

A Publication of Sacramento Women In the Media **TYPECAST**

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Spring Meeting March 14

PRESS SECRETARIES REVEAL WRINKLES

SWIM Spring Meeting
Tuesday, March 14, 7:30 p.m.
Sacramento City College
Mens' Gym Lecture Room
(behind gymnasium)
All members and guests welcome

Spring has breathed new life into SWIM, and we welcome both the season and your active participation with an exciting general membership meeting. Board members have invited three professional media women to share with us their experiences as press secretaries for prominent government officials.

The life of a press secretary is hectic and fast-paced, and we look forward to a revealing description of its "wrinkles" from our guests.

Elizabeth Coleman is Governor Brown's press secretary. A former television and news magazine reporter, she was appointed in July, 1976. After receiving an A.B. from Vassar College, Coleman worked for *Newsweek* magazine from 1967 to 1972 in New York, Chicago, Washington, D.C., and San Francisco. From 1973 to 1974, she was a television and radio reporter for the ABC network in New York, and had also worked as a reporter for KQED in San Francisco. She was a reporter and news broadcaster from November 1974 to May 1975 for KABC-TV in Los Angeles, and prior to her appointment by the Governor, had worked most recently as a free-lance writer.

Caren Daniels has been working in the Secretary of State's office since 1972. She is presently serving as press secretary and

Information Office Director for Secretary of State March Fong Eu. Daniels graduated from the University of California at Davis in 1972, with a B.A. in political science. Prior to that, she had worked as a student intern with the State of California's Department of Conservation, where she was involved in a study of the California Ecology Corps. Her current responsibilities include defining the office's public posture, supervising the editing of the California Roster, and writing in-depth special research projects for media and legislative uses.

Jean Bowman is press secretary to Lt. Governor Mervyn Dymally. She earned a B.A. degree in sociology from California State University at Sacramento, and is currently working on an M.A. in Education. Bowman also worked for former Lt. Governor Ed Reinecke. Her current duties include responsibility for preparation of press releases for the media, arranging press conferences and appearances,

preparation of radio statements, and monitoring of correspondence, press files, and media calls.

A short business meeting will precede the program. Points to be discussed include:

- quarterly meetings and programs
- scholarships awards committee
- plans for a scholarship fundraiser
- membership report
- financial report
- election of a new treasurer

Board members have received considerable feedback that SWIM members would enjoy an opportunity to meet their colleagues, discuss mutual problems and goals, learn from speakers representing the variety of media in Sacramento, and assist their sisters through an ongoing scholarship program for college women pursuing media careers. This Spring meeting will offer just such an opportunity, and we look forward to sharing your enthusiasm on March 14.



Coleman



Daniels



Bowman

Reporting the Sporting Life

Just like any true-blooded American feminist, I enjoy breaking into the many worlds that men have ruled so long.

And recently, I put a very big feather in my cap, having found my way into the traditionally male kingdom of sports writing.

Sports writing offers a woman a great deal—challenges, responsibility, advancement and status.

Likewise, it brings up a number of surprises that one never anticipates or is very rarely trained for in journalism school.



Right off the bat, I feel my sex gave me an advantage in the job market. Although in my first job search I didn't seek out a sports writing position, I accepted the job in order to get into the newswriting field.

My first editor prided himself on pleasing people, and I'm sure he found hiring a woman sports editor a novel idea that would appeal to his readers.

A few months into the job, the editor commented that he felt he had really shaped the rest of my career. He suggested that for

a women, job opportunities would be greater in the sports field than in the general news area because I would be a novelty there.

I think he was right. Everybody's looking for a new approach.

A different angle is fine. Though, it's only fine as long as the uniqueness doesn't replace substance.

I want to get jobs, not because I am a woman, but rather on the merit of my writing.

I'm pleased to say that most of the men I have worked with—primarily coaches whom I've interviewed—have disregarded the fact that I'm not male. They have given me respect and answered my questions directly and fully.

However, I do encounter coaches who reply to my questions condescendingly. It's almost as if they think details about games and teams would cloud my feeble little brain. Or, I wonder, is it that they really don't have any information in theirs?

Yet, their reluctance to give me credit for knowing about the sport can be advantageous. Frequently, I've found when egos are inflated and heads are swelled, interviewees become fountains of information, spewing facts, figures and inside news. It's amazing how informative a person can be who is caught up in impressing another.

And, all I have to do is relax, sit back, and jot down all the great news items.

—Dee Anne Finken

Finken is a former sports editor for the Elk Grove Citizen, and is presently a part-time Bee sports staff writer.

BATHEN WINS AWARDS



Sigrid Bathen

In a concerted attempt to stimulate the economy (by keeping Sacramento's frame shops busy), SWIM past president Sigrid Bathen recently won several prestigious awards.

She won the State Bar Award of Merit for a series she wrote on the juvenile justice system. State Bar President Edward Rubin said the Bathen stories were "the product of extensive research and interviews with young people who had become involved in the juvenile justice system."

One of the stories, entitled "Racism and Violence Embitter Youths in Jail," also garnered for Bathen an honorable mention in the 17th Catherine L. O'Brien Award competition in women's interest newspaper reporting.

And the *Sacramento Bee* received a special Media Award from the California Association for Mental Health for its "outstanding coverage" of conditions in state mental hospitals. The Association cited several stories by staff writer Bathen for giving "more than a passing understanding of the mental health issues involved."

Ray Procnier, chief state health administrator, was quoted by the Association as having said that Bathen's articles and a resulting investigation "so improved conditions (in Stockton State Hospital) that there were no 'highly questionable' patient deaths uncovered at the facility during the most recent statewide investigation."

The *Bee* also received a media recognition certificate from the National Association for Mental Health for the same stories.

Bathen was co-founder of both the Womens' Caucus of the Sacramento Newspaper Guild and SWIM. She graduated from California State University at Chico, where she was editor of the student newspaper and was named Outstanding Journalism Student. She has worked as an associate producer at KHJ-TV in Los Angeles and as a reporter-photographer at KRCR-TV in Redding, and has been with the *Bee* for over 9 years.

TYPECAST

A publication of Sacramento Women in the Media (SWIM)

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Articles and information submissions are welcome. Mail to P.O. Box 160134, Sacramento, CA 95816.

Bry, Skelton Depart for L.A. Times

It was a "lump-in-the-throat" day recently when *Sacramento Bee* staffers hosted a farewell luncheon for departing colleagues Barbara Bry and Nancy Skelton. For some unknown reason, they have elected to leave the green trees and high life of beautiful Sacramento for the smoggy skies and suburban sprawl of Southern California, both having recently accepted positions with the *Los Angeles Times*. A happy-sad decision for both of them, no doubt, as well as the many friends who gathered to honor them with speeches and remembrances.

Skelton graduated from San Jose State University in 1960, and began working at the *Bee* in 1962 as a social writer. In 1970, she became a cityside general assignment writer, moving into such areas as racial conditions and politics.

In the meantime, her social column had developed into a general weekly column until 1975, when she became the *Bee's* first female Capital correspondent, covering Governor Edmund G. Brown, Jr. and his administration.

In late 1970, Skelton became the co-founder (with Sigrid Bathen) of the Womens' Caucus of the Sacramento Newspaper Guild, the forerunner of SWIM. Through lengthy and sometimes heated negotiations, she helped bring about many significant changes in the *Bee's* policies and attitudes toward women in the media.

Skelton has won three first-place reporting awards from the San Francisco Press Club, and in 1974 she was a Pulitzer Prize nominee for general reporting by the *Sacramento Bee*. She donated the \$500 award money from one of her San Francisco Press Club Awards to SWIM in order to establish its scholarship program. She is leaving the *Bee* to take a general assignment/political writing job with the *Los Angeles Times's* new San Diego Bureau.

Bry graduated from the University of Pennsylvania in 1970 with a BA in sociology. After graduation, she worked for four years for a real estate investment firm.

She returned to school in 1974, earning an M.B.A. from Harvard Business School. In the summer of 1975 she interned in New York City as a reporter for *Forbes* magazine.

Bry began working for the *Bee* in August, 1976. At first she divided her time between the business and real estate sections, and in March, 1977, began working part-time for the *Bee's* Capitol Bureau. She specialized in reporting on housing, business and economic issues in state government. Bry's column in the real estate section, "Property Lines," included analysis of trends in real estate on local, state and national levels. At the *Los Angeles Times*,

Bry will be writing for the financial section, reporting on state and local government issues related to housing and economics.

Bry particularly enjoyed the wide range of experience that the *Bee* offered her, and her only fear of moving to Los Angeles: "Driving during rush hour!"

At the luncheon, *Bee* Managing Editor Frank McCullough initiated the ceremonies by commenting "there are among us infidels and traitors!" He went on to discuss his method for improving a newspaper. Referring to Skelton, he recommended having an "onion peeler" on your staff, a reporter who can "peel back a human being, layer by layer," giving the reader the opportunity to inspect the personality and make a judgement.

As for the business section, he recommended the hiring of a Harvard Business School graduate to do "sophisticated and worthy things" to improve the business section.

McCullough concluded that his thesis for improving a newspaper had indeed been validated, by no less than the *Los Angeles Times*. Obviously saddened by the loss of two prize reporters, he repeated what he described as "an old horseman's adage: 'If you lose, go on trying to improve the breed!'"

Other tributes came from Martin Smith, political writer, who described Bry as one of the most organized reporters he had ever worked with, hardly ever leaving her typewriter. He noted that "she could take a story over the phone with one hand and type it out simultaneously with the other!"

Sigrid Bathen told about coming in one

Saturday night to the *Bee* on assignment eight years ago, only to find Skelton sitting at her desk, all decked out in a black evening gown and long white gloves, preparing to go out to cover a society event. In tears, Bathen added, "Nancy's departure is a great personal loss to me."

Jerry Jackson, one of Bry's colleagues from the real estate section, said that he felt like printing in 48 point type across the real estate section: "BARBARA BRY WAS HERE!"

The two departees, urged to make a few remarks, spoke amidst smiles and tears. Bry said that it had been a wonderful year and a half, and that she would really miss being able to pick up the phone and say: "Hello — it's Bry at the *Bee*!"

Skelton described her feelings when she recently reviewed her *Bee* personnel file, which included a 1962 snapshot of her with a snappy page-boy hairdo, looking bright-eyed and quite naive, but believing strongly that she was going to work for one of the best papers in the world. "I still believe it," she said, and added "I don't know how I'm going to leave."

Jerry Gillam, of the *Los Angeles Times's* Sacramento Bureau, brought the afternoon to a close by saying that he didn't have a telegram from Otis (Chandler, editor and publisher of the *Times*), but that he would simply like to say on his behalf just two words: "Welcome Aboard!"

And from all of your friends in SWIM, best wishes and good luck to you both — we'll miss you!



Barbara Bry and Nancy Skelton

FROM TSING TAO TO SACRAMENTO



Kaity Tong

A newsroom colleague describes her as "always effervescent, smiling, in good spirits . . . she's a rare breed!"

That analysis of Kaity Tong, KCRA-TV's newest anchorwoman, was confirmed recently at a lunch meeting in Old Sacramento, with Tong's effervescence challenged only by that of her Perrier water!

Born in Tsing Tao, China, Tong fled to Japan with her family when the Communists took over. Her father was an official with the Nationalist Chinese embassy, and her great-uncle was Nationalist China's ambassador to Japan, and later to the United States.

Tong's mother has told her many stories of life in China. Sheltered, surrounded by family, Tong's mother employed a special servant whose only job was to hold infant Kaity in her arms all night while she slept. Once in Japan, without servants, that job fell back to Mother, who could only calm her daughter's nighttime tears by cuddling her in her arms in a room surrounded by mirrors, an illusory replacement for that lost circle of family and servants. Tong wonders now if the TV camera lens isn't doing the same thing!

At the age of five, Tong's family moved to Washington, where cocktail parties were the mainstay of the embassy circuit. But she remained quite sheltered by her family until a scholarship took her to Bryn Mawr, where she earned a B.A. in English.

The intellectual, liberated style of campus life agreed with her, and she went on to win another scholarship to Stanford Graduate School. Pursuing a doctorate in Chinese and Japanese Literature, she was writing a doctoral dissertation on—hold on to your hat—Chinese erotic literature, when she decided to take a break and get a summer job.

A continuing interest in journalism (her mother was a broadcaster and producer for Voice of America in Washington, D.C., and her great-uncle was the first Chinese journalist to write for the *New York Times*) led her to knock on doors until landing a job

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STUDY SHOWS PAYCHECK INEQUALITY

Because of the lack of information available on newspaper managers—particularly women newspaper managers—several studies were undertaken in preparation for a recent Conference of Women in Newspaper Management held last May.

A preliminary analysis of information gathered from mail questionnaires completed by 558 top managers at 197 U.S. daily newspapers, and from telephone interviews with 74 women in various levels of management at 67 U.S. daily newspapers produced several interesting conclusions. However, the editors of the report caution that the results of the mail survey should not be generalized to all top-level newspaper managers because the response rate (about 22%), while not unusual for this type of survey, is too low for reliable conclusions about the universe of managers of daily newspapers. And the results of the telephone survey should be generalized only with extreme caution because of the small sample size and response rate.

Here are the conclusions reported:

1. *The daily newspaper industry appears to be behind other employers in the proportion of women employed as managers, regardless of the size of the newspapers. All daily newspapers, regardless of circulation size, employ about one woman manager per newspaper, on the average.*

The percentages revealed by the samples are all considerably smaller than the proportion of women employed in professional and managerial positions in the total United States work force (19.5%).

2. *There are few striking differences in the personal and professional characteristics of the men and women daily newspaper managers responding to the surveys.*

Men tend to be slightly older on the average than do women (47.5 years versus about 42 for women); more men managers tend to be married than do women managers (92% versus 70%), and more men tend to be Republicans than do women (about 48% versus 32%).

3. *Both men and women in the mail survey, on the average, were equally satisfied with their jobs overall and with various aspects of their jobs, including pay.*

The fact that women are equally as satisfied as men with their pay, yet are receiving substantially lower salaries (especially among the largest newspapers), may mean that they (1) do not know what their male colleagues are being paid and/or (2) feel that they are being paid well compared to other women.

4. *In spite of being satisfied with their pay as men are, women responding to the surveys received substantially lower salaries than men respondents, regardless of the size of the newspaper they worked for or their particular job area.*

A comparison of men and women newspaper managers' average annual salaries by circulation size of daily newspapers revealed a \$33,566 average salary for a top-level management male as opposed to a \$19,097 average salary for a top-level management female.

5. *Most women managers in the telephone survey did not perceive obstacles to women moving into newspaper management positions, but many did perceive differences in the treatment of men and women, especially in promotion criteria and in the extra effort required of women in management positions.*

One of the most frequent complaints was that group-owned newspapers promote women more often than do independently owned papers.

6. *The most frequent recommendations for preparing for a newspaper management position from the women interviewed by telephone included getting a college education and a practical education, and taking advantage of on-the-job training.*

Whether this means that one should major in a "practical" area such as journalism or business is not entirely clear, but nearly two-thirds of the men and women managers in both surveys did major in these areas.

The implications of this research generate questions as well as conclusions. If men and women are so similar in so many personal and professional characteristics, are there differences that affect their ability to perform their jobs well?

The research suggests that women who are now in management have adopted the goals and styles of their male counterparts. There are, however, very few women in newspaper management. As more women move into management, will the goals and styles of management change?

If equal pay for equal work is fast becoming ethically accepted as well as legally required, why is there such a discrepancy between the salaries of men and women top managers?

Given such a large salary differential, why do women express such great satisfaction with their jobs in general and their salaries in particular?

If to be a manager one must continually have one's eye on the next job up the ladder and adopt a plan of action for reaching the managerial ranks, why do most of the women managers in the surveys have no aspirations for higher level jobs?

Further research is needed to provide even partial answers to these questions and to monitor the status of women in newspaper management positions over time.

—*Women in Newspaper Management: A Status Report*

School of Journalism and Center for New Communications, Indiana University

Letters to the Editor

SWIM MEMBERS SEE RED

Editor:

Here is a contribution for the next edition of Typecast. Have you ever seen such **DRIVEL?**

Betty Wisham

(November 6, 1977 *Sacramento Union*)
Another View/Chris Wise

ABC MAKES OUT WITH THE GIRLS

Pound for pound, it's hard to beat ABC for cheesecake.

ABC is king when it comes to broadcasting with a special B.

Our cover girl, Melinda Naud, is now in ABC's "Operation Petticoat." She's one of several nurses cruising the Pacific in a submarine during World War II.

She has graced an episode or two of "The Six Million Dollar Man." She was Fonzie's love interest in a "Happy Days" three parter. She did her first TV role on "Marcus Welby, M.D."

The "Welby" part was an acting role. Before that she was seen as a model in ABC's daytime "The Girl In My Life." Her dad was the producer.

ABC will give you a girl any size, shape or age. The network features Nancy Drew, girl detective and it features Marie Osmond, girl of every little boy's and old man's dreams.

ABC has two wild young women amok in Milwaukee in "Laverne and Shirley." It has all kinds of teenagers abounding in "Happy Days."

On "Three's Company" two of the three are a blonde and a brunette.

"Soap" features a couple of middle-aged women, a slick number in her 20's and a nubile teenager.

"Family" has Kristy McNichol setting every high school boy's heart to thumping.

"Eight is Enough" features an entire family of healthy, glowing young girls and throws in girlfriends of their brothers.

No need to dwell on the obvious appeal of "Charlie's Angels."

The girls on "Welcome Back, Kotter" don't say much. They sit behind the sweatshops in Gabe Kaplan's class. They sit and are noticed.

Even the producers of "Barney Miller" are not beneath bringing in an occasional curvaceous police woman.

On "Carter Country" the police woman is a bit past 40 but ready to turn on the sex appeal whenever a man comes within 10 feet.

The "Fish" household is ever the scene of young goings-on with the girls always in the fore.

"Love Boat" often resembles a floating beauty contest. Even the extras lolling around the pool are worth a look.

"Starsky and Hutch" are seldom without love interest and "Baretta" manages to be interested in birds other than his cockatoo.

Apparently ABC had so much flesh to spare at the end of last season it cut adrift a couple of cuties. "Wonder Woman" went to CBS and "The Bionic Woman" was allowed to transfer to NBC.

Will there be any end to the ABC corner on the girlie market? Most in the industry doubt it.

ABC came out of the cellar a season or so back to become top network in the ratings. It did it with sports, laughs, and girls.

And now, according to late reports, ABC has hired Cher. She's been known to be a combination of all three.

Wise isn't exactly winning any popularity contests with SWIM's male members, either. Richard William Beban sent us a carbon of the following letter, which he sent to Don Hoenshell, editor of the *Sacramento Union*, on December 20:

Dear Mr. Hoenshell:

I don't know where your columnist Chris Wise spent his vacation, but I'm certain it wasn't in sensitivity training. Once again, misogyny reigns in his sad little, unenlightened universe. I refer to the remark in today's column: "Normally, you might expect the guy to apply fists to his spouse." There is never a time, Mr. Hoenshell, when a male's "normal" response is to apply fists to his spouse. To look upon wife-beating as a "normal" solution to the problems of life is to reveal your own character, as Mr. Wise does repeatedly in his typeset excreta.

As a feminist, and a humanist, I am ceaselessly amazed at, and saddened by, your newspaper's attitude toward women, particularly as expressed by your columnists Wise and Macbride.

Sincerely,

Richard William Beban



Editor:

I wanted to send you this entire publication so that you could place the circled article in some kind of context. When I read it my hackles rose, but it doesn't take a lot for me any more; I don't know if you think it's worthy of any comment in Typecast or any other kind of follow-up, but I just couldn't restrain myself. Granted, it's not about women in media, particularly, but good grief! is it sick!

Disgustedly,
Jackie Nava

(*Sacramento Business Newspaper*, December, 1977)

One man's composite profile of the ideal secretary comes up with the following requirements:

She must be young enough to accept the lowest possible starting salary, yet near enough to retirement age that no other office will try to hire

her away from you.

She must be able to spell the words we use, but not those of anyone else; efficient enough to do our work perfectly and in a minimum amount of time but be backward enough to be hopelessly inept at doing work for anyone else.

She must be attractive and cheerful enough to brighten up our office but not be attractive enough for some salesman to come along and marry her to take her away from "all that."

Or, if she does marry she must be foolish enough to marry a worthless man she must support and therefore will not leave you.

And, finally, she must make certain that you are punctual with your appointments, yet careless enough that she never looks at the clock to see if it is quitting time yet.

Tong

(continued from page 4)

at KCBS as a night editor. After three months she moved up to the morning editor position, where she continued for a year.

Bitten by the broadcast bug, Tong auditioned for and won a reporting job at San Francisco's KPIX, where she worked for the past two and a half years. Her first story was on medical malpractice, followed by assignment to the Patty Hearst case. "I work well under pressure" Tong says. "You have to be fast, develop a sense of what is right, and put it together as attractively as possible."

She recommends being a good writer, having a natural inquisitiveness, and being comfortable in front of a camera as requirements for a broadcast journalist. All of which can be achieved, no doubt, by following her daily breakfast regimen of a beer and a Hershey bar. (Don't faint, Captain Carrot!)

"The only time I get hassled is when my plane can't land because of fog problems, and I'm late for the show!" Tong and her TV documentary producer-husband have a commuter marriage: he works in Los Angeles, so they each fly back and forth on alternate weekends.

Tong feels that the days of overt discrimination in the broadcast field are over, but more subtle problems still exist. One station would not hire another Oriental woman, because "we already have one." Another interviewer said that they already had two black broadcasters, so they didn't need any more minorities. Tong believes that the best way for women to combat this kind of discrimination is to "make it easier for the next woman to come along by doing a good job yourself." And that is just what Kaity Tong is trying to do.

MEMBERSHIP RENEWAL DUE

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

Name _____

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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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