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women or men, just want equal access to the reigns of power," Kessler said.

Although there is nothing wrong with a man being in a leadership position, a woman in the same position might be able to see things from a different perspective — such as the bias that women face concerning their appearance on camera, Matt said.

A large percentage of anchormen are over the age of 50 and are considered to be the top in their field, but an anchorwoman over that age is unheard of, she said.

"There is not a female equivalent of Charles Kuralt in the newsroom today," Matt said.

"There's a gender and age bias in our culture," Kessler said. "For some reason, men with gray hair are distinguished, but women with gray hair are hags."

"It's obvious that discrimination goes on in on-camera jobs, and that is an important distinction," said Janet Wasko, an assistant professor in telecommunications and film at the University.

This kind of bias has been going on for years and has been brought to light by discrimination suits filed by television news anchorwomen such as Christine Kraft, Wasko said.

"It's harder to get a sense of discrimination in public relations, but it's definitely there in television news," Kessler said.

It is also difficult to generalize that it is easier for a woman to find a job in the com-

munication field today than it used to be, Kessler said.

For example, it is easier for a woman to break into public relations or television news when working in a relatively small market for a small company, she said. But high-powered corporations and larger markets still tend to be male-dominated, she said.

"One reason for this is the pay," Kessler said. "Small markets don't pay well, and low-paying jobs have traditionally been open to women."

Kent faces a different challenge than Matt, she said. While women are expected to look as young as possible when working in front of a camera, when serving as a spokeswoman for a nice hotel, women are expected to appear dignified and experienced, Kent said.

"There is a 'good old boy' network in this industry...there is youth/age discrimination...if you look young, it works against you...it really surprised me," Kent said.

When entering the communications field, it is important for women to present themselves in a professional manner and take themselves seriously, Kent said.

"Entering into the market, your image and presence is really important...you really have to shift from the school mentality to the professional mentality," she said.

Being as well prepared as possible and having as much experience as possible is also important, especially in television news, Matt said.



Graphic by Lorraine Rath

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JOHN CI Meet me at the EMU Christmas Crafts Fair Wednesday between 10 and 5. CW 12-10

BABYDOLL

Three years is a long time, but not long enough. Thank you for such wonderful memories. I don't know what else to say - maybe I'll have a better idea over dinner...tonite! Love REZ 12-10

PERSONALS

Sue &

I'm sure it was nice meeting you too, but who are you? Mud the T.C. P.S. Tom Curren rips but Dane rules. 12-10

CINDY HOPKINS

Thank you for a great time at the fur trapper. Good luck on finals. ALPHA TAU OMEGA, CLAM 12-10

ΣΘΕ

NICK HAPPY 21st! Love, ROM 12-10



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12-10

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