

# LUBBOCK **NOW** TIMES

The Newsletter of the  
National Organization of Women

In Lubbock  
September 1980

## Media Message Mass Misogyny

Sexism in the United States is insidiously persistent. According to Matilda Butler and William Paisley, editors of, and contributors to, Women and the Mass Media: Sourcebook for Research and Action (1980), all forms of mass communication -- television, radio, magazines, films and newspapers -- reflect, and encourage, sexist attitudes, beliefs and behavior.

This book is intended as a text for communications courses and as a sourcebook for workshops in media sexism. I found it fascinating. But, the book does have its faults. It is occasionally incoherent and repetitious; it is badly documented; and the latest information, that from 1978, is already out of date. Still, the message of this book -- that media sexism is pervasive and will not "go away" quickly or easily -- warns the reader to be on his/her guard.  
(continued on page 4)

## No Bake Bucks

Proceeds from our No Bake Sale now total \$359. Thanks to all of you who have made contributions. This will be our fund raiser for Women's Equality Day, and all proceeds will go to the National NOW ERA Fund. We urge all who have not responded to send your contributions to:

Lubbock NOW NBS  
Box 83  
Lubbock, TX 79408

A small donation can make a big difference.

## 1980-81 Officers

At the Lubbock NOW Program Meeting August 5, 1980, the following 1980-81 officers were elected: Marge Blackburn, President; Lynn Clark, Vice-President, Action; Jane Seaver, Vice-President, Operations; Karen Hodges, Secretary; and Lou Huyge, Treasurer. These officers will be installed at the Annual Banquet September 2.

## Lubbock NOW Annual Banquet

CONTINENTAL ROOM TUESDAY, SEPTEMBER 2

Metro Tower, 1220 Broadway.  
Cocktails (Cash Bar) before  
Dinner (Happy Hour 5-7).  
Dinner 7:30 p.m. Chicken Cordon  
Bleu.  
Installation of 1980-81  
Officers.  
Entertainment: Folk Singer  
Barbara Woods

Dinner and Entertainment: \$7.20 per  
person.

To reserve your place(s) send  
your check with the notation "NOW  
Banquet" to:

Lou Huyge, Treasurer Lubbock NOW  
P. O. Box 83  
Lubbock, Texas 79408

# Re-entry Course

The Lubbock YWCA is conducting an eight-week course, beginning September 16, for women who are re-entering the job market or school. Some topics to be covered are: self-assessment, assertiveness training, goal setting, re-entry into school or the labor force, career planning and job hunting techniques. Course fee is \$25; child care will be available.

## Landmark Realtors



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## LUBBOCK NOW TIMES

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

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Articles, poetry, etc., should be submitted to the editor, 2405 27th, Lubbock 79411, typed, double-spaced on a 35 character line. Articles are subject to rewrite.

# Resubscribe!

You do not have to be a member of Lubbock NOW or a subscriber to receive the Lubbock NOW Times. The newsletter is sent free to a number of people who in one way or another have shown their interest in our cause. Some have made contributions to the ERA campaign. Others have done that and subscribed to the newsletter as well.

We are very grateful for subscriptions and invite the people listed below to renew theirs. In every case according to a painstaking search of our records, the subscriptions expired over six months ago. Failure to renew will not mean that you will stop receiving the newsletter at once, but it will mean loss of needed financial support for an effort you have helped in the past.

If your name appears in the following list, please use the form on the back page to renew.

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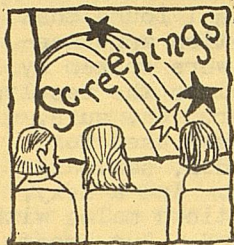
If our records are in error, please contact the Business Manager at 2405 27th Street, 79411, or call 797-8868.

## Deadline for Next Month's

## LUBBOCK NOW TIMES

# September 9

# Screenings



I'm not going to be cryptic about this. "The Blue Lagoon" is an offensive fraud.

It is racist. It is sexist. It is hypocritical. It is also dramatically bland and all-Americanly

wholesome and cloying.

In 1909, or thereabouts, when "The Blue Lagoon" was published as a novel, it caused quite a fuss. The ideas that sex was natural and that children raised in isolation from the artificial constraints of civilization should discover and explore it without suffering punishment were shocking to the era's sensibilities.

Today that just doesn't stir the moral outrage of most audiences. And, as New York Magazine noted, these children are cousins -- not siblings. Incest might have lent some spice to this film.

Of course, we're led to believe (continued on page 5)

"A romance-adventure that goes straight to the heart.

— Bob Thomas, ASSOCIATED PRESS



A story of natural love.

**THE BLUE  
LAGOON**

®

# NOW National In San Antonio

The National NOW Annual Conference will be held in San Antonio, October 3, 4, and 5, at the Hilton Palacio del Rio Hotel. Registration fee for NOW members is \$25 (if postmarked before September 3); for non-members and late registrants, the fee is \$35. Registration forms are published in the National NOW Times, or can be obtained from Marge Blackburn, 795-2109, or Karen Hodges, 799-3789.

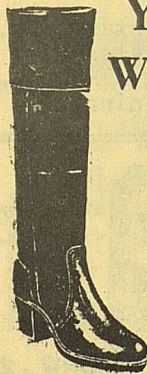
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# Media Message Mass Misogyny

(continued from page 1)

Statistics about the use of media are vital to the issue of sexism. We spend five hours a day with out attention directed toward the media. On the average one of those hours is spent in reading newspapers, magazines and books. Our attendance at movies measures only .2 per week (as compared to three per household in 1930), but we have the T.V. on about six hours a day.

Hours spent watching T.V. especially apply to children. By age 18 children have spent more time watching television than they have spent engaged in any other waking activity. It is thus not unreasonable to propose, as the authors of the chapter on "Children and the Media," do, that there is a causal relationship between sex-role stereotypes seen on television, and sex-role stereotypes formed by children.

Commercials can be particularly pernicious perveyors of sexism. Content analysis studies of commercials reveal that almost all commercials use male voiceovers. Specifically, Butler and Paisley state that 90 percent of the voiceovers are male.

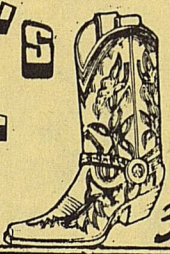
If these figures seem startling, monitoring one night of television corroborates such findings. For four joyous hours one evening, I

watched commercial T.V. On the three major networks I found that all network and station announcements that I heard were spoken by males. For commercials the results were not much better. Ch, sure, female voiceovers were used for such products as Midol, sanitary pads and hair color. And a sexy, buxom young lady enticed males with a phallic Thunderbird. But, most products utilized male voiceovers. The list here is endless, ranging from Hellman's "real" mayonnaise and 7-Up, to Preparation H (too delicate for a female), Clorox 2, Firestone tires, Soft Scrub, Sanka coffee and Purina cat food.

Moreover, those who endorsed products usually were males. The sole female celebrity who appeared was Traci Austin. But there were sometimes multiple appearances from the likes of Karl Malden, Bill Bixby, Sugar Ray Leonard (pre-the Duran fight) and Walter Cronkite.

If males dominated ads aimed at (continued on page 5)

**WADE'S**  
**BOOT**  
**SHOP**



10% discount with this ad

3019-34<sup>th</sup>

"a standard of excellence for over 30 years"

formerly  
Lusk's across from Seafood Shop

**CUSTOM**  
**silkscreen**

**T-SHIRTS**  
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**INC.**

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Judith Henry - Carol Hildebrand

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## Screenings

(continued from page 3)  
that there are dangers on the island where these kids are stranded. For instance, there's a cut which gets infected (gasp). And there are semi-mysterious "drummers."

Drummers? Yup. They're the group of native blacks who slip over from a nearby island to practice their primitive (but not "natural") religion. The rite seems to consist of beating drums, dancing around a gigantic statue of their god, and lopping off the head of one of their number as a sacrifice. They, we assume, are the big threat here. Of course, they have no idea the good guys even exist, so any danger is pretty remote. Still, darkie natives who kill people can be mighty scary to a couple of healthy kids from New Jersey who learned all about Jesus before they got stranded. Jesus, in this film, is "naturally" available only to white folks.

All this is a side issue, of course. "The Blue Lagoon," as the ads make clear, is about sex. Sex and the double standard.


She faints ("swoons" might be more appropriate), but he catches her before she falls. She cuts her foot, but he doctors her. He fishes, but she cooks. He wants "a book that answers every question," to satisfy his natural curiosity; she finds thinking such a bore. She worships (briefly) a false  
(continued on page 9)

## Media Misogyny

(continued from page 4)  
an adult audience, they likewise dominated ads aimed at the kiddie audience. A 1978 study found that 91 percent of voiceovers were male, and that the majority of product representatives were male as well.

Women and the Mass Media also provides information on the not surprising (again) fact that in both T.V. and film males fill an overwhelming percentage of roles. In television, thirteen studies conducted over a twenty-year period revealed that "men were about 72 percent of the characters and women were only 28 percent." Even in soap operas, the opiate of the stay-at-homers, men outnumbered women.

Despite the ballyhoo about the 1970s being the decade of the woman in films, men still secured 90 percent of speaking roles. As Marjorie Rosen observed in her 1974 article, "How the Movies Have Made Women Smaller than Life," women's roles have steadily declined since  
(continued on page 7)



natural foods  
& Juice Bar

3602 SLIDE RD  
LUBBOCK 79414 793-1015

EARRINGS • BRACELETS • RINGS • NECKLACES

PLEASE MENTION THIS AD


**LUBBOCK LIGHTS**

CONTEMPORARY ART GALLERY

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EARRINGS • BRACELETS • RINGS • EARCUFFS

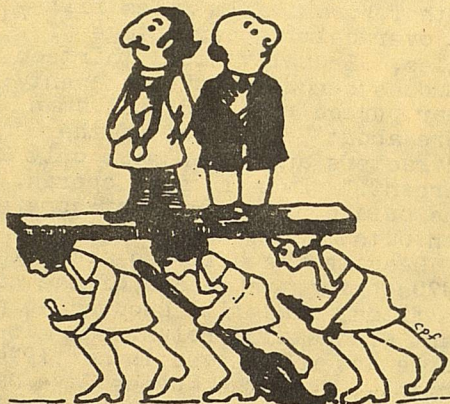
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JUNE-AUGUST



# CROSSED KEYS

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- \*wide selection*
- \*knowledgeable staff*
- \*a wine drinker's paradise*

*\*AND:*

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Lubbock advertised  
price." // please bring dated  
price ad

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EXIT 98th ST.*

# september

tuesday	wednesday	thursday	friday
2 annual NQW banquet Continental & happy hr 5-7 Dinner 7:30	11 NQW action meeting 1523 24th pl. 7 p.m.	13-16 Mexican Fiesta Civic Center	
9 newsletter deadline	18 dinner orlando's 2402 ave. Q 6:30	26 happy hour 3616 59th st. 5-7 p.m. byob	
tuesday	wednesday	thursday	friday
4 * program meeting 7:30 election day	5 newsletter deadline	13 action meeting 7 p.m. 5015 45th	20 dinner J. Patrick Omalley's 1211 university 6:30 p.m.
			24 thanksgiving holidays

# november

tuesday	wednesday	thursday	friday
4 * program meeting 7:30 election day	5 newsletter deadline	13 action meeting 7 p.m. 5015 45th	20 dinner J. Patrick Omalley's 1211 university 6:30 p.m.
			24 thanksgiving holidays

# october

tuesday	wednesday	thursday	friday
7 program meeting 7:30 p.m. Tech U Blue Room	8 newsletter deadline	16 action meeting 2902 3rd pl #827 7 p.m.	31 national NQW Convention in San Antonio
		23 dinner Santa Fe station 401 ave. Q 6:30	31 costume happy hour 5015 45th st. 8 p.m. byob
tuesday	wednesday	thursday	friday
2 * program meeting 7:30 p.m.	10 newsletter deadline	11 action meeting 7 p.m. 2709 55th st.	13 dinner Santa Fe station 401 ave. Q 6:30
			25 christmas holidays

# december

tuesday	wednesday	thursday	friday
2 * program meeting 7:30 p.m.	10 newsletter deadline	11 action meeting 7 p.m. 2709 55th st.	13 dinner Santa Fe station 401 ave. Q 6:30
			25 christmas holidays

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799-3789

LUBBOCK NOW  
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'60's' PARAPHERNALIA WANTED. BUTTONS, POSTERS, BOOKS, RECORDS, ETC. CONTACT MIKE WENZLER 762-8950

FOR IMMEDIATE SALE: LOWREY ORGAN & BENCH. EXCELLENT CONDITION. CASH OR TERMS. LYNN 741-3642 or 793-0387

LaMACHINE NEW \$25.00  
GAIL THOMPSON 795-3351

LUBBOCK DRAFT INFORMATION CENTER OFFERS LEGAL, RELIGIOUS, AND MEDICAL COUNSELING CONCERNING REGISTRATION AND THE DRAFT. CALL 762-8950

FOR INFORMATION CONCERNING ROARING SPRINGS RANCH CLUB MEMBERSHIPS, CALL NOW SISTER DARLENE JONES AT 762-6436 OR 763-1751

QUAKER WOMEN HAVE BEEN LEADERS IN THE WOMEN'S MOVEMENT SINCE SENECA FALLS. THE LUBBOCK FRIENDS WORSHIP GROUP STILL WORKS ON PEACE AND SOCIAL JUSTICE ISSUES. CALL 797-7554

DEEP FREEZE - 19 CUBIC FOOT UPRIGHT IN GOOD CONDITION WITH NEW COMPRESSOR. \$185 CALL BLACKBURN'S 795-2109 after 6:00pm

BARBARA CLARK DID NOT HAVE A THING TO ADVERTISE! SHE BOUGHT THE SPACE TO SUPPORT LUBBOCK NOW. WE THANK YOU, BARBARA.

REMEMBER!  
WE LIVE IN AN UNRATIFIED COUNTRY!  
WE MUST CONTINUE TO SUPPORT THE FIGHT TO PASS THE ERA IN THE THREE REMAINING STATES. SEND CONTRIBUTIONS TO LUBBOCK NOW  
BOX 83  
LUBBOCK, TEXAS 79408  
IF YOU HAVE TIME & ENERGY TO DONATE CALL LYNN CLARK 793-0387

BARBARA WOODS - SOLO ENTERTAINER  
GUITAR VOCALS - LIGHT POP  
CALL 797-7102

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A MEN'S GROUP IS ORGANIZING TO SUPPORT FEMINISM AND LUBBOCK NOW. CONTACT HUBERT CLARK AT 741-3626 or 793-0387



# Media Message Mass Misogyny

(continued from page 5)  
the 1930s when women played 34 percent of the leading parts.

On all levels -- from televisions commercials and programs, to film roles to magazine ads -- women not only appear less than do men, but they appear in a generally bad light. Women and the Mass Media includes a "consciousness scale" to help us evaluate how the media presents women. There are five levels to this scale. Level I is "put her down (e.g. the dumb broad and the sex object); Level II is "keep her in her place" (e.g. in the home, at the steno pool or at the nurse's station); Level III is "give her two places and make her do double duty" (e.g. the endearing super-woman who works 14 hours a day away from the home, and still manages to spend at least six hours a day with family); Level IV is "acknowledge that she is equal;" and Level V is

the slightly more sophisticated ideal of recognizing that she (and he) are nonstereotypic.

Many Level I portrayals appear in magazine ads. The sexy and decorative woman/object is common. This occurs, I might add, despite evidence presented in a recent Advertising Journal issue, that sexy illustrations do not produce more effective brand name recognition than do non-sexy ones. But, because men as decision-makers think women used as sex objects improve sales, and because, as Butler and Paisley state, decisions in media frequently are based not on scientific evidence, but on informal opinions, the sexy objects remain.

It is further interesting to observe how woman as sex object and woman as nurse/mother merge into another image -- woman as patient. On a recent cover of Time, for example, a female nude back (continued on page 9)

# WOMEN'S MUSIC

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CRIS WILLIAMSON

HOLLY NEAR

MARGIE ADAM

ALIVE

AND

OTHERS



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SPECIAL ORDER THROUGH RECORD TOWN. COMPLETE CATALOGUE AT NOW MEETINGS  
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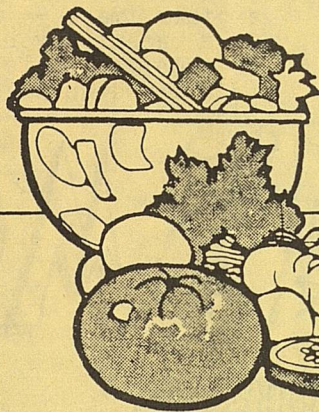
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FRI - SAT — 11 AM - 12:00 PM  
SUNDAY — 5 PM to 10:30 PM**

**2402 AVE Q      747-5998**

# SCREENINGS

(continued from page 5)  
god, but he has the good sense to remain a Christian.

If only the film were ironic. Alas, it's not. Except, maybe, by accident. For the film really wants to be about the purity of physical sexuality. It's about how these two kids never learn to be ashamed of their bodies. As the ads report, they swim naked.

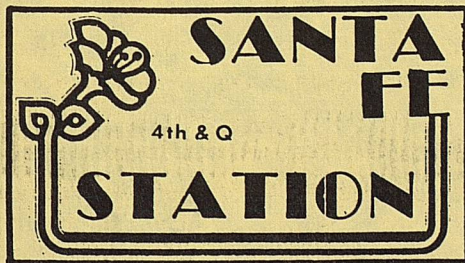
But even in the crystal clear water around Fiji (where the movie was made) it's difficult to catch more than a trace of underwater activity. We see well enough to know they're not wearing clothes, but the pruriently interested will have a hard time making out the details. There really are not too many details though. These children of nature are invariably dressed on land. They don't even sleep in the raw!

Moreover, during most of their pubescence they are ashamed of their bodies and their sexuality. She hides her menstruation from him. He masturbates behind a rock. After they make love they even stop swimming in the nude.

These people are, I suppose, beautiful. Yet even their beauty is half a fraud. For Brooke Shields, ever mindful of her career, refused to do her own nude scenes. Yes, in a move which argues that we ought not be ashamed of our bodies the female lead demands a swim-in for hers. Adolescent sexuality is the claim, but the double, Shields has said, is "a much older woman."

For this people are paying \$3.50 each.

--Jeffrey M. Gamso



# Mass Misogyny

(continued from page 7)  
introduced the topic of back disorders. Authors of an article in the Spring 1980 Advertising Journal cite evidence that 64 percent of drug ads taken from a random sample of The American Journal of Psychiatry showed women as patients.

The Level II "keep her in her place" category depicts women as weaker physically, emotionally and mentally. On T.V., for example, women are less often employed, than are men, and if employed, have lower status jobs than do their male counterparts. In soap operas women give fewer directive statements and usually talk about "feminine" topics (children, waxy build-up).

Levels IV and V, where they appear, are refreshing exceptions, but their exceptional nature should not mislead us into false confidence about improvements. On my Saturday night in front of the tube I saw a woman fly a helicopter and rescue a man by using her skill and wits. Unfortunately these positive images were undercut by the humorous first and last images of her as the typical female "klutz." It was as if the male writers, directors and producers were so uneasy about this "unorthodox" portrayal of a female (continued on page 11)

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