



A Publication of Sacramento Women In the Media

TYPECAST

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A Major Guild Victory

UNION REINSTATES RUTH ENLOE

Ruth Enloe, fired by the *Sacramento Union* in January for alleged poor performance and disrupting the work of other employees, has been ordered reinstated with back pay by a San Francisco labor arbitrator.

After lengthy hearings in Sacramento and San Francisco before Arbitrator Joseph Grodin, the *Union* was ordered to reinstate Enloe and pay her more than \$15,000 in back pay.

Enloe, a salesperson in the inside classified sales department, returned to her job on May 31.

For some time prior to Enloe's dismissal, the Woman's Caucus of the Central California Newspaper Guild had been investigating an increasing number of reports of harassment of employees in the predominantly female inside sales departments of both the *Sacramento Bee* and the *Union*.

In the fall of 1975, members of the Caucus were approached by several women (including Ruth Enloe) from the *Union's* inside sales who asked for help in obtaining better working conditions. They said they were frequently

subjected to harassment, intimidation and threats by their supervisors.

The women, who asked anonymity, said they feared retaliation if they made a formal caucus complaint in their own behalf to *Union* management.

Enloe expressed concern that her job was jeopardized because of her involvement with Guild and Caucus activities. Shortly after posting a notice for a Caucus meeting she said she received a letter of reprimand from her supervisor that accused her, among other things, of having a "bad attitude."

Caucus members, including Enloe, met with *Union* management regarding the complaints, and although promises were made to investigate the charges of harassment, General Manager Edward Padilla denied the company discriminated against women who participate in Caucus activities.

Enloe said the meeting failed to end the harassment and she felt a case was being built to dismiss her. She filed a grievance with the Guild, but Guild efforts failed to save her job.

After Enloe was discharged, the case went to arbitration, with Grodin accepted by both sides as a third-party arbitrator. Enloe was represented by Guild Attorney Drucilla Ramey of San Francisco.

The final ruling stated that Enloe's work performance was essentially no different from that of another employee assigned to the same job, and that she had not received adequate warning that

SWIM ELECTS NEW SLATE

At the June meeting of Sacramento Women in the Media, the following officers were elected for the new year: President—Iris Yang, *Sacramento Bee* Vice-President—Marcia McQuern *Riverside Press Enterprise* Treasurer—Barbara Bry, *Sacramento Bee*

Yang steps up to president after serving the group as vice-president. She is a legal affairs reporter at the *Bee*. While at Stanford University, she helped draft the nationally used *Stanford Women's News Service Guidelines for Writing About Women*.

Marcia McQuern is the Capital Bureau Chief for the *Riverside Press Enterprise* where she was formerly a city editor (one of the few women in the

nation). She previously worked as assistant city editor at the *Sacramento Bee*.

Barbara Bry, a graduate of Harvard Business School, is a business writer for the *Bee*. She is the second woman in the history of the *Bee* assigned to the Capitol staff.

Business at the June meeting also covered discussion for future fundraisers. The March Scholarship Fundraiser netted the group approximately \$800.

A sincere THANK YOU to outgoing SWIM President Sigrid Bathen and treasurer Lee Smith, who began with SWIM in 1975 and patiently led and guided the organization for over two years.

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A publication of Sacramento Women in the Media (SWIM)

OFFICERS

PRESIDENT Iris Yang
VICE-PRESIDENT Marcia McQuern
TREASURER Barbara Bry

TYPECAST EDITOR, BETTY WISHAM
ASSISTANT EDITOR, MELVA ARDITTI

Articles and information submissions are welcome. Mail to P.O. Box, 22429, Sacramento, CA 95822 or call 392-5169.

ENLOE REINSTATED

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she was disrupting the work of other employees. Grodin also found the company had failed to properly investigate those charges and therefore had discharged her without adequate cause. At most, a two-week suspension was proper, he said.

Guild Administrator George Randol termed the ruling a major Guild victory and said he is "very pleased" with the outcome. He gave much of the credit to attorney Drucilla Ramey.

Enloe says she's happy about the decision. "I have every intention of doing my job and cooperating with my supervisors as I did before."

—Lee Smith

NEWS TALLY SHOWS BIAS

The breakdown of men, women, and ethnic minorities under contract at the various units of the Central California Newspaper Guild is as follows:

Fresno Bee—Total employees, 95; male employees, 77, female employees, 18; Black males, 0; male Asian-American, 0; males with Spanish surname, 6; American-Indian males, 1; Black females, 1; Asian American females, 0; females with Spanish surname, 1; female American Indians, 0.

Modesto Bee—Total employees, 47; male employees, 35; female employees, 12; Black males, 0; Asian-American males, 0; males with Spanish surname, 0; American-Indian males, 0; Black females, 0; Asian-American females, 1; females with Spanish surname, 0; American Indian females, 0.

Sacramento Bee—Total employees, 303; male employees, 201; female employees, 102; Black males, 6; Asian-American males, 3; males with Spanish surnames, 4; American Indian males, 1; Black females, 5; Asian-American females, 6; females with Spanish surnames, 2; American Indian females, 0.

Sacramento Union—total employees, 162; male employees, 82; female employees, 70; Black males, 3; Asian-American males, 3; males with Spanish surnames, 12; American-Indian males, 0; Black females, 1; Asian-American females, 1; females with Spanish surnames, 0; American Indian females, 0.

Stockton Record—Total employees, 101; male employees, 64; female employees, 37; Black males, 2; Asian-American males, 0; males with Spanish surname, 3; American Indian males, 0; Black females, 1; Asian-American females, 0; females with Spanish surname, 4; American Indian females, 0.

It should also be noted that in 46 positions in contract classifications with pay rates of more than \$400 per week, there are no ethnic minorities. Of these 46, there are 44 Caucasian males and one Caucasian female. One position is unfilled.

—The Guild Journal
May 1977

SWIM STARS SCHOLARSHIP

The pride was mutual when SWIM recently awarded its annual scholarships to three deserving journalism students from California State University, Sacramento.

Pam Yip, a junior, is looking forward to specializing in economic reporting. Yip hopes that the pragmatic combination of her love for writing with her interest in economics, will allow her to make a genuine contribution to society by "simplifying the complexities of consumer issues."

Joan Edin just graduated with a B.A. in journalism. She returned to school in 1974 to refine her interest in writing—"to become a professional." Her environmental studies minor introduced her to the work of State Architect Sim Van de Ryn. Finding him a fascinating personality, she recently wrote an article about him and sold it to the *California Journal*.

Jackie Nava, is also a new graduate in journalism, and her 6-year pursuit of a degree reflects a determination to overcome psychological and financial obstacles. Her husband's salary precluded receiving financial aid, even though it was stretched to the breaking point by supporting two adults, six children, and a mortgage. So Nava made a decision to seek out scholarship funding to finance her education.

Our sincere congratulations to each of these outstanding women. ■



UPDATE



The paycheck inequality gap is not closed by a college degree, according to a recent report from California State Universities and Colleges. Despite recent assertions that a college education "doesn't pay," the report stated "there is no doubt that a college degree still has considerable value for many people in terms of employment."

However, statistics show that, even though the number of college degrees awarded to women has almost doubled (from 664,000 in 1965 to 1,305,000 in 1975), men with bachelor's degrees receive an average monthly starting salary of \$870, while women receive only \$719. Likewise, men with master's degrees out-earned their female counterparts \$1096 to \$1045 per month.

Maria Alvin wrote to Toyota Corp. president concerning a truck commercial. The ad shows a man in Alaska with his Toyota truck. He says, "Up here gasoline is as hard to find as a good woman."

Says Alvin, "The statement is offensive and degrading; this poor quality advertising must not be allowed to remain on the air."

Women at Work Magazine reports delay in publication. According to Barbara French, president of ERA Corp., "Inadequate funding prevented us from proceeding with our original plan, but our revised publication date is Fall 1978." She said subscription money already received is being held in escrow. The magazine office is located at 1615 Polk St., San Francisco, CA 94109, (415) 776-0808.

Women's Emergency Legal Defense (WELD) is a non-profit organization in Sacramento "designed to provide women with financial assistance to defray the high cost of legal action." Legal and financial information may be obtained by calling Director Marie McLean, (916) 944-0701.

Enterprising Women, a monthly publication, includes profiles of successful business women around the country. Special sections include, "In Brief," which provides information on often confusing concepts of corporate law and finance. The publication is available through subscription at \$18 a year. Artemis Enterprises, Inc., 525 West End Ave., NYC 10024. They will send a sample copy.

Kudos for Typecast have been received from Editor Donna King of *Media Report to Women*, Washington, D.C. After missing several issues last year, Dr. King thought perhaps we'd "run out of ink." But along came two *Typecasts* in a row, to which she responds, "You're in business. Wonderful! And full of goodies." The May 1, *Media Report* carried a condensation of the *Typecast* winter issue lead story on the public relations booklet. Great to gain some national recognition.

There are no women in the 100 member U.S. Senate, and the "good ole boys" talk persists. Recently the subject of opening up more jobs in the military to women was discussed on the Senate floor. Senator Barry Goldwater, R-Arizona, a retired major general in the U.S. Air Force Reserve, contributed:

"Contrary to helping the morale of the troops, I would not want a woman flying on my wing because I would be just naturally more interested in her safety than my own or the objective of hitting the enemy, and chances are I would get clobbered. So I want them back where they belong. I have always said I have nothing at all against a woman doing anything a man can do as long as she gets home in time to cook dinner."

The Women in the Media Workshop, April 16, presented at CSUS by SWIM professionals was a great success. Over 70 participants attended.

SWIM President Sigrud Bathen blasted the "Little Leary" cartoon in a recent letter to *Sacramento Union* Editorial Director Don Hoenshell. "Little Leary" may seem to some a minor issue, but it is symptomatic of continued media indifference to women. It is only one example of demeaning, offensive and—in the final analysis—unprofessional journalism."

Hoenshell said he contacted Leary and his syndicate supervisor about the complaint. "In sum, I agree with many of your observations and will endeavor to monitor Leary more closely. Though I suspect that your very effective protest will bring about a change in tone."

The Sacramento Bee re-affirmed its support of the Equal Rights Amendment in an editorial following the amendment's defeat in the Florida legislature. Stating that the ERA is "Another step forward in the recognition of all human rights," the *Bee* noted that the Florida Senate once again "stood up for the rights of the good ole boys of the world." Disappointing as the vote was, we're pleased and encouraged by the endorsement of the *Bee*.

The comic strip, "Cathy," is defended by Lorna Churchill in a recent note: "All my friends and I thoroughly enjoy the strip. It is both very real and very funny, a good-natured swipe at the non-survivor. Cathy herself is the perennial battle casualty, the gentle soul who's just aware enough to be sheepish about her own gutlessness. But she's too heavily programmed to ever quite make it through the Great Liberation War. Nevertheless, she tries. Lord, how she tries."



STEINEM SPEAKS

Gloria Steinem, editor of *MS Magazine*, was the keynote speaker at the national convention of the American Association of University Women in Minneapolis, during the last week of June.

Following are some of Steinem's remarks:

- *From going through the art galleries of the world, we learn that art is what white males do—and crafts are what women and natives do.*
- *Women's work can functionally be described as whatever work men don't want to do.*
- *A strong racial caste system always supports a low woman's status.*
- *There are many myths shared by black males and women. One example is that both "have rhythm." The black male's is musical; the woman's is lunar.*
- *The most fundamental freedom for women is that of control over reproduction.*
- *There is no issue that is not a woman's issue. There is no issue one can bring up that women cannot bring something to.*
- *Every Thursday at teatime, we (the Women's Movement) are pronounced dead.*
- *The most violence done in our society is done to women. It is manifested in rape, in pornography, and in battered women.*
- *In the legal issue of battered wives, it is the only area of law where they try to get the criminal and the victim back together again.*

Steinem gave suggestions to groups for effecting media change:

- *Have systematic meetings with editorial boards of newspapers, television, and radio stations. Have documentation of specific examples of sexism to show them.*
- *Monitor newspapers, television, and radio.*
- *Establish non-sexist guidelines for reporting about women.*
- *Picket major advertisers of offending media. Hit them in the pocket-book.*
- *Launch a law suit.*
- *Run your own group's public information section professionally.*

DEVELOPING A GOOD OLD GIRLS NETWORK

What has been labeled the "new old girls' network" is proving itself an effective means of ending both the isolation and involuntary passivity among ambitious women. Women need to work consciously at creating networks in order to reap the same kinds of benefits conferred by the old boys' network: access to information, market news, job openings, early-warning gossip, trend-guessing, bits of technical or administrative expertise, and all kinds of "need-to-know" details.

Once a new girls' network begins to operate, either informally and spontaneously or as a definite group with membership and regular meetings, many other benefits beyond access to information become apparent. The network, for example, provides emotional support, not only to women who are just starting out in their careers, but also to top executives who have always had to be loners. A member of an organization called Women in Business described the group as "a place to take your successes . . . women who are promoted over men generally do not find joyful groups congregating in their office to take them out to a celebratory lunch."

Connie Greaser, this year's president of Women in Business, notes that "this is a very straight group, most of whom have probably never belonged to feminist groups. But we do recognize that we owe support and respect to the women's movement. Most of us owe our jobs to it as well, because without it we'd probably never even have had our first applications considered."

For a new girls' network to function well, a spirit of collaboration rather than destructive competition is essential. The old boys' network has always operated on the principle of collective assistance. But most women have only begun to grasp the importance of collective goals within the last decade, socialized as they have been to compete among themselves for the favor of men.

Dr. Judith Stiehm, a professor of political science at USC, comments: "To get truly incorporated into a company you really do need a sponsor. Then you need colleagues who will recommend you. There are tremendous dividends if you are known to be admired outside the organization—that's where you get your 'legitimization,' and that's where networks of women across different businesses and careers can be so valuable. Once a woman has a sponsor, is recommended by colleagues, gets some external legitimization, and begins to move up in a company, then she begins to need boosters, followers if you like, women who will act like a wedge pushing her up so they occupy the ranks immediately beneath her."

Dr. Stiehm's point is that women need to recognize the power conferred by supporters and give freely of their time and energy to build such groups. The advantages accrue to both parties, not only to the proteges.

Many who work with women's networks that could use more clout see the hope of the future in the first big wave of young women now beginning to graduate, in traditionally male subjects, from universities and professional schools. There are great expectations that these women who have no memory of unliberated times and little personal discrimination experience, will through sheer presumption of success, dynamite their way past the barriers that still exist.

—New West
April 11, 1977



Profile

WOMAN IN THE MEDIA—MONICA BAY

"If you cut off my right arm, printer's ink will run out . . . if you cut off the left, you'll find radio wires!"

Meet Monica Bay, a self-described "multiple media monopoly" who brings talent and humor to the air waves of Sacramento. As community affairs director for KXOA Radio, she combines a unique blend of professional experience with a consuming interest in the field of communications, adding her own special touch to K108's "mellow sound."

And it all started with—you guessed it—a crystal radio set built by her dad. Radio in the early '60's was the opiate of the pre-teen set, and she was quickly hooked. She reminisces fondly of her years in the bay area as "an obnoxious, pre-pubescent 13-year old" incessantly dialing KYA's call-in program.

As an avid radio buff, her mantra came from the latest "Top 40's" chart. "Never in my wildest dreams did I think that 15 years later I might actually be working in radio. Radio was fun, and work wasn't supposed to be fun."

After receiving a communications degree from UC Santa Cruz, Monica went on for graduate work at the University of Minnesota School of Journalism and Mass Communications.

While there, she worked on the *University of Minnesota Daily*, editing and writing. She also worked for KQRS Radio and was a stringer for *Rolling Stone*. Returning to the west, she stayed with friends and family while "doing battle" in the competitive California media job market, eventually finding a home with Sacramento's KXOA.

In addition to working as the station's community affairs director, she was recently promoted to half-time news. Her responsibilities include producing a weekly half-hour show, "Sacramento '77," a daily job-line feature; "It's Your Dollar," a consumer information spot aired seven times daily; and all the stations public service announcements, as well as a variety of special projects.

In her free time, Bay is taking an acting class at American River College. She'll be teaching a media access class there next fall, entitled "Your Attention, Please," designed for organizations wanting to learn how to increase their press coverage.

Monica Bay's experiences, both professional and personal, have led her to develop a strong feminist viewpoint. But she says she's a humanist first, maintaining that men have as much to gain from the women's movement as women. "The key is to enjoy, rather

than be threatened, by our differences."

The concept of a network of power for women and the responsibilities of the media in structuring a generic reality for women are intense concerns for her. "We are all pioneers," she says. "It is very important that women really get involved."

—Melva Arditti

WORDS AND WOMEN

That turtle crossing the road—do you call it a "he"? Most of us grow up with the idea that a person or animal of unknown sex is correctly referred to as "he." Casey Miller and Kate Swift in *Words and Women* (Anchor, 1976, \$7.95) examine how the use of gender-related words affects our perceptions of ourselves and others.

Many English words and usages reflect the idea that maleness is normal and femaleness is a deviation. Children grow up as members of a species called "man." In their education, male children find out that the word "man" *always* includes them, or it will when they grow up. Female children find out that "man" *sometimes* includes them and *sometimes* specifically *excludes* them. Publishers are now helping remedy this situation in textbooks, by adopting nonsexist guidelines for authors and editors.

But many gender-related usages are ingrained in our language, and will only be changed as the need arises for a wider range of expressions. Language can evolve slowly over time, or it can change rather quickly to accommodate changing conditions. Five years ago "Ms." was not even in the dictionary. Now, in spite of some intense and emotional opposition, it is a standard form of address.

Miller and Swift contend that sexist offenses committed through language are generally not deliberate. They creep in as a result of laziness, habit, or over reliance on rules. Editors and writers will find this book helpful in their efforts to use existing words in ways that are free of gender connotations.

Words and Women is available in book stores and in the Sacramento City-County Library System.

—Lucille De Rose

PERSON THE LIFEBOATS

A new journalism text, *Newswriting: From Lead to "30"* by William Metz, has come under fire by CSUS Assistant Professor of Journalism Shirley Biagi.

A major criticism of the text is the whole chapter devoted to sexism. The author endorses the "Stanford Guidelines for Newswriting About Women," but does not adhere to them.

Biagi, in a letter to the author, after pointing out sexism step-by-step, says, "Your patronizing discussion of the seriousness of language also offended me. To indicate, 'A more bemused male critic of women's lib suggested that old slogans and literary classics might also be affected. For, if in peril on the sea, will the cry become, person the lifeboats?' . . . is not even amusing. I think it's important for you to recognize that

this is a man's view of the issue, and it's trite. . . I will voice my objections to this text to other members of this department so that at this university it will not be brought into our classrooms."

Metz responded, "I'm sorry that you have decided to condemn my whole book because of one chapter in it. Isn't that throwing the baby out with the bath water? If we professors were to reject every book that had a chapter that didn't measure up to our expectations, I don't think we would order any textbooks at all."

William Metz is Associate Professor in the Journalism Department, University of Nevada, Reno, Nevada 89507. His publisher is Prentice Hall.

MEMBERSHIP RENEWAL DUE

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

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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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