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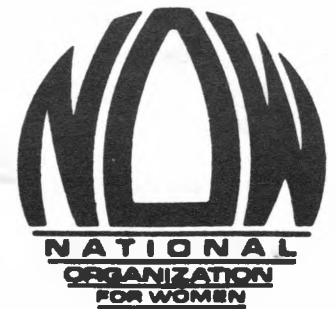
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MAINELY NOW



Vol. I, no. 2

September 1973

Equal Rights Day

Axiomatic but true: we do not know our own strength, nor talent, for the unique, until we see it.

Every booth was filled in the hall of the Augusta Civic Center on Aug. 26, and imaginative items for sale ranged from paintings-on-weathered-shingles to pottery rendered for the occasion by students in a Kennebunkport free school.

The "Myth America" Contest was won by Marilyn Andersen-Richard wearing a costume covered with paper money to dramatize the myth "women own all of the money".

Jane Rosenfeld, as "Little Myth Muffet" who beat the spider to death with her spoon, came in second.

Standing on a black stool labeled pedestal, Rosanna Patane when asked about her favorite measurement, replied, "The size of my paycheck at the end of the week".

Spoofs of advertisements contained such sage adages as "If your husband has a ring around his collar, tell him to wash his neck".

Though humor was the mode of protest, the seriousness of false information and demeaning attitudes were never far from the consciousness of the audience. The program ended with a sing-in of "I Am Woman" by Helen Reddy, accompanied on the guitar by Becky Claxton, Brunswick. Judges were Antoinette Mike, Freeport; Margaret Nobel, No. Windham.

CONFERENCE PLANNED

Members of the Coalition for the ERA met at noon in the auditorium of the Civic Center on Aug. 26.

Pat Ryan, acting chairperson, suggested five divisions of concern: Research, Speakers Bureau, Publicity & Public Relations, Organizations, and Funding.

When need for local participation was stressed, the state was divided into six districts. Ms. Ryan agreed to appoint State Coordinators to head the task forces. Each Coordinator would then select from participating coalition groups a chairperson in each of the six districts to head each of the task forces.

Judy Pickering, ERA Coordinator from Connecticut, agreed to conduct a technical lobbying workshop at the conference on Sept. 16, Holiday Inn, Augusta. The key speaker is scheduled to address the coalition at 10:30 a.m.

WATER OVER THE DAM?

Murray Chotiner, Nixon's campaign manager in the race that defeated Helen Gahagen Douglas's bid for US Senator, is the same man who hired Mrs. Lucianne C. Goldberg at \$1000 a week to spy on the McGovern Campaign. She is the author of Purr, Baby, Purr, a book that scored the feminist movement.

continued pg. 2

Another part of the day's activities included selection of candidates by ballot for Right-On Sister and Brother Awards.

Governor Curtis will receive the Right-On Brother Award at a brief ceremony in Augusta on Sept. 5.

The President of NYC NOW, Judy Wenning, will personally present to Shirley Chisolm the Right-On Sister Award.

The Sexist Pig of the Year Award went to Millard Pray, an honor bestowed on him by fellow members of the Augusta JC's who loaded the ballot box.

The day long festivities ended with a high spirited softball game between an All State Women's Team based in Auburn

and the Augusta Jaycees. The final score: JC's 13, All State 10.

Disappointment by the partisan crowd was eased when a Jaycee confessed that a switch in the last three innings to "slow ball pitching" gave the men the advantage.

Connie Densmore, Bangor, the umpire and an official in the Softball League sparked the crowd by the style of her professionalism.

Winged trophies were presented to the winners and the runners-up. One visitor from Conn. was heard to say, "This is the most interesting ball game I've seen in years". Several other spectators hoped it would become an annual event.



THE NOW GENERATION -- Mrs. Annie Mank, 104-year-old liberated woman, second from right, rallied her "young" friends to help with the ERA Day cause in Augusta, Aug. 26, by making a quilt for the door prize. All four women are residents of the Rockland Convalescent Home. Becky Claxton, Brunswick, won it, and the ERA NOW won too -- from the proceeds.

now & THEN

"The AFL-CIO and the Maine State Federated Labor Council oppose this women's rights amendment because it would wipe off the books much protective legislation that organized labor has won for women over the years."

MAINE STATE LABOR BULLETIN
Feb. 2, 1973

"Maine Attorney General Jon A. Lund has ruled invalid a number of protective labor laws concerning women. The laws were stricken from the books on the basis of the U.S. Civil Rights Act of 1964."

MAINE TIMES, Aug. 24, 1973

(editors: as our testimony at the ERA hearing so stated.)

"The whole education of women ought to be relative to men. To please them, to be useful to them, to care for them, and to make life sweet and agreeable to them. These duties of women should be taught them from their infancy."

Jean Jacques Rous

"Woman's world is her husband, her family, her children and her home. We do not find it right when she presses into the world of man."

Adolf Hitler

"Apparently, the one thing on which men of all political persuasions have always been able to agree is the need to maintain the sexist system that confines women to a second-class status and insist that their lives ought to revolve around the service of man."

Lucy Komisar, author, VP
for NOW from a speech "A Feminist Manifesto"



SCREAMING BUSLOADS OF WOMEN at Maine Senate chambers, March, 1973.
'One Man Rule' cartoon relates to FDR's packing of the Supreme Court.

sanity

"What would happen if one woman told the truth about her life?
The world would split open"

From the poem "Kathe Kollwitz" by
Muriel Rukeyser

bibliography

The Church and The Second Sex;
Mary Daly (revelatory and
scholarly) 1971

Lesbian/Woman by Del Martin and
Phyllis Lyon (the most definitive
book on the subject); 1972
paperback

Everything Woman Needs to Know
to Get Paid What She's Worth;
Caroline Bird, 1973 (practical
text)

Masculine/Feminine, 1969, edited
by Betty and Theodore Roszak

The Awakening; Kate Chopin, paper-
back. (identity crisis; banned
in its day, 1899; a classic)

Memoirs of an Ex-Prom Queen;
Alix Schulman (novel about the
fifties)

After Nora Slammed the Door;
Eve Merriam (American women in
the '60s)



Buttons available from Maine NOW
State Steering Committee, Box 773,
Portland, 04104.

Maybe GREEN??

The newspaper said Mrs. Mitchell said she had seen a "leather - bound campaign strategy book," containing plans for "dirty tricks," which was written by Nixon and his former aide, H.R. Haldeman.

She was quoted as saying the book included "the procedures of everything that has happened—I saw it with my own eyes."

The Star-News said it had contacted presidential Deputy Press Secretary Gerald L. Warren, who said there is not and never has been a brown leather book connected with the 1968 and 1972 campaigns.

MASS COMEDIA

According to Lewis A. Engman, chairman of the Federal Trade Commission, the average child will graduate from high school having spent more than 22,000 hours watching TV, and will have had the opportunity to view 350,000 commercials (Approximately 9 years of eight hours daily).

These are the 54 million consumers who as very small children cannot distinguish between fantasy and reality.

In a speech before the American Bar Association Engman went on to say: "If television advertising deceives your children, if it frustrates them through false or misleading promises, if it promotes the sale of dangerous toys or other products, if it fosters dietary habits which endanger health --if it does any of these things, I think television advertising directed at children will soon find itself circumscribed by legal restrictions and legal requirements."

Information available from ACT
(Action for Children's Television,
46 Autstin St., Newton, Mass.
(617-244-5941)

see it NOW

The University of Maine at Portland-Borham has taken positive steps in good faith towards eradicating discrimination:

- Development of an "anti-nepotism" policy which doesn't discriminate against spouses or relatives of employees.

- Promulgation of a "child bearing and rearing" policy which enables employees to bear or spend time rearing children without losing their jobs or chances for promotion.

- Design of recruitment and hiring procedures insuring that women and minority candidates for positions will be sought out as well as hired.

- Establishment of a grievance procedure which has already resulted in settlement of five complaints.

- Revision of the university's catalog to "eliminate the inappropriate use of gender terms, specifically the use of masculine pronouns as referents for both males and females"

HOWEVER

- Of 644 employees included in HEW's survey, only three were members of minority groups.

- Only three of UMPG's full professors are women. Only 75, or 28 percent, of the university's 263 teachers are women

- Of 119 faculty members who hold tenure, 2, or 18.5 percent, are women. Sixty percent of male faculty have this security, while only 45.3 of female faculty hold tenure.

- While 1970 census data indicate that the percentage of Franco-Americans with French as the mother tongue in York, Oxford and Cumberland counties is 23.5, 1.3 and 5.9 respectively, only 1.2% of the university's faculty is Franco-American.

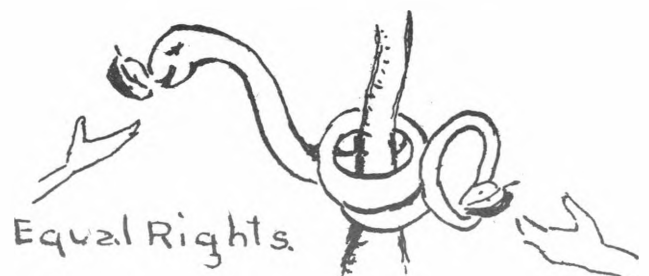
Evidence of discrimination by employers is often described to NOW after the fact. If you are being discriminated against:

1. Keep a daily journal as evidence, stating who, how and when, what and where. Record conversations and actions.
2. To find out whether your complaint is justified, and how to file it, contact Robert Talbot, director, Human Rights Commission, Augusta

TEENAGE PROGRAM

Suspecting the article, "Children's plan: abortion center for adolescents" (Boston Globe, Aug. 23, 1973) reflected the bias of the reporter as to what was newsworthy in the Hospital's Teenage Program, we called the Public Relations Department of Children's Hospital in Boston.

The program consists of eight major concerns. Pregnancy counseling, abortion, and birth control represent only one facet of teenage problems. Other areas of concern include: Athletic Injuries, particularly follow-up care; Suicide, one of the leading causes of adolescent deaths; School Health; many two year institutions, secretarial schools, etc. are not large enough to have adequate facilities; Venereal Disease; emphasis on early diagnosis and treatment in confidentiality; Marriage Counseling, considered a necessity based on statistical evidence that a disproportionate number of battered children are the off-spring of teenagers in legal marriages or living in marriage roles; Identity Crisis; drop-outs or runaways seeking guidance; Drugs & Alcohol, based on a conviction that early intervention reduces addiction.

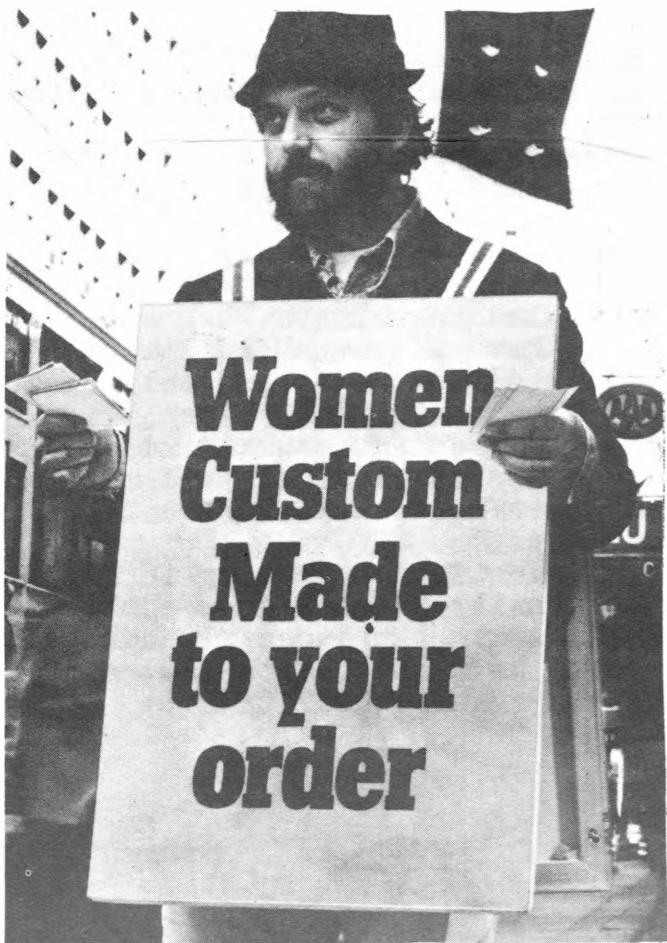


Write-On

(Ed. note: M. White's column in the Biddeford-Saco Journal, Nov. 24, 1972, is reprinted here to emphasize how we are programmed by repetition. "The truth shall make you free.")

On a less serious scale the crossword puzzle in The National Observer (Aug. 11, 1973) has a definition: "Burned item." The answer is BRA. Despite such repetition which becomes part of the mythology, bras were NOT burned. So history is falsified.

madison Avenue



Ad in Intellectual Digest, Sept., 1973, for "Science Fiction Book Club."

The White Paper

Muskie got worst Commentator treatment

By MARYLINE WHITE

Everybody's gotten into the Analysis Act.

Now there's an outfit called Alternative Educational Foundation Inc., of Bloomington, Ind.

Step aside all you Ralph Naders, Common Causes and pollsters: You had your day in court before the elections.

Time now for a new wrinkle called analyzing the news treatment of the recent presidential campaign on network news programs.

The Foundation lists no credentials, and — naughty, naughty — no sources of funding. However, we assume it's non-profit and if it isn't well probably soon hear about that.

The report is interesting in that it attacks the melody of the recently played primary campaigns, and not the lyrics as heard on your favorite nightly TV news show.

By melody, the Foundation means network coverage, and the theme or tone picked up by reporters and established through repetition by commentators and analysts.

No attempt was made to tackle the words — in terms of specific evidence of political bias. Only themes struck and perpetuated.

And only in the Democratic primaries, for obvious reasons.

"Overall, George McGovern and George Wallace received favorable coverage from the networks while Edmund Muskie and Hubert Humphrey were given relatively unfavorable coverage," the report states.

Also, generally speaking, the study found the content of TV news coverage was dominated by campaign dynamics rather than issues, and that networks played the tune with metaphors like "the game of politics" and "the campaign is a horse race" resulting in a "cynical vision of American politics," by the networks — and naturally, easily transferable to viewers.

Here is a capsule of the report's theme or melodious findings on the campaigns of McGovern, Wallace, Humphrey and Muskie.

McGovern: a positive political image, described as a candidate on the upswing. In the New Hampshire primary, he was described as a surging underdog; after Wisconsin, the emerging frontrunner; in

California, he was the confident, comfortable frontrunner with increasing momentum.

Wallace: favorable image, however, described early in the primaries as a regional one-issue candidate. After Wisconsin, he became an anti-Establishment populist who articulated the frustrations of many voters. The theme emphasized his broad base and surprising showings in the primaries.

Humphrey: unfavorable because he was characterized as an old-line politician, a victim of traditional party politics. The traditionalist role cast for Humphrey prevailed over his actual ideological center ground as an answer to the left ground of McGovern and the right of Wallace's.

Muskie: Maine's presidential aspirant got the worst treatment of all. Overall, he was portrayed from the beginning of the primary season as a "struggling" candidate. The fact that he was a frontrunner got lost in the shuffle because it was always linked with "struggle." It imposed artificial demands.

In New Hampshire, for example, networks determined that Muskie needed 50 per cent of the vote to preserve momentum. Muskie complained with justification that he was campaigning against a "phantom."

Then, after winning with 48 per cent, Muskie was portrayed as a faltering frontrunner now struggling to regain momentum. After Florida and Wisconsin, he was a former frontrunner struggling to preserve his candidacy from collapse. Definitely negative all the way.

Lesser Democratic primary candidates were referred to as "dark horse" or "minor" candidates, emphasizing remote chances for success and minimizing their campaign efforts. Except for Shirley Chisholm, who emerged with a favorable image because her campaign was reported as a symbolic political gesture.

Now, what if they ever did this kind of study on commentators and analysts?

Would they be characterized as incisive? Prejudiced? Heretical? Bland? Witty? Disreputable?

We think we'll just get out of this one while the getting's good.

OUR RIGHTS are wrong?

R means right vote
W means wrong vote
A means absent

task forces

HOWEVER

Sept 13 GPNOW Annual meeting; election of officers
Sept 16 ERA COALITION CONFERENCE, 10-5 Holiday Inn, Augusta
Sept 20 Tennis match; Billie Jean King vs Bobby Riggs, 8:00pm AB
Sept 26 Kennebunk NOW business meeting, 7:30. All welcome.
Sept 28 Women's Political Caucus Fund Raising Event, now Sherato.
Inn, South Portland, \$12.50 a person
Oct 10 Kennebunk NOW, Self defense demonstration for women by
two 'black belts',
Oct 27 Halloween Fun Raising, feminist benefit. Contact Bobbie
St. Jean 839-6216 or Fran Harriman 839-4076

Mainely NOW is free to Maine Now members. All others, send \$3 to keep us fluid and keep your copies coming.

Enclosed: ___\$3 for 12 monthly issues ___\$10 NOW national dues
___\$5 special membership for some students and others who
can't pay more. Indicate reason for thic choice.

Checks payable to: National Organization for Women
c/o Maggi McLaughlin, Treasurer
16 Fairmont Street, Portland 04103

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If joining NOW, please add:
Home phone _____ Business phone _____ Occupation _____

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