



Caroline Isber, left, FM producer, and Lesley Darren, FM continuity director, go over program material.

Women found underrepresented on public radio, television

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WASHINGTON — A study of the treatment of women by publicly owned radio and television stations has found "pervasive underrepresentation of women, both in employment and in program content."

The study was made public Tuesday by the Corporation for Public Broadcasting, which funds and otherwise promotes non-commercial broadcasting. It was commissioned last year by the corporation's own board, and its findings were endorsed by the board at a meeting last week.

The board voted unanimously to take steps to improve both the presentation of women in programs broadcast over public television and radio stations and to encourage improvement in the employment policies of public broadcasting stations. The group that was responsible for the study, which is entitled "Report of the Task Force on Women in Public Broadcasting," monitored and recorded every national program on public television and radio during the week of Jan. 19, 1975.

They found, as a result of the monitoring, that "women are not so much stereotyped as they are overlooked."

In every type of program, except for music and dramatic shows, the overwhelming proportion of those appearing on camera were men, the study found. This was true of programs aimed at children, as well as those

aimed at adults, the study found. Sixty-nine per cent of all the characters on children's programs were male, and the proportion was even more lopsided, 78 per cent, on the children's program that runs for a full hour and has the biggest audience, "Sesame Street."

In the category that the study calls "general adult programming," which includes public affairs, news and panel shows, 85 per cent of those appeared in speaking roles were men.

Of the 28 "adult" programs monitored during the selected week, 11 had no women participants.

The week that was chosen for monitoring was picked because it contained nothing out of the ordinary, according to Caroline Isber, a producer at Washington's WETA, who was the director of the group that did the study. Dr. Muriel Cantor, a professor of sociology at American University, was the co-author of the report, and Dr. Gloria L. Anderson, a member of the C.P.B. board, who is professor of chemistry at Morrisbrown College, chaired the task force.

As for employment in public broadcasting, the study found that women hold slightly less than 30 per cent of all jobs in public broadcasting, though they hold 40 per cent of all jobs in the economy as a whole.

Most women were also found to be in the lowest-paid jobs.

Not Enough Women Working In Public Broadcasting

WASHINGTON (UPI) — Federally financed public broadcasting employs far too few women either behind the scenes or on the air in such programs as "Sesame Street," the Corporation for Public Broadcasting said Tuesday in a report on its own performance.

A 141-page report commissioned by the CPB described the corporation as largely a male bastion, with few women in positions of corporate power and with men dominating the broadcast shows as well. It rated Sesame Street, the popular educational program, as the most male-dominated children's show of all.

Caroline Isber, director of the CPB's National Task Force on Women, said there was a "consistent pattern" of defacto job segregation against women throughout the industry, although the discrimination may not have been deliberate.

"They seem to be conducting job segregation," she said. "Nobody really thought about the issue."

"We found overwhelming evidence of the existence of pervasive under representation of women throughout the public broadcasting industry, both in employment and in program content."

Donald R. Quayle, senior CPB vice president for broad-

casting, said the CPB board agreed with the study's findings and had ordered remedial steps. An initial report is due in three months.

Quayle said the CPB did not have control over local programming or employment, but would "attempt to persuade the rest of the industry," to follow the recommendations for employment of more females.

The study examined nationwide public radio and television programs for the week of Jan. 19-25 this year, as well as employment statistics at both national and local levels.

It showed 69 per cent of the characters in childrens' pro-

grams for that week were male and 31 per cent were female.

"'Sesame Street' had the smallest proportion of females, and 'Carrascalendas', the largest," it said.

It said 78 per cent of "Sesame Street" characters, including puppets, were male, as were more than 87 per cent of announcers and narrators on the program.

In adult television programming, which included such events as a presidential news conference, captioned ABC News, and "America", 85 per cent of those who appeared were men. Females fared slightly better in adult radio, with men 77 comprising per cent of the participants.

Reports Denied On Discrimination

By PEGGY SIMPSON
Associated Press Writer

WASHINGTON (AP) — A top official of the federally funded umbrella agency for public radio and television said Tuesday he did not believe the stations were violating civil rights laws despite reports of industry-wide discrimination against women.

The Task Force on Women in Public Broadcasting released a 141-page report on employment and programs, concluding that "a clear pattern emerges: there is an industry-wide, under-representation of women in public broadcasting at the higher levels."

Donald R. Quayle Sr., senior vice president with the Corporation for Public Broadcasting, said that he did not interpret the report as meaning stations had broken civil rights bans on discrimination against women or minorities.

He said, in response to questions, that although the corporation requires the 245 public television and 159 radio stations getting federal funds to agree to abide by equal employment opportunity guidelines, the corporation does not monitor their practices to see if they actually do so.

Quayle said the corporation opposed an amendment attached to their funding authorization bill by the House which would require the corporation to assume that monitoring and enforcement role.

The task force was created by the corporation last year after the allegations that women were being portrayed on public broadcasting programs in a

distorted way.

Caroline Isber, who directed the task force study, said sex and role stereotyping was found in children's programming but in adult programs women were ignored rather than misrepresented. She said 11 of the 28 adult television programs and 10 of the 21 radio programs had no women participants at all.

In employment, she said, "there seemed to be a pattern of role and job segregation. There were men's jobs and women's jobs... Men will enter (public television) as assistant producers and go up quickly to producers. Women enter as secretaries and only after many years move up to assistant producers."

In most cases, she said, the women and men have equivalent education. She said this indicates that a double standard is at work which funnels women consistently into the lowerpaid jobs and the men into the higher ones.

Last week, the corporation board reviewed the report and passed a resolution concurring with the finding "that public broadcasting programming does not present a diverse, representative balanced image of women."

It also agreed that "there is serious under-utilization of women in upper level decision-making positions in public broadcasting and an over-representation of women at lower levels of employment."

Quayle said this did not constitute any admission by the board that stations are violating civil rights laws.

Educational TV to explore heritage of Spanish peoples

By Phyllis Coons
Globe Staff

A new course will be taught in more than 50 Boston schools this fall. For the first time, a people to people program on Spanish culture, all in Spanish, will be offered. Both children of English and Spanish speaking families will be on the receiving end.

The ambitious program has a simple format. "Nosotros" (ourselves) will be first cousin to an "All in the Family" type program set in the South End. The core family group will center around "Abuelita" a 60-year-old grandmother, played by Puerto Rican actress Gineen Rodriguez.

Students aged 9-11 at the Charles Bulfinch School near the Bromley Heath housing project will play themselves, neighborhood children dropping in on a grandmother's kitchen to tell her what they learned, or didn't learn, at school.

The 21-Inch Classroom, a bureau of the state Department of Education, at 55A Chapel st., Newton, is producing a series of 26 shows to be seen live on Sunday at 9 p.m. and on video tape cassettes in classrooms at the teachers' convenience.

"Nosotros" debuts at 7 p.m. Saturday, August 26 and will appear every week on Sundays, starting August 27.

Channel WBZ is volunteering the services of a television crew and facilities to broadcast the shows. The Boston School Committee has voted

to authorize \$20,000 in Title 1 funds to pay part of the show's cost.

After its pilot run in Boston schools, directors of the 21-Inch Classroom will offer it to the Massachusetts Executive Committee for Educational Television to add to the collection of more than 40 TV shows which it broadcasts via Channel 2 throughout the state.

Some 160 school systems subscribe to the educational video cassettes and related curriculum guides, paying 75 cents for each elementary student and 25 cents for high schoolers. The state reimburses schools for half of their expenses.

The general theme of "Nosotros" is the heritage of Spanish speaking peoples. "We are a rainbow people, united by a common language," the introduction suggests.

Actors will include Latin American, Puerto Ricans and New England American Indians.

The roots and the achievements of this extended family will be portrayed through the facts and folk lore, for the first time entirely in Spanish on a major television channel, explained host William Zayas, who originated the script. Other shows addressed to the Spanish speaking offer entertainment or mere language lessons, he pointed out.

Speaking on the set at WBZ between shooting scenes, Zayas explained, "I am of the strong opinion that it is important to communicate in Spanish before beginning to embark on bi-lingual education. This

country is weakened by the fact that more different cultures, such as the Portuguese, Armenian, and Spanish speaking peoples' heritage are not studied. Our society is not varied enough."

The fact that English and Spanish speaking children will share the experience is crucial, he feels. Young people who are afraid that their culture is not legitimate because it is not posed in America suffer. They do not have a positive self-image, Zayas said.

He has seen what being ignored and unable to communicate has done to fellow Puerto Ricans in this country.

"I spoke Spanish before I did English. I went through the ghetto of South Bronx schools. A lot of my contemporaries dropped out because of utter frustration. They turned to heroin and died."

Zayas went to City College at New York University at night and worked as a community consultant in human resources during the day.

He majored in sociology, received his master's at the Harvard School of Education, and now is at work for his doctorate there.

Zayas broke into television by volunteering to work on a documentary, "Los Olvidados," (The Forgotten Ones), without salary for six months.

He also worked with Jorge Quiruga, who created the "Que Pasa" show, an exercise in teaching English to Spanish Americans.

"A person without a past is a person without a future," he said, stopping to approve a design for a set, orange and red arches and a backdrop of a sun goddess.

"American school children study French, English and Russian literature, but they don't have Spanish. They study American and European history but not Latin American history."

Zayas pointed to pictures of people who will be featured in his series of 26 15-minute shows: Taino, or aboriginal Indians; the peoples of Puerto Rico and Latin America; Indian farmers in Maine, and fishermen, school children and teachers, many with partial Indian blood.

"Nosotros" will start with the "noble savage," the Indian in front of the Museum of Fine Arts in Boston, and then follow the life styles of Indians today. "We started this show six weeks before the disturbance in the South End," Zayas emphasized.

Zayas has three co-writers and producers, Caroline Isber, Linda Bardfield, and Philip Hailer. They are also giving practical background to the show by inviting guests from



HOW TO SUCCEED in starting small businesses in Spanish speaking neighborhoods is the theme of a new, all-Spanish television program for adults and

school children featuring panelists, left to right, Armando Rivera, Consuelo Buzo, William Zayas and Juan Cabrera. (Charles Dixon photo)

social agencies which help Spanish speaking Americans to get started. Armando Fernandez, a representative of the Small Businessmen's Assn., was filmed this week in a Spanish panel discussion with John Weeks Jr., loan officer at the First National Bank of Boston on how to start a business.

Panelists also include a beauty shop owner, Consuelo Buzo; a record shop proprietor, Armando Rivera, and a restaurateur, Juan Cabrera.

Zayas expects that his program will be a booster shot for bilingual classes, which will begin for 15,000 children in more than 50 towns and cities in Massachusetts this fall. Classes will be taught first in the students' native language and then gradually with more and more English subject matter. The state's new Transitional Bilingual Education Law went into effect in February, making Massachusetts the first in the country to mandate bilingual education.

To Alan Hurwitz, educational coordinator of the Federal Anti-Poverty Program in Chelsea and Revere, the show holds possibilities which may strengthen the bilingual nature of the state law. Schools which set up special classes for Spanish speaking children only are missing the boat if they don't build in interaction with other children, he feels.

Hurwitz said, "Many school de-

partments all over the state are reluctant to implement the bilingual law because it puts pressure on school departments to find money and on school committees to appropriate funds, with only a hope of getting back most of their money from the state next year."

The bill authorizes 100 percent reimbursement to schools initiating bilingual programs, but sets a limit of \$3.5 million. If schools all over the state comply and spend more than that amount, they will not be entirely refunded, Hurwitz said.

"School systems must spend the money first, and in small areas where most non-English speaking people live, the tax base yields the least money." Many Puerto Ricans who are non-registered voters are the ones who have the least political clout, he added.

Yet Hurwitz sees the law as a step in the right direction. Chelsea, where he works, is an example of a microcosm among school systems outside Boston. A citizen's group took a census of Spanish speaking families and came up with 800 people. The school department's figure was 125 school-aged children. The Mayor's Committee projected a total of 5000 Spanish speaking people in Chelsea.

In a Federal program not connected with the state mandated one, two Chelsea schools, the Shurtleff

and the Williams, have been granted Title 7 funds to start bilingual education for two classes of 20 students each in the first and second grades. Ten Spanish speaking and 10 English speaking students will be involved.

The state-mandated bilingual program in Chelsea will be applied to four or five additional classes. School administrators are already rounding up candidates for a parent advisory committee.

Consultants from the 21-Inch Classroom, who visit subscribing schools and talk with parents and teachers about programs like "Miguel, Up From Puerto Rico," could help administrators establish advisory committees, MESCET directors believe.

During a typical workshop held by 21-Inch Classroom consultants in Wareham this month, more than 150 teachers, parents and children learned how to produce shows on video tape and how to use tapes and their own photographic efforts to touch off free-wheeling classroom discussions.

CORRECTION

The Headmaster of The Southboro School Pierson F. Melcher, was incorrectly identified in the Aug. 6 Sunday Globe as Headmaster of St. Mark's School. Mr. Edward T. Hall is Headmaster of the latter institution.



SPANISH IN SCHOOL will be taught as a culture rather than as a language via "Nosotros" (Ourselves), interpreted by a cast of Spanish speaking people. Caroline Isber, a writer and co-produced of the 21-Inch Classroom show, posts some pin-ups at WBZ. (Charles Dixon photo)