

Opinion

Craft decision gives 'mutts' warm feeling

The Emerald applauds the District Court finding for Christine Craft in her sex discrimination suit against Metromedia — but doubt it changes the attitudes of TV news directors regarding women journalists.

The federal jury found Metromedia guilty of fraud and awarded Craft \$375,000 in actual damages and \$125,000 in punitive damages. The jury also recommended that the judge find that Metromedia committed sex discrimination. If that recommendation is accepted Craft could receive more damages against Metromedia.

Will the Craft suit signal a warning to TV news executives that they must significantly change their attitudes toward women newscasters? Maybe, but it's unlikely.

TV, like motion pictures, is a medium in which physical attributes are placed on an equal ranking with other qualities such as professionalism and intellectual abilities. TV news, while not by strict definition entertainment, has evolved more and more into a format where the qualities of entertainment are utilized.

Craft was caught up in the whole rigmarole of TV news as entertainment. She was hired not so much for her talents as a journalist but as a mannequin that, with proper clothing, well-applied cosmetics and a voice practiced on poetry, would attract and hold viewers. And because TV is so demographically-oriented the station sought to sway the viewer with the most power in the household or who contribute the largest share. That viewer was male and Metromedia took pains to pander to the whims of male viewers.

"The reasons Craft was demoted — and the reasons ultimately that abetted Metromedia's guilt in the suit — were that she was "too old, unattractive and not deferential to men."

Craft said she has no illusions that the verdict would make a change in TV news programming or the attitudes of news directors. That's more than likely true. Still, the Craft decision is a small victory for civil rights, a tiny step for women's rights and it may be the first whisper that could grow into an angry scream.

An open letter to Gov. Atiyeh

Say, how ya doin', Vic?

This letter is to welcome you to the University and Eugene. We hope Eugene's perpetual gray ceiling has cracked and the sun is shining.

The reason we're writing is to give you our thanks for nudging along the funds for the four capital construction projects scheduled for the University this year. The University is sorely in need of construction and renovation of its buildings.

We were sorry to report the news concerning the Legislature's cuts to your 1983-85 budget recommendation for higher education. After the budget left your office the Senate Joint Ways and Means Committee pared \$21 million from your recommendation. But then, you know that. Hey, a tip of the hat for trying to maintain the quality of higher education in Oregon.

Sometimes this newspaper will be saying, um, unkind things about you, Vic. Then again, sometimes we will be praising you. In either case you can expect a fair evaluation of your actions from the Emerald. Well, that's the life of a politician. So listen, enjoy the day at the University — and be careful out there. All our best to Delores and the kids.

The Emerald editors



editor's note

debbie howlett

The strike against AT&T has become a family affair, at least in my family it has.

First I should explain how AT&T even got into the family. My mother began working for the "phone company" over 20 years ago. Three years ago my twin sister was hired as an operator, a year after that, my younger sister was hired as an operator, and has since moved to a Portland PNB business office.

Now if you think your family is boring during the holidays, let me tell you what it's like to hear the majority of your family discussing divestiture over Thanksgiving dinner. Boring.

But in this family there is a twist that is likely to make a Labor Day get-together a little less boring than divestiture at Thanksgiving. It's not only that AT&T has been struck by three of its unions, it has to do also with my mother, in management, and my sisters, who are union members.

I called my younger sister recently, I was curious to see how she felt about the strike and walking picket lines. She had more than a few harsh words. I believe the best term she used to describe the company was "pigs."

Now the crux of my sister's complaint, as well as most of the other union members, has to do with AT&T's \$7.2 billion profit. It's not that she begrudges the company profit, it's that she would like to share some of it through pay increases — which she supposes she helped to earn.

My mother, on the other hand, wasn't about to jeopardize her job by spilling her guts to her pseudo-journalist daughter, (I was kind of flattered she thought we were so well read).

She referred me to the company's media rep in Eugene. Unable to get through to the Eugene rep, because the lines were busy, I went a few steps higher.

"We're confident what (the union) wants is what we want, a fair settlement, not a long strike," said Rex Reed, AT&T's vice president for labor relations. The same recording that gave Reed's canned quotes said the issues of pay and pension had been offered at increases

and the issue of "job security" was "on the table."

Now my twin sister wasn't as adamant about the strike at the onset. She's since changed her tune. A lot of it has to do with going without pay for more than a couple of weeks.

"It scares me," Virginia said. "I don't want to be on strike for a long time, I'm not prepared for it."

"Sure they've got to cut costs," Virginia said. "But I think they should come a little closer (to the union's demands), job security is an important thing."

They're taking this strike business seriously. I only hope the picket lines aren't up at home when I get home for my next visit, otherwise my laundry will never get done and I'll have to sleep in my car.

Speaking of family affairs, you've probably noticed the public display of unclothed bodies on the front page of this paper. Three of the Emerald's more voyeuristic staff (sorry, Mark) had a chance to visit a Lane County nudist camp this week.

We intrepid souls uncovered this family-oriented lifestyle through a press release and invitations to a naked luncheon, sponsored by the American Sunbathing Association. The Willamettans, the local ASA group, even extended us an invitation to visit their camp, and discover the naked truth for ourselves.

But we weren't about to do a cover-up on this story, no siree, and I hope none of the photos offend anyone (however, I think somewhere, someone is already drafting a letter that begins "Dear smut-mongers...").

The camp seems like a good idea for those folks who like traversing the forests in the buff. And at first their claim to naturalism seems like a very good reason to become a nudist.

But I didn't like the camp for the reason I don't like a lot of camps. The swimming pool, jacuzzi, saunas and snack bar didn't really mesh with my naturalist ideal of communing with nature.

letters

Pro-Fast

Your "Opinion" column referred to the "Fast for Life"

hunger strikers as "dead fools." If arms build-up continues, who among us is not? You say the "large demonstrations" in Europe "will wield significant influence." When? Have you been in the demonstrations? Do you plan to be? Are there enough people in the streets protesting nuclear proliferation?

True, it is hard to imagine that the war-mongers with their fingers near the button would be moved by a hunger strike. (Though, some political leaders might be). But the "fools" speak not to politicians, rather to every other human being. They speak to the people who have yet to take action, who need to take

action on this issue. It is probable they will inspire such action. But whether they do or not, one's willingness to risk the loss of his or her life for the sake of humanity, for the sake of the earth, is not something to "deplore."

There is no set formula for saving the earth and its denizens. There is no way to measure the personal conviction of those who try. Any attempt to judge such personal conviction should be preceded by some self-examination. These "fools" risk death in the worthiest cause. That is honorable and deserves our thanks, at least.

Marcy Willow
earth first

Thursday August 11, 1983

oregon daily
emerald

The summer edition of the Oregon Daily Emerald is published Tuesdays and Thursdays, except during exam week and vacations, by the Oregon Daily Emerald Publishing Co. at the University of Oregon, Eugene, Oregon, 97403.

The Emerald operates independently of the University with offices on the third floor of the Erb Memorial Union and is a member of the Associated Press.

News and Editorial
Display Advertising and Business
Classified Advertising
Production
Circulation

686-5511
686-3712
686-4343
686-4381
686-5511

Editor
Managing Editor/News Editor
Editorial Page Editor
Photo Editor

Debbie Howlett
Sandy Johnstone
Cort Fernald
Mark Pynes

Associate Editors

Higher Education/Departments and Schools
Student Government
Politics Editor
Community Editor/Higher Education
Night Editor

Joan Herman
Jim Moore
Brooks Dareff
Michele Matassa
Cort Fernald

General Staff

Advertising Manager
Classified Advertising
Production Manager
Controller

Darlene Gore
Sally Oljar
Victoria Koch
Jean Ownbey