

10. MEDIA

10-0

GENERAL

B-1

- News media stop fostering "feminine myth" by promoting image of women as object (120,192,279,371)
- News media should not intensify male-female conflict (126,162)
- Mass media publicize birth control clinics, opportunities for part-time employment, establishment of day care centres & family day care (321)
- Educational economic information for women especially through audio-visual means (343)
- Radio & television programs portraying Women in Industry in the Professions and in the Home (184)
- Educational programs to publicize findings of the Commission (184)
- More realistic goals set up for income levels of Canadians through advertizing Vanier Institute might investigate (190,278)

10-0

GENERAL

B-2

- Mass media by word & deed, lead the way for full equality for women (94,203,273,314)
- Commercial advertizing stop falsifying image of women (124,144,321,325,342,371)
- Broadcasts to inform women on range of retraining programs available (144)
- Women's sections of magazines & newspapers need not exist as such (144,177,222,305,334,347)
- Forbid commercials directed at children (144)
- Improve women's image in radio, t.v. and magazine (217,347,345,305,173,321)
- Women journalists help change woman's image given by magazines (347)

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