

Journalism termed a 'sexist profession'

By ROSI WILLIAMSON
Of the Emerald

Five female journalists agreed last Tuesday night that sex discrimination does play a part in the relationship between women and the media.

The Journalists, all of whom are employed by local media, were members of a panel discussion sponsored by the University Feminists.

"Our top priority is to get women in decision-making and leadership positions in the media," said Charlotte Mills, editor of the Valley News.

"Journalism is one of the most sexist of all professions. The media has a powerful influence on women, and women have very little influence on the media." She said that of all the individuals employed in press, radio and TV in this country, "only 1.2 per cent are women."

Mills said she was "delighted to see the development of a woman's press in this area," and credited it with having "brought hitherto taboo subjects into the public mind to the point where the more established press is now willing to discuss them." For

example, she said "the media was instrumental in helping change attitudes toward war, abortion and the population problem."

Barbara Connely, who works for the Woman's Press in Eugene, emphasized that "It is important that women create their own independent media. I see the women's media as a part of the women's movement, there to serve the movement and to help it grow."

Connely said that the Woman's Press "presents a particular view of reality" and is interested in "printing stories reflecting the new female consciousness."

According to Rustie Henry, Advertising Manager for the Emerald, the field of advertising offers women a chance to greatly influence the media. "Advertising is not all that sexist as far as hiring is concerned," she said. "Advertisers need new ideas, and they don't really care who the ideas come from."

What advertising really needs, said Henry, "is more women with non-stereotyped, feminist points of view" who would work to change woman's image in the media. "The stereotype of a

housewife, who worries about how to get her wash cleaner than her neighbor's, comes in part from advertising," she said.

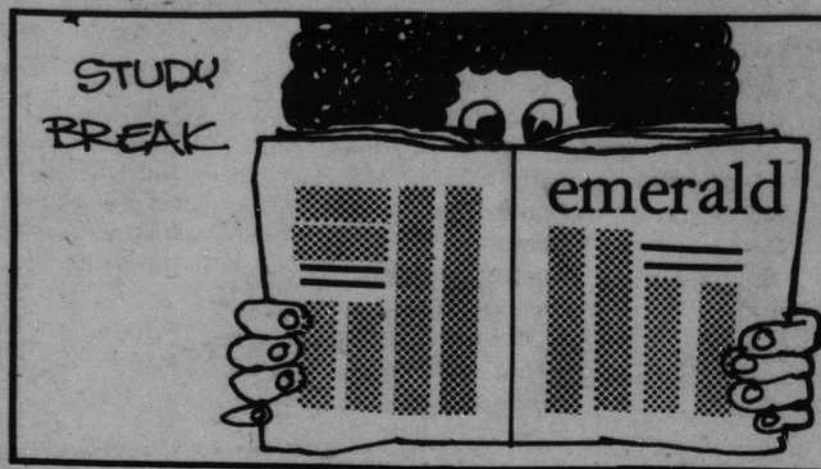
Shirley Shepherd, program director for KEZI-TV, said that in her experience, a woman interested in a job in the media "must simply be in the right place at the right time." She said that there are jobs open to women which offer "prestige, responsibility and flexibility. If you're wondering about discrimination," she said, "it's there. But it is possible to find work which offers quite a bit of freedom."

Women in broadcast "face a great deal of competition," according to Eileen Fields, an announcer for KZEL-FM radio. "They are, however, looking for

women to become involved in some areas of broadcasting," she said.

Fields said that women now are being encouraged to become engineers and disc jockeys.

"Women are turning out to be good jocks," she quipped. She added that radio stations are becoming "more aware of the need for programming around women and about women."



Briefs

INTERVIEWS

The following employers will be recruiting on campus for career job opportunities. Interview sign-up sheets will be available today in the Career Planning and Placement Office, Susan Campbell Hall. Students must turn in a copy of their resume for each interview before the day of the interview.

April 2, Republic National Life Insurance Co.

April 3, Travelers Insurance Co.; Burroughs Corporation; and Mutual of New York.

April 4, King Broadcasting; and Rhom and Haas.

April 6, Port of Portland. The following schools will be interviewing on campus for career job opportunities. Interview sign-up sheets will be available Wednesday in the Career Planning and Placement Office. Students must turn in a copy of their resume for each interview before the day of the interview.

April 2, State of Hawaii Dept. of Education; Residents of Hawaii preferred. Openings not known at this time but will be listed on the sign-up sheet.

April 2 and 3, Bend Public Schools; Elementary, Junior High, Senior High. All interested candidates will be welcomed.

April 4, Shoreline (Seattle, Wash.) Public Schools; Elementary, intermediate positions 4-6, physical education, music and special education. Secondary level: industrial arts, home economics, girls physical education, music, English, social studies, math, science (Chemistry-Physics only).

April 4, Longview, Wash. Public Schools; Particularly interested in elementary physical education specialist, elementary counselor, elementary special education. Secondary level only interested in these positions: business education, junior high science, junior high and senior high women's P.E., junior high developmental reading and learning disab. emotionally disturbed.

April 5, Victoria, Australia Dept. of Education; Mathematics, physics, chemistry, biology (science majors must have minors in math or another science), English, geography, French, industrial arts, business education, a social science major with an English minor for core teaching, and teacher librarians certified as librarians and secondary teachers.

MEETINGS

The Vietnam Veterans Against The War - Winter Soldiers will meet at 7:30 tonight at the Newman Center, 1850 Emerald St. All ex-servicemen and women of the period of Indochinese aggression are invited to attend and join. For further information, contact the Oregon Region coordinator, Al Tlusty, 686-0028.

The University Feminists will meet at 8 p.m. today in the EMU. All women are invited to attend.

There will be a meeting of the Webfoot Sport Parachutists at 7 p.m. today in the EMU.

MISC.

Auditions for the University Theatre's production of the Pirandello play, "Each in His Own Way", will be at 7:30 p.m. today and Wednesday in 205 Villard. The play, directed by Jack Randall, offers a variety of good roles for both men and women. Scripts will be available in the speech department office. The production will run May 17, 18, 19, 23, 24, 25 and 26.

University foreign students who are interested in joining the spring vacation bus tour of Oregon should contact the International Student Services Office in Emerald Hall for details. Only 39 students can be accommodated so any student who is interested should sign up as soon as possible. The cost is \$12 per student for the four day trip.

CSPA preregistration has been extended until March 14. Be sure to check with your advisor concerning their advising schedule. Hours for preregistration are 1:30 to 4:30 p.m. Monday through Friday. Course descriptions are available in 119 Hendricks.

Don't miss "The Human Manifesto," a multi-media dance show in the Villard Hall Arena Theatre at 7:30 p.m. Wednesday. Admission is free. The event is sponsored by the University Baha'is.

Applications are now being accepted for four student positions on the Student Administrative Board (SAB). If you would like to fill out an application, or just want to find out what the SAB is, contact 12 EMU between 12:30 and 2:30 p.m., Monday, Wednesday and Friday.

Pollworkers are wanted for Wednesday's election. Six openings are left. Come to 308 EMU or call x3724.

The Voluntary Action Center has requested volunteers again this week. Volunteers are needed to teach fourth graders how to make and fly kites; speakers to form a speakers bureau for a local non-profit organization; grandmother type to work with third grade girl; den mother for eight of ten Cub Scouts; clerk; hunter safety instructor; and an instructor or hobbyist to teach furniture refinishing. For further information call 342-4451.

7 Member Co-governance Committee

Applications Available
in Rm. 308 EMU

Application Deadline:
Fri. March 9

Women & minorities are encouraged to apply

