

WDTH

AIRWAVES

100

A Service of Continuing Education and Extension



University of Minnesota, Duluth

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**Miles Davis Featured on "One For The Road"  
Sunday, Dec. 27, 6:00 p.m.**

# Report to the Listener



By Tom Livingston, Station Manager

### Marathon Wrap-Up

As you may already know, some 560 callers pledged about \$17,500 toward our goal of \$20,000 during the 10 day event. The average pledge was \$31.25—the first time we've broken the \$30 pledge level. The most exciting moments were provided by an extra half-day that was tacked on because of the beautiful weather on the last weekend of the marathon. While we considered continuing until we reached our goal, we felt that we owed it to those who had already pledged to honor our second announced deadline. The dozens of people who called to pledge, to upgrade a previous pledge, or just to cheer us on helped to end the marathon on a jubilant note. To help make up the difference between the total and our goal (about \$2500) we will be planning some benefits during the next six months or so. The first of these will be the benefit for Wise Women Radio on December 4 (see article). If you would like to help out by having a benefit (spaghetti dinner, music event, etc.) in your area, contact either Jean Johnson or myself at (218)726-7181.

### Minnesota's Financial Problems

As announced during our marathon and in news stories throughout the state, Minnesota is now projecting a tremendous shortfall in tax revenue for the two year period ending June, 1983. The University of Minnesota has announced that the university's share of a cut could amount to more than \$50-million. Among programs that might have to be cut, University President C. Peter Magrath listed WDTH. Despite this rather grim scenario, we main optimistic for several reasons.

1. WDTH is now at the minimum level for support from the Corporation for Public Broadcasting. Any cuts would take us below that level and cost about \$30,000 annually in lost support.
2. While the university contributions (\$60,000) represent a crucial percentage of our operating budget, it would make a relatively small dent in the potential university-wide deficit.
3. If the university chose to close WDTH, it would be gaining a small amount of funds over what is hoped to be the short term of the state's fiscal crisis. At the same time, it would be excluding the possibility of returning to radio at the conclusion of that period. A frequency would not be available, and even if it were, the cost of recapitalizing the station would be in excess of a half-million dollars.

4. WDTH is providing a valued and valuable service to thousands in Northeastern Minnesota.

While we feel these are strong arguments for continuing the present support level, the lesson of WGGL in Houghton, Michigan (which was closed by Michigan Tech in a similar fiscal crunch), tells us that anything can happen. The Minnesota State Legislature will meet in special session starting December 1, and nothing concrete will happen til then. Needless to say, we will keep you informed.

### NPR Membership

We've just learned (Nov. 16) that WDTH has been accepted by the NPR board of directors as a full member of WDTH effective when we start using NPR programs. This will likely be in two or three months as we first receive funding and then purchase and install the necessary equipment as described in earlier issues of "Airwaves." A holdup in processing the contract from CPB (the Corporation for Public Broadcasting) has pushed back the anticipated start-up date to February or March.

### WDTH Staff

- Station Manager ..... Tom Livingston
- Program Director ..... John Ziegler
- Asst. Program Director ..... Paul Schmitz
- Engineering ..... Kirk Kirsten
- Producer/Outreach ..... Jean Johnson
- Layout ..... Bryan Vollman

AIRWAVES is the monthly program guide of WDTH, which is the 100,000 watt public radio station at the University of Minnesota-Duluth. WDTH is part of University Media Resources, a department of Continuing Education and Extension at the University of Minnesota. WDTH's program philosophy is to provide the highest quality non-commercial programming, including music, news and public affairs, and information programs. WDTH encourages interested persons to become volunteer programmers, and manuscripts and artwork will be considered for publication in AIRWAVES. WDTH is a member of the Association of Minnesota Public Radio Stations and an associate member of the National Federation of Community Broadcasters. WDTH is funded by the University of Minnesota, the state legislature, a student service fee, and listener contributions. Membership in WDTH is as follows: individual, \$25; family, \$35; sustaining, \$50; Century Club, \$100; student/fixd income, \$10. Membership includes a subscription to AIRWAVES. Subscription to AIRWAVES alone is \$5 yearly. WDTH is located in 130 Humanities Building, University of Minnesota-Duluth, Duluth, MN. 55812. Our telephone number is 726-7181.

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, creed, color, sex, national origin, or handicap.

### Reaching Out

by Jean Johnson

I'd like to thank the volunteers who worked so hard during the Fall Marathon. They showed their enthusiasm and commitment in so many ways—by staying up all hours of the day and night to do shows and take pledges; by doing endless hours of tedious paperwork; by their extra efforts in checking details and bringing friends into the fold; by the joy in their faces when the phones rang! It seems silly to say it, because it's so obvious, but just so you know we know: We couldn't do it without you!

A special note of appreciation to volunteer Lynn Retka, who is graduating this quarter with a master's degree in Communicative Disorders. She's been a hardworking supporter of WDTH for so many years, we don't know what we'll do when she moves away.

Thanks, too, to the many supporters who called in their pledges and encouraged during the marathon. It was an exciting time, and it was wonderful to hear from all of you.

We greatly appreciate the interest and support of B. Dalton Books, which provided a first for us this marathon by having a "Book Fair" in which a percentage of sales on one cash register at the Normandy Mall store went to WDTH. The staff at B. Dalton was very helpful, and the event brought nearly \$400 to WDTH. The live music provided by area musicians, among WDTH's staunchest supporters, was a great attention-getter, and many Mall shoppers and passers-by now have a good feeling about WDTH.

### Wise Women Present Arts Fair

The Wise Women Radio group is organizing an "Arts Fair Benefit" to raise funds for WDTH and to promote Wise Women Radio and local artists and performers. The event will take place in UMD's Kirby Rafters on Friday, December 4, from 12 noon to 7 p.m.

Artists and craftspeople can rent tables from the Wise Women group; there will be films about women, a bake sale, and performances by the following area musicians:

- 12:00 Biz White
- 1:00 Barb Hall
- 2:00 Diane Subject
- 5:00 Sue Larson-Hagge & Cathie Hice Hall
- 6:00 Deb Anderson

Some of the craftspeople will be demonstrating their skills, including Kath Anderson, one of the Wise Women producers, who will make a pine bough wreath which will be given away as a door prize.

Calico Records, a distributor of women's music recordings, will be on hand with a large selection of records.

As AIRWAVES goes to press, reservations have been made by craftspeople offering quilts and other quilted items, witches, paintings, stuffed dolls, feather jewelry, leather goods, pottery, knitted items, dried flower arrangements, Christmas decorations, and snacks. There will be lots more; craftspeople interested in reserving a table can do so by calling Jean Johnson at 726-7181.

The public is invited; there is no admission charge.

### Course for Credit offered on WDTH—"Dignity: A Human Right."

WDTH, in cooperation with Extension Independent Study, broadcasts degree-credit courses. Each radio course is an integrated program of instruction designed for the independent learner—all of the course requirements can be completed by mail. Each "course package" consists of the radio broadcasts, a study guide, texts, and instructor feedback. Radio courses generally follow the University's academic quarter schedule, although an extension of three months is granted to people who require additional time to complete course assignments.

The course "Dignity: A Human Right" will be broadcast Mondays and Wednesdays at 7 p.m. beginning January 4.

The course description in the Social Studies (General College) section of the Extension Independent Bulletin reads as follows:

An examination of the human service delivery system as experienced and perceived by the consumer. Concepts, problems, practices, and methods have wide applications in variety of settings. Included are analyses of self-perpetuating, although obsolete, policies and practices, and a questioning of rationales for their retention. Identification of factors which contribute to the dehumanization process with suggestions for improvement.

The instructor is Miriam Karlins. 4 credits.

### Organizational Members

The following are Organizational Members of WDTH. We gratefully acknowledge their support.

- Arrowhead Music
- The Artery
- Autowerks
- The Book Post
- Builders & Laborers Commonwealth
- Dain Bosworth Incorporated
- Dew Glass Studio
- Endion Station Craft Shop
- Greunke Inn
- Minnesota Power
- Mus-Kee-Tow Woodcraft
- Natchio's Restaurant
- North Shore Jewelry
- OSO Construction
- Sidetrack Restaurant
- Superior Stove Works
- Tweed Museum Gift Shop

**WDTH**  
Folk Music On  
FM 103

- Folk & Blues Show  
Fridays at 2 pm
- Second Saturday Show  
LIVE RADIO FEATURING AREA MUSICIANS  
Monthly at 3 pm
- Folk Migrations  
Saturdays at 3 pm
- Blues 'n' Things  
Sundays at 3 pm

Broadcasting from the University of Minnesota-Duluth  
A Service of Continuing Education and Extension

# Letters from Listeners

## Live Wise Women Marathon Special

Excellent program tonight!

Your presentation was highly personal and that was most appropriate tonight. Anyone who was listening had to come away feeling like this is a dynamic, dedicated bunch of women who we are lucky to have working for us. I and many others sure hope you keep these going. Unlike the seniors program (by the way, its demise was news to me), I think there is only going to be increasing interest in this program.

Ann Schimpf  
Duluth, MN.

## Greetings From Afar

First of all, I haven't been getting an Airwaves every month like I would like. Please send one!

Here's my contribution—I don't know if my pledge got written down or not. I hope all went well for the station during the marathon.

As goes without saying, WDTH (soon to be KUMD, I understand) is better than any stations down here although I did listen to a station in Dayton on the trip here that was playing some T-Bone Walker and stuff like that. There is a jazz station here that's not bad, but everything else is pretty run-of-the-mill.

Well, keep the airwaves healthy up there. I'll be in town sporadically over the next four years so I'll try to stop in.

Jim Keller  
Columbus, Ohio

## New Fan

I'm new to the North Shore and can't tell you what a treat it was to hook up my receiver and tune WDTH in. I'm a devoted listener and enjoy ALL of your programming, especially "Soul Arrival," "Black Cries from the Ghetto," and late night Sunday gospel programming. WDTH appears to care about serving its community. Thank you very much!

Cynthia M. Gillespie  
Tofte, MN.

## Madly Enthusiastic

Marathon Madness runs over the DTH airwaves now and I guess its high time I got to it so here it is. We listen to you all the time and without you would go mad.

The signal comes in real strong which is a blessing cause nearby neighbors—eight miles away—get a come-and-go kind of reception. The Folk 'n Blues program is a big favorite up here, especially the country blues, so keep it coming and we sure do appreciate it. Don't let all this money ruin a good thing by letting it get too big. Thanks.

Gordon Thorne  
Finland, MN.

## High Priority

You're the greatest—enjoy your blues and jazz—like your Soul Arrival change. Feel a priority should be to use the tower available so your signal can be shared by many more people—they'll love you for it. I've discovered so much music thanks to WDTH.

A Listener in  
High Bridge, WI

## Censorship ?

On 10/24 afternoon, we were listening to Gil Scott Heron's "Grade B Raygun" song and noticed that you censored words out of it.

Then you played some "blue grass-gospel-whatever" in which you did not censor any use of God words.

What is going on here? Has free speech ended for those people who do not take the traditional line of life story?

As we are concerned about equality to all forms of thought, we'd appreciate an explanation. Thank you.

OSO Construction  
Mason, WI

Manager Responds: Our policy on broadcasting (or not broadcasting) material is based on FCC and WDTH policies on obscenity and profanity. In our estimation, "Grade B Movie" does NOT violate these guidelines. The version you heard was the "single" provided by the record company for commercial broadcast. The editing was their work and not ours. It was used in place of the version from the album because the album was missing at the time. I trust you have heard the original version both prior to and subsequent to the incident you mention. As to why we broadcast "Black Cries From the Ghetto," our black gospel music program, the decision is a strictly aesthetic one. Black gospel music is at the bedrock roots of jazz and contemporary music of today. While there may be an argument to be made about the delivery of "Black Cries," it is the judgement of WDTH Program Director John Ziegler that the program is in fact an important and legitimate part of our weekly broadcast schedule. I hope this clarifies this issue for you and I'd be pleased to discuss this further with you.

Tom Livingston  
Station Manager

## Spice of Life

I really enjoy the folk music and the punk music, especially when they and all other types of music are integrated together in a show—you never get tired of hearing the same music over and over because of the versatile programs.

Gloria Haugen  
Duluth, MN

## Edible Support

We've enjoyed listening as you struggle on toward your goal and decided to send along a little of our appreciation. We hope you'll be able to get some of the staff together to share this extra bag of wild rice amongst yourselves. Hope you reach your goal—

Louise and Todd Kneeland  
Sturgeon Lake, MN.

## Short Cuts

WDTH is outstanding! (Ely)

Love the programming—Thanks! (Duluth)

Best station in Duluth. (Duluth)

Best radio in U.S.A. (Duluth)

We truly enjoy your programming, have for three years. Do not favor a big increase in news times; hope you can find a spot of Jazz Alive. (Duluth)

Please soften the blow that strikes during the transition from Jazz Expansions to Moondance. Thanks for listening. (Duluth)

## Women in Broadcasting

by Jean Johnson

**This article grew out of a presentation I made at the Women's Studies Brown Bag Series in early November. Readers are reminded that the Brown Bag Series is free and open to the public; it's held at noon every Monday during the quarter in Room 323, Kirby Student Center. That's across from the Residence Hall Dining Center in the skywalk.**

In the book HEARTH & HOME: IMAGES OF WOMEN IN MASS MEDIA, sociologist Gaye Tuchman describes what she calls the "Symbolic Annihilation of Women by the Mass Media." She reminds us that in the average American household, the television set is turned on more than six hours during each winter day. More American homes have TV sets than have private bathrooms; and by the time the average child is 15 years old, she has watched more hours of TV than she has spent in the classroom. What images, Tuchman asks, is this child receiving—what picture of womanhood? In studies done between 1954 and 1975, males have dominated the screen. Even in soap operas, presumably made for women, men are a "simple" majority—just over half of the characters are men. In the rest of TV's programming, there are two men for every woman shown on the screen. Children's cartoons have even fewer women and female characters.

Tuchman concludes that the message here is that women don't count for much in our society.

This view is reinforced by the treatment of the women who do appear on the screen. When a show reveals a person's occupation, that person is most likely to be a male. Even in the soaps, where men are only just over 50% of the characters, more males are workers than females. Women workers are often shown as incompetent or subservient to men. As examples, Tuchman cites "Police-woman," where Pepper is always having to be rescued from some dire situation by her male colleagues, and "The Doctors," where the male doctors are often shown performing surgical operations, and the female doctors more often shown pulling files or filling out forms.

Women are more likely to be shown as victims of violence than as aggressors. Marriage is portrayed as the best condition for a woman, since single women are more likely to be victims than married women; working women more likely to be villains than housewives. Two out of three TV women are married, have been married, or are engaged to be married—compared to most TV men, who are single and always have been.

Even in the area traditionally reserved as woman's sphere, problem solving in the home, TV men take the dominant role, especially in advertising, where they are forever telling housewives how to make their floors shine or get the static cling out of their clothes.

Tuchman hypothesizes that this "symbolic annihilation of women" is done for commercial reasons, that is, to build audiences to sell to advertisers, network television consciously or unconsciously places women in inferior roles.

But this hypothesis is not borne out by one study, by Isber & Cantor, who asked "Where are the women in Public TV?" The assumption was that public TV, being somewhat isolated from the commercial considerations of the marketplace, would show more women, and portray them in a more positive light. But Isber & Cantor were forced to answer their question by concluding that the women in public TV are "in front of the set." Public TV didn't do much better than commercial TV in its treatment of women. Commercialism is not solely responsible, they said; television captures societal ideas even when it's divorced from the marketplace.

However, an examination of advertising itself tends to support Tuchman's hypothesis, by adhering to the same patterns as the programming in an even sharper negation of the role of women. Comparing the number of

ads in which all actors and voices were those of men to the number of all-female ads, Tuchman found that there are three times as many all-male ads as all-female ads. And observing the use of voice-overs (that voice of authority you hear without an accompanying body), Tuchman points out that 87% of voice-overs are male voices. Overwhelmingly, ads show women as men's domestic adjuncts, as dependent on men, as household functionaries. Seventy-five percent of ads using females are for products found in the kitchen or bathroom.

## Broadcast News: Mirror, Mirror

Two-thirds of respondents to a survey said they use TV and radio as their main source of news information. And another recent study indicated that TV news has more credibility than newspaper or magazine news: people indicated that they trusted the avuncular anchormen more than the reporters in their daily papers or the editors at Time and Newsweek. Broadcast news, of course, is in many ways a mirror of our society, and it's not surprising that traditional values and roles predominate here as well as in dramatic programming and commercials. Once for a class exercise I listened to a radio newscast simply to count the numbers of men and women involved, and to observe in what roles they appeared. The anchorperson was a woman, which was unusual in itself; the only reporter was a man. Seven news

(continued)

Mon.-Thurs.	Friday	Saturday	Sunday
6:00 Awakening 10:00 Press Review 10:15 Mid-Morning Report 10:30 Album Feature 11:00 Noon Song 1:30 M. - Third World of Music T. - Wise Women Radio W. - Equal Voice T. - First Person Radio F. - On Campus 2:00 Workshop 4:45 Evening News 5:00 Harmony of the Spheres 7:00 Insight 8:00 Jazz Expansions 11:00 Moondance 2:00 Sign-Off	6:00 Awakening 10:00 Press Review 10:15 Mid-Morning Report 10:30 Album Feature 11:00 Noon Song 1:30 On Campus 2:00 Folk N' Blues 4:45 Evening News 5:00 Harmony of the Spheres 7:00 Guitar Forum 8:00 Soul Arrival 11:00 Moondance 3:00 Sign-Off	7:00 Awakening 12:00 Noon Song 3:00 Folk Migrations 6:00 Soul Arrival 9:00 Jazz Expansions 12:00 Moondance 3:00 Sign-Off	7:00 Awakening 12:00 Noon Song 2:30 Black Crys From the Ghetto 3:00 Blues N' Things 6:00 One For the Road 7:00 Insight 8:00 Wise Women Radio 8:30 Marconi's Wireless Theatre 9:00 Jazz Expansions 12:00 Moondance 3:00 Sign-Off



## DECEMBER Highlights

### Women's Programs for December

#### Wise Women Programs for December

**Sunday, Dec. 6 & Tuesday, Dec. 8:** Coming Out Stories. A lesbian talks about her life and experiences coming out.

**Sunday, Dec. 13 & Tuesday, Dec. 15:** LAPSAC, The Lakes Association for Parents & Professionals for Safe Alternatives in Childbirth, endorses five standards for safe childbearing: nutrition, skillful midwifery, childbirth education, home birth, and breastfeeding. Members of LAPSAC talk with Gretchen Van Hauer.

**Sunday, Dec. 20 & Tuesday, Dec. 22:** A look at holiday music.

**Sunday, Dec. 27 & Tuesday, Dec. 29:** Interview with Duluth native Linda Rydell, an accredited herbologist and iridiologist. She is currently practicing at the Center for Natural Health Education in Minneapolis.

Programs are aired at 8 p.m. on Sundays and 1:30 p.m. on Tuesdays.

### Tuesday - 1

**5:00 - Dvorak:** Piano Quartet in E-Flat, Op. 87. Arthur Rubinstein and members of the Guarneri Quartet. (RCA LSC-3340).

**7:00 - Insight**

**8:00 - Tonight on Jazz Expansions** the music of alto saxophonist Art Pepper from his brand new release, "Saturday Night at the Village Vanguard," recorded in the summer of 1977.

**11:00 - Tonight** the music of several Minnesota based and Midwest bands from the new Twin Tone release called, "Big Hits of Mid-America Volume Three." Music by The Suburbs, The Commandos, Curtiss A., The Hypstrz, etc.

### Wednesday - 2

**5:00 - Prokofiev:** Piano Sonata No. 6. Van Cliburn. One of Prokofiev's most majestic and grand sonatas for the piano. (RCA LSC-3229).

**7:00 - Equal Voice**

**7:30 - Minnesota Issues**

**8:00 - Arthur Blythe** has a release called "Lenox Avenue Breakdown" from 1979 and tonight we feature it on Jazz Expansions.

**11:00 - The sounds** tonight of the Byrds from a release with some of their best known tunes: "Mr. Tambourine Man," "Turn! Turn! Turn!," "The Times They Are A-Changin'" and more.

### Thursday - 3

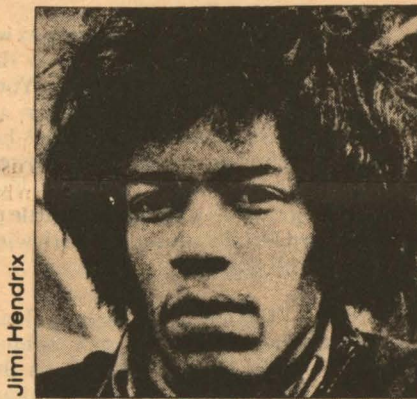
**5:00 - Tchaikovsky:** Symphony No. 6 in B Minor, Op. 74, "Pathetique." Dimitri Mitropoulos conducts the New York Philharmonic. (Odyssey 32 16 0216)

**7:00 - Local Insight**

**8:00 - Sonny Rollins** never ceases to be interesting with his tenor sax acrobatics, tonight you get a chance to hear memorable moments from his Blue Note days on our album feature, "Newk's Time" on Jazz Expansions.



Sonny Rollins



Jimi Hendrix

**11:00 - The Jimi Hendrix Experience** tonight from the L.P. "Are You Experienced" with Noel Redding (bass) and Mitch Mitchell (drums). All the classics here tonight: "Purple Haze," "Foxy Lady," "Fire," "Third Stone From The Sun" and more.

### Friday - 4

**5:00 - Boulez:** Pli Selon Pli. Pierre Boulez conducts the B.B.C. Symphony Orchestra with soprano Halina Lukomska. The title of this major work by the French avant-gardist means "fold according to fold" and comes from a Mallarme poem. (Columbia 30296)

**7:00 - Guitar Forum**

### Monday - 7

**5:00 - Chopin:** Piano Sonata No. 3 in B Minor, Op. 58. Arthur Rubinstein (RCA LSC-3194)

**7:00 - Equal Voice**

**7:30 - First Person Radio**

**8:00 - The latest** release tonight from pianist Kenny Drew entitled "For Sure!" with Charles McPherson (sax), Sam Noto (trumpet) and others.

**11:00 - Eric Clapton** is our featured artist tonight on the Moondance program from his 1981 release "Another Ticket." This album was released just shortly before Clapton was to perform here in Duluth and it shows him in a current setting.

### Tuesday - 8

**5:00 - Gliere:** Ilya Murometz (Symphony No. 3, Op. 42). Eugene Ormandy conducts the Philadelphia Orchestra. A long, programmatic symphony based on ancient legends about a Russian folk hero somewhat like our Paul Bunyan or the Anglo-Saxon Beowulf. (RCS LSC-3246)

**7:00 - Insight**

**8:00 - Charlie Haden** and the late Hampton Hawes made a beautiful team recording together, tonight we feature "As Long As There's Music" which was the last time they ever played together.

**11:00 - Tonight** the music of Levon Helm from his solo recording with Steve Cropper, Roger Hawkins, Jimmy Johnson and the rest of the Memphis/Muscle Shoals rhythm section.

### Wednesday - 9

**5:00 - Music in Honor** of St. Thomas of Canterbury. The Accademia Monteverdiana and the Trinity Boys' Choir are directed by Denis Stevens in selections from this recording of Medieval Carols, Conductus, Motets, Masss, and Plainsong. (Nonesuch H-71292)

**7:00 - Equal Voice**

**7:30 - Minnesota Issues**

**8:00 - Zoot Sims** has made his mark with the tenor sax, tonight we hear him on a different horn from an L.P. aptly titled "Soprano Sax."

**11:00 - Ry Cooder** has been and continues to be one of the most interesting and innovating musicians on the scene today. Tonight on the Moondance program we feature his "live" recording called "Boarderlive."

## DECEMBER HIGHLIGHTS (cont.)

### Thursday - 10

**5:00** - Duluth-Superior Symphony Orchestra Special. A preview of the Holiday Concert by the orchestra to be played in the Duluth Auditorium Sunday, December 13 at 3 p.m.

**7:00** - Local Insight

**8:00** - A brand new cookin' recording from Charles Earland tonight on Jazz Expansions program called "Pleasant Afternoon." Tune in tonight and check out the swingin' sounds of this hot Hammond B-3 ace.

**11:00** - The searing guitar work tonight of Albert Collins from his brand new release "Frozen Alive," which was recorded at the Union Bar in the Twin Cities in March of this year with his regular band. A.C. Reed, Casey Jones and all the members of one cookin' blues band tonight.

### Friday - 11

**5:00** - John Adams: Phrygian Gates for Piano. Mack McCray is the soloist in this broad and monolithic work in which the "gates" of the title refer to the moments of change in figuration, registration, amplitude, etc. within the work. (1750 Arch Records S-1784)

**7:00** - Guitar Forum

### Monday - 14

**5:00** - Beethoven: Sonata for Violin and Piano in A Major, Op. 47 "Kreutzer." Music of Beethoven will be featured throughout this week in celebration of the composer's birthday on the 16th. Our soloists tonight are violinist Lorand Fenyves and pianist Anton Kuerti.

**7:00** - Equal Voice

**7:30** - First Person Radio

**8:00** - Trumpeter Chet Baker is featured tonight on Jazz Expansions from his 1977 recording "You Can't Go Home Again," which marked Chet's return to recording after an extended absence.



Chet Baker

**11:00** - Tonight the brand new recording by Bob Weir called "Bobby and the Midnights." This L.P. shows a different side of long-time Grateful Dead member Weir with some high powered friends like bassist Alphonso Johnson and drummer Billy Cobham.

### Tuesday - 15

**5:00** - Beethoven: Symphony No. 7 in A Major, Op. 92. Bruno Walter conducts the Columbia Symphony Orchestra. (Odyssey Y 35219)

**7:00** - Insight

**8:00** - Alto saxophonist Lou Donaldson has a new recording called "Sweet Poppa Lou" and tonight on the Jazz program we feature it in its entirety. Done this past January in New Jersey, we hear the blues base of this veteran saxophonist.

**11:00** - Tonight the music of Curt Almsted better known as simply Curtiss A. from his release "Courtesy." A prominent fixture on the Twin Cities music scene, tune in tonight for "Jelly B. Bop," "Kickin'" and more.

### Wednesday - 16

**5:00** - Happy Birthday Beethoven! The "Ode to Joy" Symphony seems the most appropriate work to celebrate the occasion. We hear the Ninth performed by the Philadelphia Orchestra under the direction of Eugene Ormandy. The vocal soloists are Lucine Amara, Lili Chookasian, John Alexander, and John Macurdy. (Columbia 6416)

**7:00** - Equal Voice

**7:30** - Minnesota Issues

**8:00** - Dolo Coker has recorded a new L.P. called "All Alone" and tonight we spotlight this fine solo piano album of standards and originals.

**11:00** - Tonight the music of The Police from the new release "Ghost in the Machine." Tune in tonight and hear "Spirits in the Material World," "Invisible Sun," "Secret Journey" and more.

### Thursday - 17

**5:00** - Beethoven: String Quartet No. 7 in F Major, Op. 59, No. 1 "Rasumovsky." The Guarneri Quartet. (RCA VCS-6415)

**7:00** - Local Insight

**8:00** - Tonight on Jazz Expansions we take a trip backwards in time to the evening of June 30, 1950, to New York City and the club Birdland for an evening with Charlie Parker and his quintet featuring pianist Bud Powell and trumpeter Fats Navarro. The recording quality might leave a little to be desired but the music is superb with Bird in full flight.

**11:00** - Tonight we feature Joan Armatrading from her new album called "Walk Under Ladders" on the Moondance program. All compositions on this L.P. were composed by Joan and features a cross section of material.

### Friday - 18

**5:00** - Lutoslawski: Funeral Music for String Orchestra. The Warsaw National Philharmonic Symphony Orchestra is conducted by Witold Rosicki. Music of one of Poland's most important and influential contemporary composers. (Philips 6500 628)

**7:00** - Guitar Forum

### Monday - 21

**5:00** - A Procession with Caroles on Advent Sunday. A week of music in celebration of the holidays begins with the King's College, Cambridge Choir under the direction of David Willcocks. The organist is Simon Preston. (Argo ZRG 5240)

**7:00** - Equal Voice

**7:30** - First Person Radio

**8:00** - Michal Urbaniak has a new release called "Daybreak" and tonight we feature this album on the Jazz Expansions program.

**11:00** - Tonight we feature a classic album by Bruce Springsteen called "The River." This is a man who was turned down by everyone at Columbia records until John Hammond heard him and felt he was the finest new talent of the 70s.

### Tuesday - 22

**5:00** - Christemas in Anglia: Early English Music for Christmastide. Frederick Renz directs the Ensemble for Early Music. (Nonesuch H-71369)

**7:00** - Insight

**8:00** - Tonight the music of Cecil Taylor from his new release "Fly!" which shows the depth of Taylor's knowledge. This man is not just the eccentric avant gardist that the media so often labels him as, he is a phenomenal musician.

**11:00** - Jimmy Cliff is keeping the torch moving forward as started by Bob Marley in spreading the gospel of reggae. Tonight on the Moondance program we feature the new L.P. by Cliff called "Give the People What They Want."

### Wednesday - 23

**5:00** - Tchaikovsky: The Nutcracker. A selection of music from Tchaikovsky's most popular ballet with Eugene Ormandy conducting the Philadelphia Orchestra.

**7:00** - Equal Voice

**7:30** - Minnesota Issues

**8:00** The new release from Jan Garbarek "Eventyr" is featured tonight on the Jazz Expansions program with John Abercrombie and Nana Vasconcelos.

**11:00** - The Suburbs are our featured group tonight on the Moondance program from their double L.P. "Credit In Heaven." Tune in tonight for "Spring Came," "Postcard," "Music For Boys," "Faith" and more.

### Thursday - 24

**5:00** - Christmas Caroles from Many Lands. The Vancouver Chamber Choir, conducted by Jon Washburn, sings some familiar and some not so familiar Christmas songs from around the world. (Radio Canada SM 338)

**7:00** - Insight

**8:00** - Drummer Bill Goodwin has a new release called "Solar Energy" and tonight we feature it on the Jazz Expansions program.

**11:00** - Tonight we go back to the funky sound of Brinsley Schwartz from their L.P. "Nervous On the Road." Listen in tonight for 1972 versions of "Feel a Little Funky," "Don't Lose Your Grip On Love" and more.

### Friday - 25

**5:00** - Stravinsky: Symphony of Psalms. One of the greatest religious works of the Twentieth Century. Robert Shaw conducts the RCA Victor Symphony Orchestra and the Robert Shaw Chorale. (RCA LM-2822)

**7:00** - Guitar Forum

### Monday - 28

**5:00** - Brahms: Variations on a Theme by Haydn, Op. 56a. Brune Walter conducts the New York Philharmonic. (Odyssey Y 35222)

**7:00** - Equal Voice

**7:30** - First Person Radio

**8:00** - The Heath Bros. are in the spotlight tonight with their album "Passing Thru..." that has regular band members Stanley Cowell and Tony Perrone as well as special guests Albert Heath and Mtume.

**11:00** - Tonight the Lamont Cranston Band's brand new L.P., "Shake Down," is featured.

### Tuesday - 29

**5:00** - Amorous Dialogues of the Renaissance. Works by such composers as Lasso, Willaert, and Gabrieli are featured on this recording by the Accademia Monteverdiana, directed by Denis Stevens. (Nonesuch H-71272)

**7:00** - Insight

**8:00** - "Playing" is the title of tonight's Jazz Expansions feature by the group New and Old Dreams that is made up of Don Cherry, Dewey Redman, Charlie Haden, and Ed Blackwell.

**11:00** - Tonight we feature a classic Bob Dylan release called "Highway 61 Revisited." Dylan had Al Kooper, Mike Bloomfield, Charley McCoy and others on this gem. Listen in tonight for "Tombstone Blues," "From a Buick 6," "Queen Jane Approximately," etc., etc.

### Wednesday - 30

**5:00** - Scriabin: The Poem of Ecstasy, Op. 54. Sometimes known as the composer's Fourth Symphony, the basic idea of this work is "the Ecstasy of untrammelled action, the Joy of Creative Activity." Leopold Stokowski conducts the Houston Symphony Orchestra. (Everest 3032)

**7:00** - Equal Voice

**7:30** - Minnesota Issues

**8:00** - Bud Powell is the artist we focus in on tonight on the Jazz Expansions program from his L.P. "A Portrait of Thelonious" with friends Kenny Clarke and Pierre Michelot.

**11:00** - The Fabulous Thunderbirds are our featured group tonight from their first Takoma recording called "Girls Go Wild" with the guitar work of Jimmy Vaughan, Kim Wilson, Mike Buck and all the members of the band.

### Thursday - 31

**5:00** - Alan Hovhaness: Symphony No. 15 "The Silver Pilgrimage." Robert Whitney conducts the Louisville Orchestra. (First Edition LS-662)

**7:00** - Local Insight

**8:00** - Concluding the month tonight on the Jazz Expansions program with the music of Miles Davis and a classic mid-60's L.P. called "Nefertiti" with his quintet of Wayne Shorter, Herbie Hancock, Ron Carter, and Tony Williams.

**11:00** - We conclude the month with the rockin' sound of George Thorogood and the Destroyers from their most recent release "More George Thorogood and the Destroyers" with "Kids From Philly," "House of Blue Lights," "Night Time" and more.



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# JANUARY

## Highlights

### Wise Women Programs for January

**Sunday, Jan. 3 & Tuesday, Jan. 5:** Pat Carroll in "Gertrude Stein Gertrude Stein Gertrude Stein." Lively excerpts from this one-woman Broadway play.

**Sunday, Jan. 10 & Tuesday, Jan. 12:** Focus on the Women's Coffeehouse. Get a look behind the scenes at the women who volunteer their energy to bring us a shot in the arm of women's culture.

**Sunday, Jan. 17 & Tuesday, Jan. 19:** Abortion rights & Project 13, an organization started in Minnesota, working to guarantee that a constitutional amendment to recriminalize abortion does not pass.

**Sunday, Jan. 24 & Tuesday, Jan. 26:** To be announced.

### Monday - 4

**5:00** - Morton Gould: Soundings. The Louisville Orchestra is conducted by the composer. (First Edition LS-716)

**7:00** - Dignity: A Human Right

**7:30** - First Person Radio

**8:00** - Tonight the music of bassist Richard Davis from his "Way Out West" L.P. that has Joe Henderson, Stanley Cowell, Billy Cobham and others.

**11:00** - The music tonight of the group Pink Floyd from their 1975 release "Wish You Were Here."

### Tuesday - 5

**5:00** - Prokofiev: Scythian Suite, Op. 20. Like Stravinsky's "The Rite of Spring" this work, written, in 1914, is a powerful evocation of pagan rites and legends. Edouard Van Remoortel conducts the St. Louis Symphony. (Odyssey 32 16 0344)

**7:00** - Insight

**8:00** - Jaki Byard and his Quartet "Live! At Lennie's On The Turnpike" is our album feature this evening on the Jazz Expansions program. Joe Farrell, George Tucker, and Alan Dawson help out pianist Byard on this session.

**11:00** - Taj Mahal on tap tonight on the Moondance program from his L.P. "Music Fuh Ya." Listen for Taj's unique version of "Freight Train," "You Got It," "Honey Babe" and more.

### Wednesday - 6

**5:00** - Airs from the Courts and Times of Henri IV and Louis XIII. The Stephane Caillat Vocal Quartet perform this music of early 17th Century France, music that was quite simply and openly entertainment music for the grand courts of the time. (Turnabout TV-S 34316)

**7:00** - Dignity: A Human Right

**8:00** - Al DiMeola is our featured artist tonight on the Jazz Expansions program from his 1980 release "Splendido Hotel" with Chick Corea, Jan Hammer, Steve Gadd and others.

**11:00** - Tonight on the Moondance program we feature the sounds of Van Morrison from his L.P. "Into The Music." Together with Pee Wee Ellis, David Hayes, and others Morrison presents a fine insight into his singing and songwriting.

### Thursday - 7

**5:00** - Haydn: Symphony No. 77 in B-Flat Major. The Little Orchestra of London is conducted by Leslie Jones. (Nonesuch H-71168)

**7:00** - Local Insight

**8:00** - Tonight on the Jazz program we feature the music of saxophonist Mark Colby from his brand new release "Marbles" with friends Bill Ruppert, Garry Smith, Pat Leonard and others.

**11:00** - The most recent release tonight from J. J. Cale called "Shades" with a group of West Coast studio players behind him. Listen tonight for "Runaround," "Pack My Jack" and more.

### Friday - 8

**5:00** - Dies Irae (Auschwitz Oratorio). Henryk Czyz conducts soloists and the Chorus and Orchestra of the Cracow Philharmonia. The words come from the Bible, ancient Greet drama, and contemporary French and Polish poets; the message is universal. (Philips 839 701)

**7:00** - Guitar Forum

### Monday - 11

**5:00** - Liszt: Todtentanz for Piano and Orchestra. The soloist is Alexander Brailowsky and Eugene Ormandy conducts the Philadelphia Orchestra. (Odyssey Y 31533)

**7:00** - Dignity: A Human Right

**7:30** - First Person Radio

**8:00** - Tonight we go back to the classic Blue Note material of saxophonist Wayne Shorter from his L.P. "Adam's Apple" with Herbie Hancock, Reggie Workman, and Joe Chambers along to help out.

**11:00** - The music tonight of Carlos Santana and band from the L.P. "Welcome" from the year 1973. With Tom Coster (keyboards) and Léon Thomas (vocals) and others Santana presents one of his finest recordings.

### Tuesday - 12

**5:00** - Danzi: Woodwind Quintet in B-Flat Major, Op. 56, No. 1. The New York Woodwind Quintet perform the music of this contemporary of Beethoven's. (Nonesuch H-71108)

**7:00** - Insight

**8:00** - Sonny Stitt has a new release of older material just put out by Norman Granz and the people at Polygram. The album is called "Personal Appearance" and features the Stitt Quartet on a series of great standard tunes.

**11:00** - Jeff Beck tonight on the Moondance program from the year 1976 and the L.P. "Wired." Tune in tonight for "Blue Wind," "Love Is Green," "Goodbye Porkpie Hat" and more.

### Wednesday - 13

**5:00** - Bernstein: Dances from "West Side Story." One of the most successful works of the American musical theater, the music remains fresh in its own right. The composer conducts the New York Philharmonic. (Columbia MG 32174)

**7:00** - Dignity: A Human Right

**7:30** - Minnesota Issues

**8:00** - Tonight the Benny Carter Four from an album recorded at the Montreux Jazz Festival in 1977 showing Benny on alto saxophone and trumpet, too.

**11:00** - The Paul Butterfield Blues Band is our featured group tonight from the L.P. "Keep On Moving." This album features many different musicians like Dave Sanborn, Gene Dinwiddie, Buzzy Feiten and others along with the magic harp of Paul Butterfield.

### Thursday - 14

**5:00** - Duluth-Superior Symphony Orchestra Preview. This month's program includes the Schubert "Unfinished" Symphony, Rachmaninoff's Second Piano Concerto, and "Roman Festivals," a symphonic poem by Respighi. All of it will be heard on tonight's preview show.

**7:00** - Local Insight

**8:00** - Tonight the swingin' sounds of the Count Basie Big Band from a 1977 release that demonstrates just what this group of 17 musicians can do. "Lil Darlin'," "One O'Clock Jump," "Splanky" and more Basie classics tonight.

**11:00** - Music tonight of the Who from the L.P. "Who Are You." Check out "Guitar and Pen," "New Song," "Trick of the Light" and more from this already legendary band.

### Friday - 15

**5:00** - Lukas Foss: Paradigm "for my friends." As the composer explains: "paradigm employs five musicians: a percussionist/conductor, electric guitar, and three other instrumentalists. All have notes to play and words to speak, whisper, or shout. Words are handled like notes." (DG 2543 005)

**7:00** - Guitar Forum

### Monday - 18

**5:00** - Harpsichord pieces by Purcell, Couperin, and Rameau as performed by Ralph Kirkpatrick. (DG 39 122)

**7:00** - Dignity: A Human Right

**7:30** - First Person Radio

**8:00** - The music tonight of Clifford Jordan from his 1978 recording "The Adventurer" with Tommy Flanagan, Grady Tate, and Bill Lee. "Blues For Muse," "No More," "I'll Be Around" and more.

**11:00** - Savoy Brown is the group we will feature tonight on the Moondance program as led by Kim Simmonds and friends on the L.P. "Street Corner Talking" with Willie Dixon's "Wang Dang Doodle" and more.

### Tuesday - 19

**5:00** - Sibelius: Symphony No. 7 in C Major, Op. 105. Sir Thomas Beecham conducts the Royal Philharmonic Orchestra. Dating from 1924, this final symphony by the Finnish master consists of a single great movement. (Angel 35458)

**7:00** - Insight

**8:00** - Trumpeter Donald Byrd has had some periods of high and low creativity, tonight on the Jazz program we hear one of the highest. From the L.P. "Young Byrd" with Pepper Adams and Gigi Gryce we hear Donald Byrd at his best.

**11:00** - Tonight we feature the sound of the Replacements from the L.P. "Sorry Ma, Forgot To Take Out The Trash" with Bob and Tommy Stinson leading the charge tonight.

### Wednesday - 20

**5:00** - Music from 18th-Century Pennsylvania. Alexander Reinagle and James Lyon are not exactly household names among the great composers of the world, but America is rediscovering its own early musical heritage with such recordings as this, directed by Thomas Warner of Bucknell University.

**7:00** - Dignity: A Human Right

**7:30** - Minnesota Issues

**8:00** - Keith Jarrett has an L.P. entitled "Eyes of the Heart" and tonight we feature this interesting 1976 recording that has Dewey Redman, Charlie Haden, and Paul Motian on it.

**11:00** - Music tonight of the group The Pretenders from the album "Pretenders II" on the Moondance program. "I Got To Sleep," "Pack It Up," "Day After Day."

### Thursday - 21

**5:00** - Josef Suk (1874-1935): String Quartet in B-Flat Major, Op. 11. Clearly influenced by Dvorak, this work is not less delightful for it. The Smetana Quartet performs. (Crossroads 22 16 0047)

**7:00** - Local Insight

**8:00** - Hal Galper is our featured artist tonight on the Jazz Expansions program from his 1977 recording "Now Hear This" with Terumasa Hino, Cecil McBee and Tony Williams.

**11:00** - The Ramones are our featured artists tonight on the Moondance program from the newest L.P. "Pleasant Dreams."

**JAN. HIGHLIGHTS  
(continued)**

**Friday - 22**

**5:00** - Luigi Nono: Like a Wave of Power and Light. Music for soprano, piano, orchestra, and tape. Soprano Slavka Taskova and pianist Maurizio Pollini are the soloists and the Bavarian Radio Symphony Orchestra is conducted by Claudio Abbado. (DG 2530 436)

**7:00** - Guitar Forum

**Monday - 25**

**5:00** - Guiliani: Concerto for Guitar and String Orchestra, Op. 30. John Williams is the soloist and the English Chamber Orchestra accompanies him in this work of an Italian composer born in 1780. (Columbia MS 7327)

**7:00** - Dignity: A Human Right

**7:30** - First Person Radio

**8:00** - Willis Jackson has always been and will continue to be one of the funkiest tenor saxophonists around. Tonight we feature his 1977 recording "The Gator Horn" with some fine sidemen: Carl Wilson, Joe Jones, etc.

**11:00** - "Crow By Crow" is the title of the album that we're featuring tonight on the Moondance program from one of Minnesota's own groups: Crow.

**Tuesday - 26**

**5:00** - Bach: The Well-Tempered Clavier, Book 2, Preludes and Fugues 9-16. Glenn Gould performs, in his inimitable fashion, on the piano. (Columbia MS 7409)

**7:00** - Insight

**8:00** - When it comes to the baritone sax one of the true masters is Pepper Adams, and tonight we feature his 1975 recording "Julian" with Walter Norris, and George Mrazz with Makaya Ntshoko sitting in.

**11:00** - Black Slate is the group that we're putting in the spotlight tonight on the Moondance program from their new release "Rasta Festival" with the reggae sounds abounding.

**Wednesday - 27**

**5:00** - Mozart: Trio No. 2 for Piano, Violin, and Cello, K502. A recording from the 20th Anniversary of the Marlboro Festival. Rudolf Serkin, founder of the Festival, is the pianist. The violinist is Jaime Laredo, the cellist Madeline Foley. (Columbia MS 7447)

**7:00** - Dignity: A Human Right

**7:30** - Minnesota Issues

**8:00** - Art Farmer is in the spotlight tonight on the Jazz program from his L.P. "To Duke With Love" featuring the beautiful music of the late, great Duke Ellington.

**11:00** - Wet Willie is one of those groups who've never gotten the recognition they deserved. Tonight on the Moondance program we correct that mistake by featuring "Left Coast Live" recorded live at the Roxy in 1977.

**Thursday - 28**

**5:00** - Pinchas Zukerman, violinist, in one of his earlier recordings, performs two shorter works, the Introduction and Rondo Capriccioso, Op. 28 by Saint-Saens, and the Poeme, Op. 25 by Chausson. Charles Mackerras conducts the London Symphony Orchestra. (Columbia MS 7422)

**7:00** - Local Insight

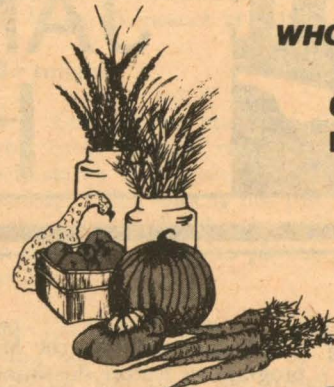
**8:00** - Concluding the month appropriately "The Night of the Cookers" with Freddie Hubbard, Lee Morgan, James Spaulding, Harold Mabern, Larry Ridley, Peter LaRoca and Bib Black.

**11:00** - We conclude the month with the newest release by the group Genesis entitled "ABACAB." Pigeon-holed as one of Britain's art rock groups, this band has a lot to offer and tonight we get a small sample.

**Friday - 29**


**5:00** - Charles Wuorinen: Time's Encomium for synthesized and processed synthesized sound. Realized at the Columbia-Princeton Electronic Music Center. (Nonesuch H-71225)

**7:00** - Guitar Forum



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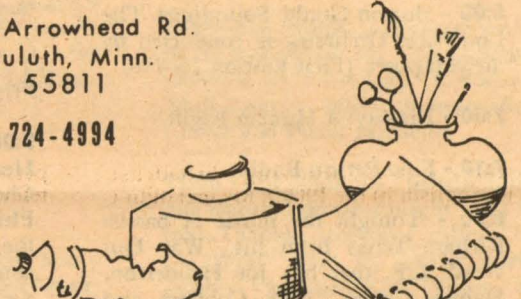
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## Women in Broadcasting

(continued)

subjects were covered, all of them male except one, who was a rape victim. The current spot ABC is running to promote its nightly news show is also instructive. About a dozen news figures are shown in quick succession—the "news-makers." All are men except two—the Queen of England and the Princess of Wales. Then about a dozen reporters are shown, standing up in front of the White House, the Arc de Triomphe, the Kremlin, etc. All are men.

In preparing for this presentation, I reviewed several textbooks to see what journalism and broadcasting students have been told about the roles of men and women in broadcasting. One book, described to me by Station Manager Marion Watson of KUOM in Minneapolis, came right out and said that few women are engineers because most station managers prefer to hire a man for positions of this kind; the small number of women announcers is due to the fact that they are not physically able to endure the long hours of work. However, many women would enter the field if it weren't for the prejudice the public has against women announcers, and there are many programs they ought to be able to announce, like women's programs, bridal showers, etc. The book stressed acting, writing, and children's programs as good fields for women. Other jobs women might expect to have at radio stations include secretary, singer, hostess (but you must have a charming personality, be attractive, and enjoy meeting the public), the person who handles the station's fan mail, or the station librarian. This was a standard radio text from the 1940's.

Things had improved somewhat by the time I was studying broadcast journalism in the 1960's. My text didn't come right out and say which jobs were for women and which were for men, but it was just a little more subtle. The first chapter, describing a typical news day at a local television station, begins with the observation that "the dayside assignment editor is not the first man to arrive on the job." All the other people to arrive at the job are men, however, and I skimmed the chapter to find a reference to a person who might be a woman. The first such reference I noticed was in the description of one of the news stories which had cropped up during the course of the day. "The starlet proved to be quite dull," and that was the extent of female involvement in that news operation.

I'm pleased to report that the text currently being used in broadcasting classes here at UMD, written by a woman in 1979, contains no sexist language that I could detect, and many of the photographs show women operating equipment and performing many tasks at radio and television stations.

One of the things which held women back in broadcasting for many years was the problem of the "radio voice." In our country radio announcers were usually men, and the public came to expect men's voices on the radio. For years it was said that women's voices were "too high-pitched," "too squeaky," or "too unpleasant," that the public would not accept them. Therefore they were not hired, and the public continued to expect men's voices. To some extent it was a self-fulfilling prophecy. It's interesting to note, however, that the information-carrying parts of our speech, the consonants, occur in the higher registers, and the low pitch of the "radio voice" does nothing to impart more information of improve intelligibility. Women are regularly used as police dispatchers and in other broadcast uses where accurate communication is essential. The Voice of America, broadcasting in Europe and other parts

of the world, as well as broadcasting systems in many countries, rely on women's voices extensively. In those countries there is apparently no problem with public acceptance.

National Public Radio's use of women reporters like Linda Wertheimer and Kokie Roberts, and anchor people like Susan Stamberg on "All Things Considered," has helped improve the climate in this country, but there are still news directors, station managers, advertising account executives, and others in positions of power who allow the bugaboo of the "radio voice" to discourage them from hiring women.

The accompanying chart shows the percentage of women in various categories of jobs in American broadcasting generally, and in public TV and public radio in 1976 and 1980. In April of 1981, the FCC reported an increase of about 7,500 jobs (full and part-time) in broadcasting since 1979. Of these, 4,500 or 60% were held by women.

### The Figures...and Some Questions

	Broadcast Industry 1976	Broadcast Industry 1981	Public TV 1981	Public Radio 1981
All Jobs	27%	33%	38%	36%
Officials & Managers	18%	25%	32%	29%
Professionals	19%	26%	39%	34%
Technicians	5%	10%	17%	26%
Sales	19%	35%	--	--
Office/Clerical	90%	90%	85%	97%

However, the National Organization for Women's Legal Defense & Education Fund Media Project has some questions about the reporting system behind these figures. About a year ago they conducted a pilot study in three states (Louisiana, Indiana, and Colorado) in which they interviewed personnel at "nearly all" the radio and television stations in those states. Based on this study and on its general knowledge of the broadcast industry, the project questions the FCC's system to review employment in the industry and suggests that some stations may be living up to the letter but not the spirit of the law. According to Beth Leopold of the Media Project, one problem lies in the fact that guidelines used by the FCC in categorizing jobs are taken from other agencies, and don't reflect the realities of the broadcasting business.

According to Leopold, "It's true that more and more women are in the 'Officials & Managers' category, but when we asked for the actual job title, it turned out that the more unusual or creative (the less standard) the job title, the more likely it was that that job was held by a woman." For example, the title "Traffic Manager" is a standard title in the broadcast world. It generally describes a person who keeps track of the program logs, recording what programs were on when, and occasionally making decisions about when to run ads, etc. Generally speaking, it is a routine job with little or no supervisory functions and meager decision-making opportunities. According to Leopold, some stations are now re-naming this position, calling it "Director of Computer Operations & Continuity" or some other impressive-sounding combinations of words, and reporting it in the "Officials & Managers" category. In reality the job is still basically clerical.

Another trend observed by the Media Project is that there has been little increase in clerical staff which would act as support staff for all these women who are supposedly in these higher positions. Leopold asks, "Are these people performing 'Officials & Managers' jobs? Are they performing clerical jobs? Were they previously categorized as clerical but they were really fulfilling more responsible tasks?" Indeed, the number of Officials & Managers increased by 5,343 between

1976 and 1980, while the number of Office & Clerical workers increased by only 1,863.

Some stations are re-naming computer operators, now calling them engineers. The proportion of women engineers is of course much lower even than in the other categories, as the chart shows.

Another trend observed the Media Project is the encouragement given to young, attractive women to take the high-visibility, glamorous on-camera jobs, rather than off-camera jobs like assignment editor which more often lead to advancement and a more promising career track. Traditionally, it has been the sales people in commercial broadcasting who make the money and become the station managers. So Leopold might find the high increase in women sales people encouraging.

Her advice to women considering careers in broadcasting: look at the people in the jobs now. If they are all under 35, it's probably not a very good job to aim for as a career. Find out who writes the budget, who signs the contracts, who attends management meetings; how many employees and of what type does the person in this position supervise; who has the authority to hire and fire.

The NOW Media Project is currently using its background in media reform to work toward ratification of the ERA.

### Alternative Views

Given the general picture sketched above, it's not surprising that some women have been dissatisfied with their treatment in the media and have turned to alternative formats for self-expression and communication with others. For years WBAL, KPFP, and the other Pacifica Network stations have had programs of women's music and women's issues. Many smaller community stations have such programs also; KFAI in Minneapolis offers one four times a week, called, "We Want You to Know." Most of these programs are produced by volunteers acting within the station's policy of making itself available to individuals who want to use the airwaves to communicate with others. WDTN is committed to such a policy, and the Senior Citizen Program was our first concerted effort in the area of public access.

Various women in the Duluth area had thought and talked for years about the idea of a women's program on WDTN, but the spark that ignited the present group was the Marathon Special women's music program done by volunteer Cathie Hall in the fall of 1980. So much excitement was registered during that program that women began meeting and making plans to produce programs on a regular basis. Their first show went on the air during the Spring Marathon of 1981, and WDTN listeners are well aware of the fine job they have done ever since. Listeners showed their appreciation during the two special programs offered by the Wise Women group during the Marathon just past: the calls of support poured in, and the group gained at least one new member!

I've been very impressed with the Wise Women group and their programs, and I've enjoyed immensely the experience of working with them. The women in the group, I know, have found it exciting to learn new skills and discover and exercise talents they didn't know they had.

You could call it "do-it-yourself radio," and it fits well with the take-control aspects of the women's movement—the "Take Back the Night" marches, and books like OUR BODIES OUR SELVES, the self-help groups like the Battered Women's Shelter and Aid to Victims of Sexual Assault. They are all difficult, time-consuming, and a lot of work—but they're also exciting, rewarding growth experiences, excellent vital services, and full of tantalizing implications for the future.

I wish to thank the following people for their assistance in my research for this presentation: Marion Watson, Station Manager, KUOM, Minneapolis; Maryanna Severson, Human Resource Department, Corporation for Public Broadcasting, Washington, D.C.; and Beth Leopold, National Organization for Women Legal Defense & Education Project Media Committee, Washington, D.C.




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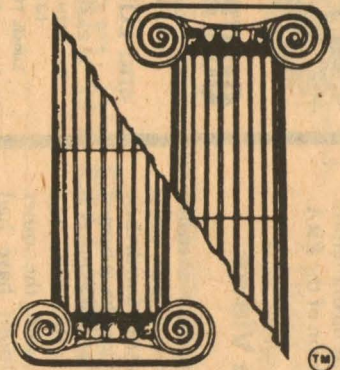
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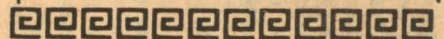


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