

# Blatant Sexism in Alberta

EDMONTON (CUP) --- Faced with criticism of blatant sexism and sex-role stereotyping in their advertising, the Public Affairs branch of the Alberta government has agreed to hold an educational seminar for their public relations and information officers, on the subtleties of sexism in advertising.

The seminars will be conducted by members of the six local women's organizations who voiced the complaints.

R.A. McDonald, director of the Public Affairs Branch, offered the seminars as a partial solution to criticism levied by the women at a special viewing of the government's Travel Alberta series of television advertisements.

In a follow-up letter to McDonald, the women stated that they hoped "our past discussion and proposed seminar will prompt the establishment of a concrete government policy and directives concerning harmful sexism and sex-role stereotyping of men and women as portrayed in government travel advertisements, career pamphlets and all other publications and news re-



## NO MORE SHIT

leases to the people of this province."

McDonald had stated earlier, at the film viewing on October 17, that he was unsure as to whether the government would have objections to the seminar. He said public policy is usually considered carefully before any government directives

are issued.

The women's groups had originally asked to view the film series because of concern over a particularly offending part of one ad. In it a woman is portrayed as little more than a ski bunny and while being protectively embraced by her male friend states, "No matter what kind

of action he has in mind, Alberta's got it!"

Support for the women's stand came from Alberta NDP leader Grant Notely who said in a legislative assembly question period that he felt women of Alberta were being used as bait to entice tourists to visit the provinces.

The women's groups said that although this one example was particularly offensive, they did not find it as harmful as the subtle stereotyped roles in which men and women are portrayed.

"These subtleties are overlooked by most people," said a spokeswoman for the groups "yet are dangerously ingrained in us subconsciously, commercial after commercial."

In the series of 23 Travel Alberta ads, the women found that all the action shots of adventure, sport, and excitement were of men canoeing, camping, skiing, mountain-climbing and golfing. The women invariably sat by and watched. They were portrayed as passive, protected, and generally without initiative, acting only on a man's decision.

money-wise."

She also said the government was cool when rape centre representatives approached it last year.

"We were turned out from one department to another," she said.

When asked why the government did not support the centre financially at that time, she said, "Rape is a controversial issue. Governments do not take stands on controversial issues."

"Rape is not considered too important because it only happens to women," she added.

The worker said the centre applied for a LIP grant last year but was refused assistance. She conjectured that the reason for the rejection was "Rape was too high-profile an issue."

--an education program for the general public. This included asking people with knowledge on rape to speak at conventions and to other groups in Toronto.

--the development of a referral system of all kinds of resource people rape victims might contact, e.g. a list of competent therapists.

University of Toronto graduate student Debra Lewis, who has worked for the Rape centre said the centre has approached several organizations as possible financial supporters.

She said Toronto hospitals and the police "have cooperated with us in a lot of cases," but added there have been "no indications of funding."

The worker echoed Lewis, calling the police and hospitals "out of the question

The GAZETTE apologizes to all those contributors whose copy was not included in this week's issue. Because of the long weekend the deadline was not met in time to have all the copy typeset.



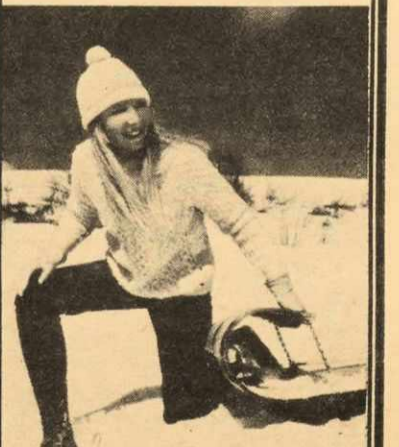
## Ski lift

You planned this snow weekend with your friends ages ago. And nothing could make you change your plans.

Too bad your period couldn't have happened some other weekend. But you're not worried. You brought along Tampax tampons.

You won't have to give up one precious moment in that deep powder. You feel confident protected by Tampax tampons. They're softly compressed for the best possible absorbency. Worn internally, so Tampax tampons are comfortable and discreet. They give you protection you can depend on whether on skis or toboggan.

Friends are waiting for you on the slopes. You won't have to disappoint them when you have Tampax tampons tucked discreetly into the pocket of your parka.



The internal protection more women trust



DEVELOPED BY A DOCTOR  
NOW USED BY MILLIONS OF WOMEN  
MADE ONLY BY  
CANADIAN TAMPAX CORPORATION LTD.,  
BARRIE, ONTARIO

## No Money - No Help

TORONTO (CUP)-Unless Toronto's Rape Crisis Centre can obtain financial support through necessary government funds for 1975, its continued existence is doubtful.

The centre, officially established Feb. 14, is applying to the Federal secretary of state for three workers' salaries and to the Local Initiatives Program (LIP) for another seven salaries.

The centre, which includes approximately 35 volunteer workers, is presently operating under a grant from the United Community Funding (UCF).

Since February, the Rape Crisis Centre has depended largely on private donations.

It received a \$500 grant from the Student Administrative Council at the University of Toronto last March and an OFY (Opportunities for Youth) grant last summer.

"Rape Crisis Centre Support Group", had several objectives: --the writing of a handbook on rape in Toronto.

--community liason work with groups such as the police, hospitals and other groups rape victims are likely to encounter.

## More Abuse!

GUELPH (CUP)

Racial, ethnic, and sexual slurs in a student paper drew a fast reaction at the University of Guelph.

Representatives of the University Jewish Society, Federation of Women Students, U of G. Homophile Association and the Department of Student Affairs launched strong protests last week against the "Daily Bastphuque", newsletter from Mills Hall, an all male undergraduate residence with about 200 residents.

Representatives of student groups met with the editors of the paper last week and forced them to apologize to the groups offended by the newsletter.

The editors' apology appeared in the Ontario, the official student paper of the University of Guelph. In it Bastphuque editor Mark Shopian said, "I, Mark Shopian, the editor of the Daily Bastphuque, wish to apologize to the following groups for the material in our first issue. The material obviously did offend these groups and individuals: The Federation of Women Students, The University Jewish Society, the UGHA (Homophile Association), the Indian Students Association and also any other groups I may have offended . . . this sort of material will not be published again."

# CKDU

Dalhousie Students' Radio

## Takes to the air

### NOVEMBER 18

in the SUB

### JANUARY 1

in Fenwick, Howe, Shirreff