

[103] From: Zmbz@aol.com at SMTP-po 3/13/97 1:20PM (2267 bytes: 37 ln)  
To: fgg at POST1  
Subject: Tobacco, et. al.

----- Message Contents -----

Text item 1: Text Item

Received: by ccmail from emout10.mail.aol.com  
From Zmbz@aol.com  
X-Envelope-From: Zmbz@aol.com  
Received: (from root@localhost)  
by emout10.mail.aol.com (8.7.6/8.7.3/AOL-2.0.0)  
id NAA28048 for fgg@asc.upenn.edu;  
Thu, 13 Mar 1997 13:15:22 -0500 (EST)  
Date: Thu, 13 Mar 1997 13:15:22 -0500 (EST)  
From: Zmbz@aol.com  
Message-ID: <970313131521\_1881568060@emout10.mail.aol.com>  
To: fgg@asc.upenn.edu  
Subject: Tobacco, et. al.

Dear George:

I am so delighted to have CEM coming to my mailbox! What a great change from so many ads. I sent Cynthia a "thank-you" for her work, too.

I'm was so very glad to get your e-mail address as well, since I had wanted to contact you. I sat with you out at the L.A. Conference for the very last session--perhaps you remember me? If not, I'll send some great pictures that were taken there. (I'd need your addresss.)

I had planned to have a conference in conjunction with Cedar Crest College this April. However, the two fellows I was working with--Jim Brancato and Jim Schneider--have been extremely busy this semester. The thought of having to do the greater part of it myself was, well, overwhelming. We, therefore, have postponed it. In September I had asked if you might be free to come to our conference, and you had graciously marked it down in your book. I hope we will see you in the Lehigh Valley in the future; but the Cedar Crest Conference is now on hold. I'll contact you when we know more.

I've been teaching classes at Northampton, Lehigh, and (in the summer Bucks) County Intermediate Units for teachers for the past five years. . I have a 1 credit course in Introduction to Media Literacy, and also an Advanced Issues in Media Literacy Class. It is great fun for me, and the teachers are very receptive. Now I think the challenge is to get to the administrators and the curriculum coordinators, and somehow to open their minds. Probably a can opener would help.

Well, George, you're amazing with getting CEM going the way you have. Keep up the good work! Yours truly, Mary Beth Ziegenfuss

L: 10 C: 68 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

From: fgg at post1 3/13/97 2:07PM  
To: Zmbz@aol.com at SMTP-po  
Subject: Tobacco, et. al.

----- Message Contents -----

Dear Mary Beth -

Of course I remember you! Glad you sent Cynthia a note of thanks for the great work she is doing. I am back from engagements in LA, Bussels, Paris and Budapest, releasing our "Diversity Index," among others. If you give me a fax number, I'll fax you a copy. Good luck on all the good works, and hope you can arrange something for later, but calender is filling up far ahead... George.

L: 12 C: 58 %Full: 0 Highlight(#####): AltF1 Help: F1 End: F10

[110] From: Zmbz@aol.com at SMTP-po 3/18/97 11:28PM (2298 bytes: 38 ln)  
To: fgg at POST1  
Subject: Re: Tobacco, et. al.

----- Message Contents -----

Text item 1: Text Item

Received: by ccmail from emout02.mail.aol.com  
From Zmbz@aol.com  
X-Envelope-From: Zmbz@aol.com  
Received: (from root@localhost)  
by emout02.mail.aol.com (8.7.6/8.7.3/AOL-2.0.0)  
id XAA13711 for fgg@asc.upenn.edu;  
Tue, 18 Mar 1997 23:21:01 -0500 (EST)  
Date: Tue, 18 Mar 1997 23:21:01 -0500 (EST)  
From: Zmbz@aol.com  
Message-ID: <970318232038\_1915793094@emout02.mail.aol.com>  
To: fgg@asc.upenn.edu  
Subject: Re: Tobacco, et. al.

Hi George -

Great to hear from you, you world traveler! I'll never forget the first time I saw you over at Muhlenberg College. I dragged my little kids there--knowing it would be important for them--and you were their very favorite panelist. We sat in the front row.

Anyhow, you do look so good in the pictures, you'd better send me an address so I can send them along to you. You're in with Rene Cherow O'Leary, and others.

By the way, I've also worked with Mary Lou Huchett. We did an inservice in DE together. We met in Boston--at Rene Hobb's conference; and in order to remember each other's names, I called her Mary Beth (my name) and she called me Mary Lou. So we always laughed when we saw each other.

I have a fax machine, and I've had it for 3 months. I still haven't gotten it hooked up--but now doubt a miracle will happen and I will get it done next week! If I don't, I'll send you the FAX # of the school district--I had been on the board there. I have a small grant from AAUW (did I tell you?) It's to make a videokit on the impact of mass media on young women. That's kind of fun. I've also been working with an alternative school here in Allentown.

I train teachers in Northampton and Lehigh County Intermediate Units, and I'm offering one in Bucks County this summer. But . . . . . I still haven't been to Brussels!!! So I better get moving. Actually, lately, I'm trying to devote all my time to writing. When my fax machine gets up and running, I'll have to send you a copy of my latest article on men's and women's magazines. I tried to make it a little funny. Enough. This is getting long. Mary Beth Ziegenfuss

From: fgg at post1 3/18/97 10:32PM  
To: Zmbz@aol.com at SMTP-po  
Subject: Re: Tobacco, et. al.

----- Message Contents -----

Dear Mary Beth - thanks for reminding me of the Muhlenberg meeting. See my address below. But I did not remember that Rene Cherow O'Leary was at that meeting! I though I only met her at Media Lit conference in LA!

Have been trying to call Mary Lou H., but missed. Get you fax machine hooked up and send me fax - number below. Just finishing a research report for the Robert Wood Johnson Foundation; found that only midlife and young women smoke more in prime time than before; everyone else less. This is insidious!

I am interested in your article on men's and women's mags. In trun, want to send you our new Diversity Index showing women's, men's and other groups proportional (or rather disproportional) representation on prime time television. Material you can use in your writing!  
George

L: 20 C: 47 %Full: 5 Highlight(#####): AltF1 Help: F1 End: F10

## Magazine Messages: A Mixed Bag

by Mary Beth Ziegenfuss

Whenever I've needed to get away from everything (and don't have a ticket to the Bahamas) a good magazine seems to do the trick. Wanting something unusual, I headed to Barnes and Noble. With their HUGE section of magazines, they have just about every type available. (Once I even saw a magazine called *Ostrich*.)

Some issue would be there to distract me, lift my spirits, make me laugh, totally engulf me. But on that day I was in for even more distraction than I had been looking for. As I entered, I had to squeeze by a small librarian-type woman setting out stacks and stacks of new women's issues. I commented that there were so many published for women. "Oh, no," she surprised me by saying. "There actually isn't room for too many *women's* magazines. There are so many more written for men. They take up most of the room." Having been an avid magazine reader since my teens, I thought most readers were women. Curious, I decided I must embark on some S.S.R; (semi-serious research). Perhaps I'd find out why there were more men's magazines if women were really the readers.

Looking at the women's publications, I noticed a whole shelf of them with the word "Women." *Women's Day, New Woman, American Woman, Complete Woman, Woman, Working Woman, Woman's World, Woman & Home, and For Women's First.* With so many generic titles, I wondered--

are our interests so alike? What could be on our collective minds? Would there be a Men's Day, New Men, and Complete Man, too? First to collect some data. I thought that by recording the most outstanding headline of the first dozen women's issues I picked up, I'd learn more about the state of women today. Guess what topics I found . . .

New Woman - How Sexy Are You?

SELF-Weight Loss that Lasts: A 4-Part Plan from the DukeDiet Center

WOMAN - Wives Who Cheat - and Risk Good Marriages for Great Sex

Redbook - 6 Secrets of Women Who Love Sex

Fitness - Get a Brand New Butt

Complete Woman - Love, Men and You: Men Reveal Their Secret  
Sexual Desires

McCall's - How to Beat Diet Roadblocks for Good!

Woman's Own - Men's Sex Wish List - 7 Shamelessly Sexy Things  
He Craves But Would Never Tell You

Good Housekeeping - The New Diet Pills: Lose a Little. . . or a Lot

Marie Claire - Men Confide What Makes a Woman Great in Bed

Bazaar - The Shape of Summer--Simply Sexy Dresses, Killer Bikinis,  
Fierce Accessories

Natural Living - The Best SEX: Try These Tantric Techniques

The topics were alike! Sex., diet, sex, diet, sex,! Are these articles a reflection of women today? Personally I've had a love/hate relationship

with the first topic, and the second sounds too much like death--die(t.)

Too much self-improvement without enough self-enjoyment, (unless your counting the seven things you're doing for HIM!) Sure, it's more blessed to give than to receive, but (1) *giving-out* pleasure and (2) *giving up* food?

Without men in the world would women even care? We'd rarely dieting, and of course we wouldn't be worrying about doing those things he wants you to do but won't tell you about. I can picture a strictly women's world with girlfriends sitting around, talking, laughing, having muffins and tea, (or margaritas). Getting a "new butt" would not be a priority!

In case this doesn't sound serious--or even semi-serious to you, think about all the social and political implications. While we're worrying, reading these articles, and obsessing about being sexy, thin, (but still busy) and appealing to men, the guys are out there electing each other for Congress and running corporations. Women can't be concentrating on getting out the vote, helping battered women, or even writing a letter to save the endangered rhino if they're surviving on 2 carrots and a celery stick. Even parenting becomes tricky. How can a mom serve cookies to her child (with a smile) when she secretly want to grab the box for herself and run.

Most depressing of all is the combination of sex and dieting. It can't work! Who wants to satisfy her man in 6 new ways when the walls of her stomach are sticking together from eating only cabbage? Exciting recommendations which include whipped cream make the whole mess

totally impossible! Maybe that's why every magazine had at least one article on stress. Thinking about sex and starvation in the same moment is enough to induce an anxiety attack!

Moving over to the opposite side of the rack, I didn't see a monthly entitled Men's Day, or New Men. Instead, these magazines showed men having a ball doing what they love! Titles like *Flying, Bike World, Cigar Smoker, Gunworld, UFO Sightings* and *Ironman* were the norm. *International Wristwatch* and *Wooden Boat* (really titles) were included in providing all men with a wide range of individual choices. There were tips for men on how to hunt, dive, golf, fish, and build their muscles. No 4-part diet plans or ways to perfect their sexual tantric techniques were featured.

Then I ran into a surprise. . . *Men's Perspective: The American Men's Magazine*. The first article was called, "Are You Good in Bed? Exclusive Dating Survey." Mind-boggling! Here was evidence that men really do think about how well they are pleasing women. But looking inside the cover, I had a difficulty finding the article. After some scanning I found it in an strange place . . . the Humor Section! The title was changed to "Are You Getting Enough?" and it was a dating quiz. The first question told it all . . .

Question #1 How do women treat you on the first meeting?

- a). Like you're a cad.
- b). Like you're their dad.
- c). Like you're Al Bundy.

It was all a joke! My hopes for a soul-searching article for men were dashed. Men didn't have to worry--they just had to show up. While women were desperately working to have perfect make-up, look slim, sexy and appealing, men assumed they were all right just as they were. Questioning themselves came only under the category of "Humor."

Men are just not obsessing about finding out women's shameless sexual cravings or shopping for the ultimate "simply sexy shirt." And they don't feel that same need to lose those nasty nine pounds in order to be appealing!

Fine. It's great for a guy to paint his wooden boat, shine his bike and look for UFO's. It's just a shame that we women can't fit having more fun in between working on a beautiful butt, eating less, and figuring out new ways to be sexy. And if you think this is all enjoyable (e.g. melting down those thighs) think how long the results last! The nail polish chips, the hair tangles, and the butt droop--or expands. Can't we have more ideas for fun without worrying about daily repair?

Maybe a contest with prizes for the best suggestions for "Creating the Carefree Woman" is in order. (Prizes could be a free make-over or a subscription to *Ironman*- -whatever your inclination.) Think about it seriously (or at least semi-seriously,) and send your ideas to me. (Maybe putting all diet and sex articles under the Humor Column might be a start!)

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