

**GINNY PULOS  
COMMUNICATIONS**

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**Memo from  
Ginny Pulos**

Dear Dr. Lubner:

As promised, here's a copy  
of Carol Anderson Taber's speech  
in kind.

Thank you so much for your  
contribution of research & ideas  
which helped to make this  
speech so powerful.

I look forward to meeting  
you in person in the future.

Cordially

Ginny Pulos

THE CENTURY OF THE WOMAN

THE MORAL OF THE STORY IS ...  
YOU NEVER KNOW WHERE YOUR NEXT CHALLENGE,  
YOUR NEXT PRIVILEGE ---  
OR YOUR NEXT OBLIGATION IS GOING TO COME FROM.  
IT'S THAT BALANCE OF CHALLENGE, PRIVILEGE & RESPONSIBILITY  
THAT I'D LIKE TO SPEAK WITH YOU ABOUT TONIGHT.

AS WOMEN IN THE COMMUNICATIONS INDUSTRY,  
WE'RE ENORMOUSLY PRIVILEGED TO PLAY A ROLE IN AN INDUSTRY THAT HAS  
SO MUCH POTENTIAL & POWER TO CREATE SO MUCH GOOD & BAD.  
AFTER ALL, WE ARE --  
MORE THAN ANY OTHER BROAD-BASED INDUSTRY --  
THE MOLDERS OF THOUGHT IN OUR CULTURE.

WE'RE THE WRITERS,  
THE EDITORS,  
THE CREATIVE DIRECTORS,

THE PRODUCERS,  
THE PUBLISHERS,  
THE IMAGE MAKERS,

THE PRESS,  
THE NEWSCASTERS,  
THE EXECUTIVES IN COMMUNICATIONS FOR MAJOR COMPANIES  
& WE'RE IN MANY MORE POSITIONS IN RELATED FIELDS.

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AS SUCH, WE EACH PLAY A ROLE EITHER TO ADVANCE OUR CULTURE,  
OR TO CONFUSE OR DENY IT.

WITH OUR THEME TONIGHT OF STRATEGIC SOLUTIONS,  
I'M SURE WE'D ALL LIKE TO PARTICIPATE IN SETTING A STRATEGY  
THAT WILL INDEED SOLVE SOME OF OUR GENERATIONS' CHALLENGES.

SO, IN THINKING ABOUT THE TRENDS I SEE IN OUR BUSINESS TODAY --  
THOSE TRENDS FOR WHICH WE NEED A STRATEGIC SOLUTION --  
I DECIDED TO SHARE WITH YOU A SUBJECT  
THAT IS OF MAJOR CONCERN TO ME  
& WHICH I BELIEVE WILL BE A CENTRAL ISSUE AS WE APPROACH THE 21ST  
CENTURY.

THAT IS THE IMAGE OF WOMEN IN THE MEDIA --  
AS CREATED BY THE BROAD-BASED COMMUNICATIONS INDUSTRY WE SERVE.

WHAT I WANT TO DO TONIGHT IS GALVANIZE YOU  
& THE POWER YOU HAVE AS COMMUNICATORS TO PLAY AN ACTIVIST ROLE  
IN REDEFINING & RESHAPING THE IMAGE OF WOMEN AS WE'RE PORTRAYED  
IN THE MEDIA

& TO SET A GOAL TO OBLITERATE THE HARMFUL IMAGES  
OF WOMEN IN THE MEDIA BY THE YEAR 2000.

IF WE SUCCEED IN THIS, WE'LL CREATE A NEW CLIMATE  
THAT WILL FOREVER CHANGE THE WAY AMERICAN WOMEN --  
AS WELL AS THE MEN & CHILDREN IN THEIR LIVES --  
LIVE -- HOPE -- & DREAM.

& WE'LL HAVE LIVED UP TO THE RESPONSIBILITY OUR PRIVILEGE HAS  
BESTOWED ON US.

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THE VAST SYSTEM OF MASS COMMUNICATIONS --  
THE SYSTEM THAT TRANSPORTS & SHARES NEWS,  
IDEAS,  
IMAGES,  
& INFORMATION NATIONALLY & INDEED GLOBALLY --  
PLAYS AN INCREASINGLY CENTRAL ROLE IN ALL ASPECTS OF AMERICAN LIFE.

IT INFLUENCES OUR POLITICAL LANDSCAPE,

EDUCATES OUR CHILDREN,

DEFINES OUR NEWS & ENTERTAINMENT CHOICES,

MAINTAINS OUR CULTURE

& BEQUEATHS OUR VALUES TO THE NEXT GENERATION.

IN THIS CULTURAL & VERY PUBLIC DISCOURSE,

WOMEN ARE PORTRAYED IN A MANNER THAT IS, IN A LARGE SENSE -- ALIEN  
TO US.

WE SEE WOMEN HELD UP TO US AS IDEALS

WHOM WE FRANKLY DON'T CARE EVEN TO KNOW;

WE SEE WOMEN PORTRAYED AS OURSELVES WHO AREN'T REPRESENTATIVE OF  
US;

WE SEE WOMEN PORTRAYED AS OUR FRIENDS,

THE LIKES OF WHOM WE'VE NEVER MET,

& WHO ARE, MORE OFTEN THAN NOT, CONTEMPTIBLE OR AT LEAST PITIFUL.

THESE IMAGES, CUMULATIVELY,  
CREATE A CLIMATE OF CONTEMPT OR DISDAIN FOR WOMEN,  
& FOR THAT MATTER, FOR ALL THINGS FEMININE.  
NO WONDER THAT ONE OF THE WORST THINGS A YOUNG MOTHER CAN DO IS  
DRESS HER LITTLE BOY IN PINK -- & NO WONDER IT'S SO HARD FOR MEN  
TO EXPRESS "FEMININE" EMOTIONS LIKE COMPASSION OR GRIEF.  
THEY'D BE LABELED "SISSY" IF THEY DID -- YET ANOTHER EXPRESSION  
OF CONTEMPT FOR THINGS FEMININE.

WE KNOW THAT WE NOW REPRESENT 42% OF ALL THE MANAGERS  
IN CORPORATE AMERICA.

WE KNOW THAT MORE PEOPLE ARE NOW EMPLOYED  
BY WOMEN-OWNED BUSINESSES THAN BY THE FORTUNE 500.  
YET WE SEE WOMEN IN ONLY ONE OUT OF 5 PRESENTATIONS  
OF THOSE WHO MAKE THE NEWS.

SO, NOT ONLY IS THERE A LACK OF PRESENCE OF WOMEN IN THE MEDIA  
WHICH DILUTES OUR ENORMOUS CONTRIBUTION,  
BUT WHAT LITTLE THERE IS -- IN LARGE PART --  
DISTORTS & MISREPRESENTS WHO WE REALLY ARE.

THESE MILLIONS OF IMPRESSIONS -- OR LACK OF THEM --  
IN THE BROAD COMMUNICATIONS INDUSTRY,  
FORM A NATION'S CONSCIOUSNESS OF WHO WOMEN ARE.  
THIS, THEN DEFINES US MORE POWERFULLY & INDELIBLY  
THAN WE CAN EVER HOPE TO DO, OURSELVES.

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THE EARLY YEARS OF THE WOMEN'S MOVEMENT WERE LARGELY SUCCESSFUL  
BECAUSE WE WERE VERY FOCUSED ON ONE THEME  
& WE WERE GALVANIZED BY A VERY SMALL CADRE OF LEADERS.  
THAT FOCUS WAS THE ISSUE OF EQUAL RIGHTS & OPPORTUNITIES FOR WOMEN  
-- WHICH WE'VE COME A LONG WAY TO ACHIEVING.

NOW, THE MOVEMENT HAS MATURED.  
WITH THIS MATURITY, THE FOCUS HAS SPLINTERED INTO MANY FACTIONS.  
THERE ARE PEOPLE FIGHTING THE GOOD FIGHT FOR BREAST CANCER & OTHER  
MEDICAL RESEARCH.

THERE ARE PEOPLE WHO WORK HARD TO GET MORE WOMEN  
INTO POLITICAL OFFICE SO WE'LL HAVE A GREATER VOICE  
IN DRAFTING THE LAWS THAT SO DEEPLY AFFECT OUR LIVES.

THERE ARE PEOPLE WHO FIGHT TO GET WOMEN PAID WHAT MEN GET PAID  
FOR DOING THE EXACT SAME WORK

THERE ARE PEOPLE WHO WORK TO EDUCATE EDUCATORS  
ABOUT THEIR SEXIST TEACHING PATTERNS WHICH HARM FEMALE CHILDREN.

THERE ARE PEOPLE WHO INVEST INCREDIBLE HOURS  
OF PAINSTAKING DEVOTION TO FIGHT VIOLENCE AGAINST WOMEN;

THERE ARE PEOPLE WHO FIGHT POWERFUL FORCES  
THAT WOULD HAVE THE GOVERNMENT MAKE THE MOST INTIMATE  
OF DECISIONS THAT COULD EVER FACE A WOMAN & HER FAMILY --  
AND ON & ON.

YET, I SAY THAT NONE OF THESE FIGHTS WOULD HAVE TO BE WAGED  
IF WOMEN WERE, QUITE SIMPLY, MORE HIGHLY VALUED IN OUR CULTURE.  
IF OUR VOICES WERE HEARD,  
IF WE WERE MORE RESPECTED, REVERED, ADMIRED & VALUED  
AS WE OUGHT TO BE --  
WE WOULDN'T NEED TO FIGHT THESE BATTLES.

WHY AREN'T WE?

WOMEN HAVE CONTRIBUTED SO MUCH TO CREATE, BUILD,  
NURTURE & DEFEND HUMANITY -- NOT TO MENTION OUR COUNTRY.  
IT'S STUNNING -- & SAD -- TO STILL HAVE TO ASK THIS QUESTION.

WHY ARE WE STILL DEVALUED BY THIS CULTURE?

I BELIEVE I KNOW WHY.  
& I BELIEVE IT'S THE RESPONSIBILITY & PRIVILEGE  
OF EVERY SINGLE MEMBER OF WOMEN IN COMMUNICATIONS  
TO GALVANIZE & TO FIGHT TO CHANGE --

MUCH IN THE SAME WAY THAT SO MANY OTHERS FIGHT  
ALL THOSE OTHER SOCIAL ILLS I JUST MENTIONED --  
WHICH ARE MERELY THE SYMPTOMS OF THIS ONE CENTRAL MALIGNANCY:  
THAT'S THE ABSOLUTELY STAGGERING POWER OF THE MASS MEDIA  
TO INFLUENCE HOW WE ARE PERCEIVED  
& AS STUDY AFTER STUDY HAS PROVEN,  
HOW WE FEEL ABOUT OURSELVES & HOW WE ARE TREATED BY OTHERS.

THE ISSUE IS -- VERY SIMPLY -- COMMUNICATIONS.

& WE IN THIS ROOM -- ABOVE ALL OTHERS -- CAN DO SOMETHING ABOUT IT.

WE'RE BOMBARDED WITH IMAGES OF OURSELVES FROM HOLLYWOOD,  
MAGAZINES, TELEVISION, THE NEWS MEDIA & ADVERTISING  
THAT PORTRAY CULTURAL NORMS THAT ABSOLUTELY CONTRADICT REALITY.  
INSTEAD OF BROADENING THE LANDSCAPE  
TO INCLUDE IMAGES OF REAL WOMEN DEALING WITH REAL SITUATIONS,  
THEY PERPETUATE STEREOTYPES THAT DEVALUE & DISTORT WHO WE ARE  
& HOW FAR WE'VE COME.

SUSAN FALUDI, OF COURSE, CHARTED MUCH OF THIS  
IN HER GROUND-BREAKING BOOK, "BACKLASH."

THAT DEVALUING & DISTORTION HAS A PROFOUND IMPACT ON OUR LIVES.  
IT RANGES FROM ERODING OUR SELF-ESTEEM, AS CHILDREN & ADULTS,  
TO FAR MORE DANGEROUS CONSEQUENCES,  
LIKE INCITING THE MOST HIDEOUS VIOLENCE AGAINST US.

DR. GEORGE GERBNER, A LEADING SOCIAL SCIENTIST,  
PROFESSOR & DEAN EMERITUS AT THE ANNENBERG SCHOOL OF  
COMMUNICATIONS

AT THE UNIVERSITY OF PENNSYLVANIA  
HAS BEEN COLLECTING DATA ON COMMUNICATIONS FOR 50 YEARS.  
HE TELLS US THAT, TODAY,  
"A CHILD IS BORN INTO A HOME IN WHICH TELEVISION IS ON AN AVERAGE  
OF 7 HOURS A DAY.  
FOR THE FIRST TIME IN HUMAN HISTORY,  
MOST OF THE STORIES ABOUT PEOPLE, LIFE & VALUES ARE TOLD  
NOT BY PARENTS, SCHOOLS, CHURCHES OR OTHERS IN THE COMMUNITY --

BUT BY A GROUP OF DISTANT CONGLOMERATES WHO HAVE SOMETHING  
TO SELL."

ACCORDING TO DR. GERBNER,  
WOMEN PLAY ONLY ONE OUT OF 3 ROLES IN PRIME TIME TELEVISION.

ONE OUT OF 4 IN CHILDREN'S PROGRAMS.

& 1 OUT OF 5 OF THOSE WHO MAKE NEWS.

THEY FALL SHORT OF THE MAJORITY EVEN IN DAYTIME SERIALS.

EVEN THERE, THEY AGE FASTER THAN MEN, &, AS THEY AGE,  
THEY ARE LIKELY TO BE PORTRAYED AS EVIL & UNSUCCESSFUL.  
IN FACT, DR. GERBNER'S STUDIES HAVE FOUND  
THAT MATURE WOMEN ON TELEVISION ARE DISPROPORTIONATELY  
UNDERREPRESENTED,  
UNDervalUED  
& UNDERSEXED.

EVEN THOUGH, IN 5 SHORT YEARS, 42% --  
OR 42 MILLION AMERICAN WOMEN WILL BE OVER THE AGE OF 50.  
THEY'RE INVISIBLE IN THE MASS MEDIA!

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SO, WITH THE EXCEPTION OF SOME WORK BY WOMEN  
LIKE LINDA BLOODWORTH THOMASON & DIANE ENGLISH,  
TV PROGRAMMING CLEARLY IS SENDING THE WRONG MESSAGES ABOUT WOMEN  
TO MILLIONS OF PEOPLE, EVERY HOUR OF EVERY DAY.  
TO SUM UP DR. GERBNER'S FINDINGS,  
"THE WORLD OF TELEVISION SEEMS TO BE FROZEN IN A TIME WARP  
OF OBSOLETE & DAMAGING MISREPRESENTATION."  
& SADLY, TV IS ARGUABLY THE MOST POWERFUL "TEACHER" OUR SOCIETY  
HAS.

WHEN WE LOOK AT ADVERTISING,  
THE IMAGES ARE EVEN FARTHER REMOVED  
FROM WHO WE REALLY ARE & WANT TO BE.  
DR. JEAN KILBOURNE, VISITING PROFESSOR AT WELLESLEY COLLEGE,  
IS A NOTED EXPERT ON IMAGES OF WOMEN IN THE MEDIA.  
SHE SAYS THAT "ADS SELL A GREAT DEAL MORE THAN PRODUCTS.

THEY SELL VALUES,

IMAGES & CONCEPTS OF SUCCESS & WORTH,

LOVE & SEXUALITY,

POPULARITY & NORMALCY.

THEY TELL US WHO WE ARE & WHO WE SHOULD BE.  
ALTHOUGH THE INDIVIDUAL ADS ARE OFTEN STUPID & TRIVIAL,  
THEY HAVE A SERIOUS CUMULATIVE IMPACT."

ON TOP OF THE FACT  
THAT THE AVERAGE AMERICAN WILL SPEND ONE & A HALF YEARS  
OF HIS OR HER LIFE VIEWING COMMERCIALS,  
WE'RE EXPOSED TO OVER 2,000 ADS EVERY DAY &, WITH FEW EXCEPTIONS,  
THEY DEPICT WOMEN SO FAR REMOVED FROM THE REALITY OF OUR LIVES  
THAT THEY'RE DOWNRIGHT LAUGHABLE.

HERE ARE JUST A FEW EXAMPLES FROM THOSE THOUSANDS:

SLIDES

AFTER THE INUNDATION OF THESE IMAGES THROUGHOUT OUR FORMATIVE &  
ADULT YEARS,  
AT SOME LEVEL,  
NOT ONLY THE MEN & CHILDREN IN OUR LIVES WANT US TO MEASURE UP --  
OR TO CONFORM TO THIS IDEAL OF PHYSICAL BEAUTY,  
OR BE SEDUCTIVE, OR SUBSERVIENT,  
BUT WE OURSELVES DO TOO.

MANY WOMEN GO TO GREAT LENGTHS TO ALTER  
THEIR INTRINSIC PERSONALITIES & NATURAL PHYSICAL APPEARANCE.

MORE THAN HALF THE ADULT WOMEN IN THE UNITED STATES  
ARE CURRENTLY DIETING.

EATING DISORDERS ARE AT AN ALL-TIME HIGH  
AMONG HIGH SCHOOL & COLLEGE GIRLS.

OVER 75% OF NORMAL WEIGHT WOMEN THINK THEY'RE "TOO FAT"

& MILLIONS WOMEN HAVE HAD PLASTIC SURGERY.

ALL SURGERY IS RISKY, BUT GOOD GOD,  
WHAT ABOUT THOSE BREAST IMPLANTS?  
& WHY LET SOMEONE TAKE A RAZOR TO YOUR FACE?

THE ANSWER IS  
WE BELIEVE ALL THOSE IMPRESSIONS & IMAGES OF THE IDEAL WOMAN.

OBVIOUSLY, THIS INCREDIBLE MASS DELUSION CAUSES ENORMOUS  
CONSCIOUS & SUBCONSCIOUS SUFFERING FOR WOMEN.  
THEY STRIVE AFTER AN IDEAL THAT ISN'T ATTAINABLE  
& DISTRACT THEMSELVES  
FROM REACHING THEIR OWN WORTHWHILE GOALS & DREAMS,  
AS THEY TRY TO FULFILL SOMEONE ELSE'S.

MAGAZINES TOO HAVE DONE A LOT TO PERPETUATE OLD STEREOTYPES.

HERE ARE SOME OF THE MORE NEUROSIS-PREENING COVER LINES  
FROM A SELECTION OF MAJOR WOMEN'S MAGAZINES:

[insert magazine story titles]

HOW CAN YOUNG WOMEN GROW UP THINKING OF THEMSELVES  
AS INNER-DIRECTED & SELF-DETERMINING  
WHEN SO MANY OF THEIR MAGAZINES EXHORT THEM TO REALIZE A FULL LIFE -  
ONLY THROUGH ROMANCE OR THIN THIGHS?  
& HOW CAN THEY GROW UP CONFIDENT  
IF SOMEONE'S ALWAYS REMINDING THEM  
THAT SOMETHING'S WRONG WITH THEM & NEEDS TO BE CHANGED?

HOLLYWOOD'S ANOTHER MASS COMMUNICATOR THAT JUST DOESN'T GET IT.

DR. GERBNER REPORTS THAT CRITICS TELL US "INDECENT PROPOSAL" --  
A FILM IN WHICH A WOMAN IS BOUGHT FOR SEX --  
IS "POWERFULLY SEDUCTIVE" & "THRILLINGLY ROMANTIC."

IMAGES & MESSAGES LIKE THESE CONTINUE TO THWART YOUNG GIRLS'  
WHO ARE ESSENTIALLY DEFENSELESS.  
IT ERODES THEIR SELF-DETERMINATION  
& SENDS THE MESSAGE THAT THEIR BRAINS HAVE NO VALUE --  
BUT THAT THEIR VALUE LIES INSTEAD IN THEIR POWERS OF SEDUCTION.

JUST LOOK AT THE RECENT CROP OF BOX OFFICE HITS  
& TRY TO FIND SOME FEMALES WHO RESEMBLE THE PEOPLE YOU KNOW  
OR WOULD LIKE TO KNOW:

FILMS LIKE -- HAND THAT ROCKS THE CRADLE

FATAL ATTRACTION

THE TEMP

& SINGLE, WHITE FEMALE.

THESE FILMS & SCORES OF OTHERS  
UNDERMINE OUR TRUST IN EACH OTHER AS CAREER WOMEN --

PRAYS ON OUR FEARS OF LEAVING OUR CHILDREN IN THE HANDS  
OF CAREGIVERS WHEN WE ENTER THE WORKFORCE --

& PERPETUATES THE MYTH THAT WE ALL NEED TO BE AFRAID OF OUR POWER.

I'M NOT SAYING THERE AREN'T SOME FILMS WE CAN BE THANKFUL FOR  
AND CAN EVEN TAKE OUR CHILDREN TO --  
BUT WHILE BEAUTY & YOUTH ARE THE DOMINANT MESSAGES  
FROM MARKETERS TO WOMEN --  
VIOLENCE & SEX ARE THE MAIN BOX OFFICE THEMES FROM HOLLYWOOD.  
INVARIABLY, AS YOU ALREADY KNOW,  
THE VIOLENT SEX IS DIRECTED AT WOMEN.

ALL THESE IMAGES I'VE TALKED ABOUT ADD UP TO A TIDAL WAVE  
OF ATTITUDES & BEHAVIORS THAT PERVADE OUR SOCIETY.



ON TOP OF THAT,  
THE EMERGENCE OF "RAP" MUSIC IN THE RECORD INDUSTRY GLORIFIES  
DOING UNSPEAKABLE THINGS TO WOMEN.  
NOT JUST SUGGESTS, BUT GLORIFIES & CELEBRATES  
HORRIBLE, VIOLENT ACTIONS,  
& THIS MUSIC IS PACKAGED & SOLD ALONG SIDE BARRY MANILOW -- TO  
CHILDREN.

IT'S ENOUGH TO MAKE YOU ILL!  
& INDEED, ALL OF THIS DOES CAUSE A PERVERSIVE ILLNESS  
THAT AFFECTS US ALL...

ENOUGH IS ENOUGH!

THIS IS A CLARION CALL --  
A WAKE UP CALL TO ALL OF US --  
TO GALVANIZE TO CAUSE REAL CHANGE.

LET ME BE CLEAR.  
I'M NOT SUGGESTING CENSORSHIP --  
BUT IN A CIVILIZED SOCIETY, FUELED BY AN EDUCATED  
& ACTIVE PUBLIC WHO DEMAND BETTER,  
AS DR. JEAN KILBOURNE SAYS,  
THESE MESSAGES WOULD BE UNTHINKABLE!

AS WE'VE SEEN IN IMAGE AFTER IMAGE HERE THIS EVENING,  
WE DON'T RECOGNIZE OURSELVES IN THESE IMAGES.  
YET, RESEARCH SHOWS, AT SOME LEVEL,  
MOST WOMEN STRIVE TO BE LIKE THEM  
& MOST PEOPLE EXPECT WOMEN TO BE LIKE THEM --  
BECAUSE THAT'S WHAT OUR SOCIETY IS TAUGHT TO VALUE.

THE PHILOSOPHER SCHOPENAUER SAID,

"WE FORFEIT 3/4 OF OURSELVES IN ORDER TO BE LIKE OTHER PEOPLE."  
FROM VICTORIAN BUSTIERS & BUSTLES TO PLASTIC BARBIE DOLL BODIES --  
WE CAN'T JUST BE OURSELVES.  
EVEN THESE MODELS I JUST SHOWED YOU  
ARE AIRBRUSHED BEYOND RECOGNITION  
BY THEIR OWN MOTHERS.

WE'RE BEGINNING TO GET SOME ANSWERS TO THAT QUESTION NOW  
FROM THE FINDINGS OF RESEARCH BY DR. GEORGE GERBNER,  
DR. JEAN KILBOURNE & PROFESSOR SUT JHALLY, AMONG OTHERS.

MUCH OF IT'S DISTURBING, INCLUDING EVIDENCE THAT WE DO THINGS  
TO OURSELVES THAT ARE POTENTIALLY RISKY -- LIKE COSMETIC SURGERY --  
& THAT THINGS LIKE RAPE & VIOLENCE AGAINST WOMEN  
ARE CLEARLY LINKED TO MASS MEDIA SYMBOLS & MESSAGES.

MUCH OF IT ALSO INDICATES THE "BACKLASH" AGAINST FEMINISM  
HAS SUPPORT FROM THE MASS MEDIA IN A LARGE VARIETY OF WAYS.  
WHETHER IT'S CONSCIOUS OR UNCONSCIOUS SUPPORT,  
IT IS UNDENIABLY THERE.

WELL, THE TIME HAS COME TO ASK OURSELVES --  
WHAT ARE WE -- THE WOMEN WHO WORK IN THE COMMUNICATIONS INDUSTRY  
GOING TO DO ABOUT SOMETHING WE CERTAINLY HAVE  
SOME INSIGHTS ABOUT, & CONTROL OVER --AS PROFESSIONALS?

&, WHAT ARE WE GOING TO DO ABOUT IT AS THE WOMEN  
WHO ARE NOW BECOMING THE MENTORS FOR THE NEXT GENERATION?

WE MUST ASK OURSELVES,  
"WHAT'S OUR RESPONSIBILITY AS WE ENJOY OUR PRIVILEGE?"

"WHAT'S OUR STRATEGY FOR THE 90'S GOING TO BE?"

I BELIEVE WE MUST MOVE TO ASSUME CONTROL OF HOW WE'RE PORTRAYED  
SO WE BEGIN TO LOOK AT OURSELVES THROUGH OUR OWN EYES,  
& NOT THROUGH THE EYES, FEARS & FANTASIES OF SOMEONE ELSE.

HOW DO WE DO THIS?

WELL, I HAVE SOME SUGGESTIONS.

TO BEGIN WITH, WE NEED TO RECOGNIZE THE PROBLEM.

UNDERSTAND THE HARMFUL IMPLICATIONS TO OURSELVES & OUR FAMILIES --  
& TAKE THE INDIGNATION YOU FEEL

& TURN THAT ENERGY INTO A POSITIVE FORCE FOR CHANGE.

THEN SPEAK UP.

PICK UP THE PHONE,  
WRITE A LETTER,  
SPEAK UP IN MEETINGS,

ORGANIZE A PROTEST OR OTHERWISE MAKE YOUR VOICES HEARD.

AS WOMEN IN COMMUNICATIONS,  
YOU HAVE A UNIQUE UNDERSTANDING OF HOW IMPORTANT THIS CAN BE.

**JUST THINK OF WHAT ONE WOMAN -- TERRY RIKOLTA --  
WAS ABLE TO ACCOMPLISH.**

**BECAUSE OF HER ACTIVISM AGAINST VIOLENCE ON TV,  
THE NETWORKS WERE FORCED TO AIR DISCLAIMERS  
BEFORE BROADCASTING VIOLENT SEGMENTS  
OR FACE FORCED REGULATION BY THE FCC.**

**ONE WOMAN, BEGINNING WITH A SINGLE LETTER  
CHANGED AN ENTIRE INDUSTRY & MADE A DIFFERENCE.**

**& WHAT ABOUT THE GROUP OF WOMEN WHO CALL THEMSELVES  
THE "1 IN 9" LONG ISLAND BREAST CANCER ACTION COALITION?**

**THEY TURNED THEIR ANGER & FRUSTRATION WITH PHYSICIANS  
& POLITICIANS INTO AN EXTRAORDINARY ACTION.**

**IN ITS FIRST YEAR,  
THE COALITION SECURED A \$43 MILLION INCREASE IN NATIONAL FUNDS  
FOR BREAST CANCER RESEARCH.**

**IN 1992, ARMED WITH DATA FROM A SEMINAR THEY FINANCED,  
THESE WOMEN ASKED FOR & GOT A WHOPPING \$300 MILLION MORE.**

JUST AS THESE COURAGEOUS WOMEN HAVE DONE,  
YOU CAN WRITE LETTERS TO PUBLICATIONS,  
NETWORK OR CABLE TV STATIONS,  
RECORD COMPANIES  
OR MOVIE STUDIOS

THAT PRINT,

PRODUCE

OR BROADCAST IMAGES THAT ARE OFFENSIVE & OBNOXIOUS.

WITH YOUR EXTRA POWERS OF PERSUASION & UNDERSTANDING OF THE MEDIA,  
YOU CAN MAKE A DIFFERENCE.

&, TOUGH AS IT MAY BE IN OUR CULTURE,  
YOU CAN CREATE & CULTIVATE AN IMAGE OF AMERICAN WOMEN  
THAT HAS SOME RESEMBLANCE OF WHO WE TRULY ARE.

& FORGET ABOUT THE "YEAR OF THE WOMAN!"

LET'S CREATE "THE CENTURY OF THE WOMAN!"

AS WE APPROACH THE YEAR 2000  
& CIVILIZATION FINALLY COMES "OF AGE" IN THE 21ST CENTURY,  
LET'S ENSURE THAT "REAL" WOMEN ARE THE FOCUS OF THE MEDIA.

LET ME SHARE WITH YOU MY NOMINATIONS FOR SOME OF THESE REAL WOMEN:  
HERE ARE SOME OF THE MODES I'D LIKE TO SEE  
IN "THE CENTURY OF THE WOMAN."

SLIDES:

**IN OUR DIVERSITY & ADVERSITY:**

**YOUNG,  
OLD,  
STRONG,**

**DETERMINED,**

**SURVIVORS,**

**WARRIORS,**

**TRIUMPHANT,**

**SMART.**

**THEY'RE THE WOMEN WHO REPRESENT US AS WE TRULY ARE.  
SO, IN THE ABSENCE OF ACCURATE & REALISTIC FEMALE ROLE MODELS,  
CREATING ONES TRUE SELF WILL BE A TASK LEFT UP TO EACH ONE OF US.**

WELL, YOU ARE THE INDIVIDUALS WHO HAVE THE OPPORTUNITY  
TO CREATE & PROMOTE SOME OF THESE IMAGES OF WOMEN  
WHO HAVE DONE PRECISELY THAT --  
THESE IMAGES SHOW US THE NEW FACE OF FEMALE POWER  
AS WELL AS A NEW,  
MORE PROFOUND & IMPORTANT DEFINITION OF BEAUTY.

THEY ARE WONDERFUL IMAGES OF REAL WOMEN  
WHOM WE RECOGNIZE AS BEING MUCH LIKE OURSELVES.  
THEY ARE THE HEROES OF THEIR OWN STORIES & SO ARE WE!

I'M ABSOLUTELY CONVINCED  
THAT UNTIL WE MAKE THESE IMAGES AS COMMON & UBIQUITOUS  
AS THE TOO-THIN, STUPIDLY SEDUCTIVE, YET OTHERWISE PERFECT MODELS  
WHOM THE MASS MEDIA TELL US WE'RE SUPPOSED TO LOOK LIKE,  
WE'LL FAIL TO ACHIEVE THE OTHER GOALS WE'VE SET AS WOMEN.  
WE WON'T BE HEADING TOWARDS "THE CENTURY OF THE WOMAN "  
I CAN ASSURE YOU -- BUT WE'LL BE MARCHING IN PLACE!

AS THE YEAR 2000 APPROACHES,  
WORKING WOMAN IS COMMITTED TO MAKING CERTAIN  
WE DON'T MARCH IN PLACE ANY LONGER  
& THAT WE TAKE A GIANT STEP TOWARD "THE CENTURY OF THE WOMAN."  
WE WILL BE ANNOUNCING VERY SOON HOW WE PLAN  
TO HELP CHANGE THE IMAGES OF WOMEN IN THE MEDIA.

IN THE MEANTIME, I CAN TELL YOU ALL TODAY  
THAT WE'VE ESTABLISHED A STEERING COMMITTEE  
& WE'LL BE CALLING UPON PEOPLE LIKE DR. GEORGE GERBER  
& DR. JEAN KILBOURNE TO ADVISE US & HELP SET AN AGENDA.

ONE OF THE FIRST THINGS WE'LL CERTAINLY ADDRESS IS THE NEED FOR A MAJOR NATIONAL STUDY ON THE DAMAGING EFFECTS OF IMAGES OF WOMEN IN THE MASS MEDIA.

AS I SAID EARLIER, THERE IS ALREADY A GREAT DEAL OF DATA ABOUT SOCIAL CONDITIONING & GENDER MARKING & HOW IT AFFECTS WOMEN AT ALL STAGES OF THEIR LIVES.

BUT WE NEED TO LEARN MORE.

WE NEED TO HAVE HARD DATA ABOUT HOW IMAGES OF WOMEN IN THE MASS MEDIA ARE INFLUENCING 14-YEAR-OLDS TO STARVE THEMSELVES OR TO FAIL AT MATH & TO LOSE SELF-ESTEEM WHICH DOESN'T RECOVER ITSELF FOR 40 YEARS OR MORE, IF EVER.

WE NEED TO KNOW MORE ABOUT THE LINK BETWEEN DEPRESSION, ALCOHOLISM, LOW SELF-ESTEEM & SO MANY OTHER TROUBLING HUMAN PROBLEMS & THE ROLE THE MASS MEDIA PLAYS IN FORGING THEM.

WE NEED HARD EVIDENCE THAT VIOLENCE AGAINST WOMEN IS GROWING AS A DIRECT RESULT OF HOW THE MASS MEDIA PORTRAY WOMEN.

ONCE WE HAVE THIS DATA, WE NEED TO USE IT TO OBLITERATE WHAT ARE PROVEN TO BE HARMFUL, DAMAGING IMAGES OF WOMEN.

OUR GOAL WILL BE TO HELP CREATE THE KIND OF MEDIA ENVIRONMENT  
WHERE WOMEN WILL BE SEEN, REGULARLY,  
WITH ALL THEIR BLEMISHES & SCARS --  
LIKE THE BRAVE MATUSHCKA.

OUR GOAL WILL BE TO CREATE ACCEPTANCE FOR WOMEN  
IN ALL THEIR WONDERFUL DIVERSITY & GLORY  
& TO CONTINUOUSLY ENLARGE THE CONCEPT OF WOMANKIND  
SO THAT WE ESCAPE THE STRAIT JACKET OF NARROW IMAGES  
THAT EQUATES HOW WE LOOK IN A BATHING SUIT  
WITH FEELINGS OF WORTHLESSNESS  
RIDICULE  
& SHAME.

I'D LIKE TO LEAVE YOU WITH ONE LAST THOUGHT:

JOHN F. KENNEDY SAID THAT  
"OUR PRIVILEGES CAN BE NO GREATER THAN OUR OBLIGATIONS.

THE PROTECTION OF OUR RIGHTS CAN ENDURE NO LONGER  
THAN THE PERFORMANCE OF OUR RESPONSIBILITIES.

EACH CAN BE NEGLECTED ONLY AT THE PERIL OF THE OTHER."

WE'LL LOSE EVERYTHING WE'VE GAINED IF WE DON'T FACE THIS VITAL ISSUE.

ELEANOR ROOSEVELT UNDERSTOOD THE POWER OF THE MASS MEDIA  
TO INFLUENCE HOW WE FEEL.

BUT SHE ALSO UNDERSTOOD THE POWER OF WOMEN TO FORCE CHANGE.  
SHE SAID, "NO ONE CAN MAKE YOU FEEL INFERIOR WITHOUT YOUR CONSENT."

I URGE YOU TO JOIN ME IN THIS FUNDAMENTAL BATTLE,  
& HELP BRING US ALL CLOSER TO THAT FAR MORE WORTHY IDEAL.

THE TORCH HAS NOW BEEN PASSED TO US;

LET'S CARRY IT PROUDLY  
& PURPOSEFULLY.

THANK YOU.