford University Women's News Service Guidelines adopted by both newspapers.

Here's a condensed copy of the guidelines for those who haven't seen them, and for those who have a short memory:

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 exclusive. (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.

San Francisco Chronicle column, "Capitol Fare," by Andrew Tully, December 27, states, "The trouble with the more mouthy women's liberation types is not that they talk too much but that they talk too much drivel." This was in response to NOW President Karen DeCrow's calling the Supreme Court/G.E. decision "insulting to every mother in the country."

The entire column is an interesting study for Journalism 30 students on "how not to win with illogic."

* * *



CLASS TELLS

"Horse racing folk are lucky to have Dr. Mellon in Gov. Brown's office. She is as intelligent as she is beautiful, and that makes her the smartest girl in America."

Marco Smolich, sports editor for the Sacramento Bee devoted three-fourths of his column, Feb. 3, to quotations from an article in *The Quarter Horse of the Pacific Coast* about Carlotta Mellon, appointment secretary to Gov. Brown. It seems that the horse "folk" are pleased with Brown's first two appointments to the California Horse Racing Board. They are full of praises for Mellon.

Smolich quotes, "The old race track saying, 'class always tells,' is equally true in women as much as it is in the running horse. One thing for sure, when a man goes to sizing up either one of them, caution and wisdom go hand in hand..."

Dr. Mellon must consider the article a peak experience in her professional career.



Women in Media Workshop Features Professionals

A seminar on **Women in the Media**, featuring professional journalists from local radio, television and print media, will be held April 16 at California State University, Sacramento.

The program is co-sponsored by University Extension, Sacramento Women in the Media (SWIM) and Continuing Education for Women, CSUS.

How the media depict women and the status and prospects of women employed in the media will be discussed during panels and workshops composed of reporters, journalism professors, public information officers and persons from the community.

Among those participating in the program are Shirley Biagi, assistant professor of journalism, CSUS; Sigrid Bathen, Bill Blalock, Barbara Bry, Ann Reid and Iris Yang, reporters, Sacramento Bee; Hilary Abramson, reporter, Sacramento Union; Mary Richardson, anchor person, KCRA-TV, and Susan Harris, assignment editor, KOVR-TV.

(764K06) Sacramento: Room 315, Student Services Center (old library building), CSUS; Saturday, 9 a.m.-5 p.m., April 16; 1 meeting; \$15 non-credit only (UCD students may enroll through CSUS at a \$5 fee. A limited number of scholarships for college students is available through SWIM). Enrollment requested by April 8.

 Letters 

IF WOMEN WROTE ABOUT MEN AS MEN WRITE ABOUT WOMEN:


John Smith, a vivacious blond, has managed to excel as an executive secretary in Local Corporation while making a successful marriage. John, whose trim 155 pounds on a 5-foot-8-inch frame, gives him a youthful look, is the father of two girls, one in law school and one serving in the navy.

"When the girls were growing up, I was always a real house-husband and father, and never neglected their needs nor those of my wife. Her career as an attorney caused us to move four times from the east coast to the west coast, but I always managed to find schools where the girls could feel at home," he smiled in a winsome way symbolizing American boyhood.

John manages his household and still holds down his secretarial position, and has managed to win prizes for the past four consecutive years in gourmet cooking contests, despite the lack of time a career and a marriage mean for a man.

John says, "Barbara, although she heads a top law firm and serves on many boards and commissions, is so thoughtful and on weekends does her share around the house, except when her golf games exclude doing so. But after all, the real business decisions often are made when women play golf, and an understanding husband, if he fulfills his true role as a helpmate, must adjust to that schedule. Even though we do not always go out weekends, I wouldn't trade being Mr. Barbara Smith for anything in the world. A man's true fulfillment comes in being a good househusband and father to a woman's children."

- from The Dept. of Sociology
Arizona State University



MEMBERSHIP RENEWAL DUE

YES, I'd like to renew my SWIM Membership. Enclosed is \$5 annual fee.

Name _____

Address _____

City _____ Zip _____

Phone _____



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 Central California Newspaper Guild, 1107 9th. St., Suite 426, Sacramento 95814. Phone (916) 446-4885.



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