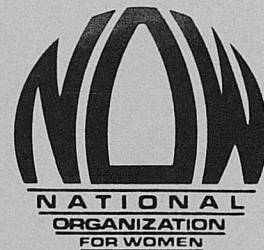


JUNE NEWS

President Elaine Bagley 745-4637
V-P Susan Hill 747-7757
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The NATIONAL ORGANIZATION FOR WOMEN in Lubbock

June 1977

June Program: **MALE MYSTIQUE**

Will the goals of feminism ever be fully realized in American society? No, comes the answer from a growing number of men and women -- not unless we begin to strive for the goals of "masculism" -- the recognition that men, too, must be freed from the destructive effects of the American super-male myth. Just as women have been trapped in the stifling limitations of the total woman machine, men have been pressed into the mold of bionic boy and man -- the aggressive, emotionless, physically fit, sexually powerful, and financially successful person.

Craig Roberts, leader of the Male Awareness Center in Houston, is part of various national and local efforts to lift the American consciousness of male myth-making

\$COOKBOOK\$

Calling all feminist cooks, gluttons and gourmets! A Lubbock NOW Cookbook-cum-household hints for the busy feminist is in the works. This effort could prove to be fun, informative and a tremendous fundraiser, so lets go with it! Send your favorite recipes, written on an 8½ x 11 sheet in your neatesthand, signed and, if you wish, illustrated to "Cookbook", c/o Jane Twyman, 3407 55th, Lubbock 79413. If the recipe is not your original creation, change the wording a bit to avoid copyright conflicts.

and breaking. He has brought programs on male awareness, with the film, "Men's Lives", to groups all over the state -- and now he is coming to Lubbock!

Roberts will speak and present

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GOOD-BY DINAH

Our feelings are mixed as Lubbock NOW says good-bye to our President Dinah Coble. We regret losing her as a friend and a leader, and yet we look with excitement to her new life in El Paso.

Dinah has led our chapter through a difficult time of transition and growing pains as we've changed from a relatively small, informal group to a large, complex organization, but one which still retains its small group feeling of sisterhood. Under Dinah's leadership, we held the first annual planning session at which we set priorities of money, time, and effort.

Dinah and Ross are moving to El Paso where Ross will complete his medical degree. After a short vacation in the Pacific Northwest, they will begin settling into the new home they've just bought.

We wish them love and happiness, and welcome them back to visit anytime.

♀ ♀ ♀ ♀ ♀ ♀ ♀ ♀ ♀ ♀

Media Meeting

The next Media Task Force meeting will be Thursday, June 2, 1977, 7:30 p.m., Cecilia Beckham's home, 1514 29th Place #4 (747-0029). In addition to focusing on license renewal assessment for TV stations, we will also be planning strategy for:

1. License renewal for radio stations and public TV
2. Advertising Reform--national and local
3. Organizing a local coalition to support WAVAW (Women Against Violence Against Women)
4. Evaluating and improving our local publicity.....

New persons with interest in improving media are welcomed warmly!!!! We need many more people to accomplish all the goals/priorities we have set. We promise you a challenging and exciting time!

Lubbock NOW Newsletter is published monthly by the Lubbock chapter of the National Organization for Women.

Editor	Jane Twyman
Editorial Staff	Carol Haber Briggs Twyman
Art Staff	Bob Sappington Susie Sappington
Circulation	Large Blackburn Bob Sappington Susie Sappington

Articles, poetry, etc. should be submitted to the editor, 3407 55th, Lubbock 79413, typed, double-spaced on a 35 character line. Articles may be subject to re-write.

MALE MYSTIQUE

(continued from Page 1)
film, an Academy award-winning documentary which recounts men's efforts to evaluate their lives and roles, at the NOW June program meeting, at 7:30, Tuesday, June 7, at the Wesley Foundation (2420-15th). Other Lubbock groups will also hear Roberts' presentations during his three-day West Texas "residency."

Involved with NOW since 1973, Roberts first became active in a NOW-sponsored male consciousness-raising group. After attending a national men's conference, he formed the Male Awareness Center, which has actively promoted the liberation of male mentality through meetings, seminars, rap sessions, and other community activities. He is now a junior high teacher, a former engineer, and, hopefully, a future catalyst for West Texas ideas.

If you are aware of any group that would be interested in having a closer interaction with Craig Roberts, (for a contribution of \$10 or more to help NOW defray the costs of his air transportation), please contact Susan Hill (work: 763-7021 X-28; home: 747-7757). He may have some available time on Monday and Tuesday, June 6 and 7. Don't miss this important NOW event, and bring a friend for "human lib" in the Hub!

first-timers

Welcome to the following first-time attenders at our May Program Meeting: Susan Bailey, Judith Guntermann, Donna Hammons, Harry Nordberg and Lynn Buechele. We enjoyed having you at our meeting, and will look forward to seeing you again!

MEDIA TASK FORCE REPORT

Every 3 years television and radio stations are granted licenses to operate by the Federal Communication Commission (FCC). In order to have a license renewed, the station must show FCC that they have been and/or plan to be "operating the station according to public convenience, interest, and necessity; to discover and fulfill the tastes, needs, and desires of the community for broadcast services". FCC rules also prohibit broadcasters from discriminating against women in employment. If a station has not been fulfilling its obligation in these and other areas, private or public groups, (ie., NOW) may challenge the stations right to the license.

Since 1977 is license renewal year in Lubbock, the Media Task Force has been busy in an attempt to determine whether local stations have fulfilled their obligations, as mandated by FCC. During the month of March, meetings were

held with management at all 3 local stations. The following is a brief summary of some of the detailed information regarding employment which we researched and presented to station management at those meetings.

FULL-TIME EMPLOYMENT DATA--1977

	Channel 11		
	Men	Women	Total
Officials/ Managers	12	3	15
Professionals	13	3	16
Technicians	12	2	14
Sales	3	1	4
Office/Clerical		6	6
Total Employees	40	16	56
%Women Employees		28.5%	
%Women Employees (non-clerical)		20%	

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A MAN FOR EVERY WOMAN

For every woman who is tired of acting weak when she knows she is strong,

There is a man who is tired of appearing strong when he feels vulnerable.

For every woman who is tired of being called "an emotional female",
There is a man who is denied the right to weep and be gentle.

For every woman who is tired of acting dumb,

There is a man who is burdened with the constant expectation of knowing everything.

For every woman who is called unfeminine when she competes,

There is a man for whom competition is the only way to prove his masculinity.

For every woman who is tired of

being a sex object,

There is a man who must worry about his potency.

For every woman who feels "tied down" by the children,

There is a man who is denied the pleasure of parenthood.

For every woman who is denied meaningful employment at equal pay,

There is a man who must bear full financial responsibility for another human being.

For every woman who was not taught the intricacies of an automobile,

There is a man who was not taught the satisfaction of cooking.

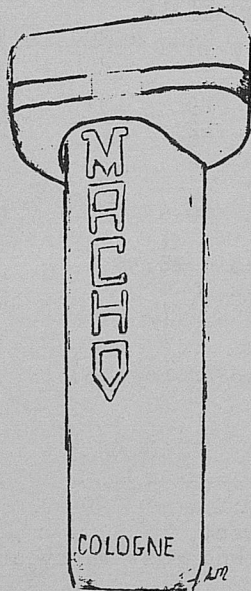
For every woman who takes a step toward her own liberation,

There is a man who finds the way to freedom has been made a little easier.

--Nancy R. Smith

HÖGWASH!

New on the scene is a men's cologne called "Macho". The shape of the bottle as pictured in many magazines and shown here needs no further comment.



from WOARpath, Newsletter of Women Organized Against Rape, Winter, 1976-77, submitted by Shirley Wright.

"My husband . . . is definitely a male chauvinist from the word go, and I love it . . . I like being treated like a woman. Ted says I may be liberated but I'll never be equal."

racecar driver Nancy James in the Lubbock Avalanche-Journal, May 15, 1977, submitted by Jane Twyman.

"Four things a woman should know: how to look like a girl; how to act like a lady; how to think like a man; and how to work like a dog."

from a plaque displayed at the Carlisle Roller Rink, submitted by Richmond Flowers.

NOW Business

- Q The June Action/Business Meeting will be held June 14 at 7 pm, at the Wesley Foundation, 2420 15th. All paid members are encouraged to attend.
- Q On April 18, Dee McGraw spoke to residents of Chitwood Dorm on: "The Christian Feminist: What I Think the Bible Says About Women."
- Q The following name was omitted from the new Now Call List. Please add: Dorothy McLarty, 2210 18th, Lubbock 79409, 765-8735.
- Q If you are looking for employment, check with the NOW phone, 795-4637. There are sometimes job listings available.

Q Q Q Q Q Q Q Q Q

"In Europe, ballet is as respectable and acceptable a vocation for a man as any. Here, where professional athletes can go around publicly slapping each other's fannies affectionately, a dancer who can fling himself into the air like a missile and who spends half his time hugging some luscious-looking ballerina finds his masculinity suspect."

-Hubert Saal, Newsweek 12/27/76.

New Course: Women Past

The role of women in European history from the earliest times to the twentieth century will be the subject of a new course offered by the History Department at Texas Tech in the coming Fall semester. History 3350 Women in European Civilization is scheduled for Tuesday and Thursday afternoons at 1-3 pm under the direction of Professor James Brink. The course may also be taken for graduate credit as History 531 by arrangement with Professor Brink (742-3755).

Recognition from Tech's all male History Department that the female half of the human race has played some part in history is welcome, if belated. (A course on the History of Women in America, however, has been taught by Professor Thomas Manning for the last two years.) Perhaps to compensate for past omission the department plans a major effort. No less than four professors (Brink, Blakeley, Noble, and Twyman) will lecture in their special areas of expertise.

The course will alternate between a day of lecture and a day of discussion of readings, led mainly by students. The emphasis will be on general themes of social and cultural history (for example, "Did Women Have a Renaissance?"), rather than a litany of heroines. No prior knowledge of the details of European history will be presumed. Readings will come mainly from O'Fallin and Martines, Not in God's Image and Koontz and Bridenthal, Becoming Visible.

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MEDIA REPORT

(continued from page 3)

Channel 13

	<u>Men</u>	<u>Women</u>	<u>Total</u>
Officials/ Managers	4	2	6
Professionals	5	4	9
Technicians	10	-	10
Sales	4	2	6
Office/Clerical	-	8	8
Total Employees	40	18	58
% Women Employees		31%	
% Women Employees (non-clerical)		20%	

Channel 28

	<u>Men</u>	<u>Women</u>	<u>Total</u>
Officials/ Managers	5	2	7
Professionals	7	2	9
Technicians	9	-	9
Sales	5	1	6
Office/Clerical	3	2	5
Total Employees	34	7	41
% Women Employees		17%	
% Women Employees (non-clerical)		13.8%	

Women have traditionally been excluded from high-status positions (management/professionals) and high-salaried positions (sales/technician) and continue to be underrepresented in these areas. This type of discrimination against women in employment is one area we will discuss in future meetings with the stations.

Other suggestions/ideas for improvement are:

1. Local programming in the evening or on weekends for the 40% of

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New Members

Lubbock NOW welcomes the following new members. Please clip and attach to your NOW Call List:

Robin Asher Cynde West
40 Nottingham Way 1332 61st
Pawtucket, R.I. Lubbock 79412

Lynn Buechele Newsletter Only
5401 50th Grace E. Pettyjohn
Lubbock 79414 5534 1st Pl. Lubbock
797-0218

Media

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Lubbock women who work outside the home.
2. Active recruitment for competent, feminist women to work in media.
 3. A multi-level training program for women already in the media.
 4. More sensitivity to and responsibility for local advertisements which are offensive to women.

Shirley Wright, Chair
Media Task Force

JOIN NOW

MEMBERSHIP FORM

Please fill out and return to Susie Sappington, 1523 24th Place, Lubbock Texas 79405.

NAME _____ PHONE _____
ADDRESS _____ ZIP _____

- _____ \$21 year's membership (National, State & Local Dues) or renewal
- _____ \$12 special membership may be elected by those who cannot pay more (such as some retirees, and some students, etc.)
- _____ \$6 to join Lubbock chapter; already a member of National NOW
- _____ \$4 receipt of Lubbock Newsletter only (non-member)
- _____ \$3 receipt of Texas NOW Newsletter (appears quarterly)
- _____ \$5 and up Friends of NOW (for information call 795-4637)

NATIONAL ORGANIZATION FOR WOMEN
2605 47th Street
Lubbock, Texas 79413

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