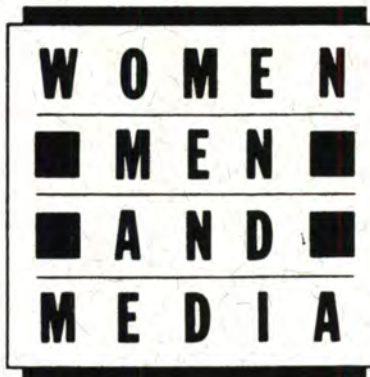


To: Melanne
Fr: John E. *JED*
Dt: 4/28/94
Re: Betty Friedan Event

I spoke with both Leslie Furth (Betty's assistant) and Lisa Scheer (who is running the program) today. They will have Betty express appreciation on behalf of the First Lady, and then send the commendation to you. I told them we would prepare a suitable thank you. They were appreciative of the attention.

For your files, their letter is attached.



29 March 1994

Dear Friend:

We hope you can join us for our upcoming day-long symposium, "Sex, Violence or Love Between Equals 1994," on April 28, at the Bel Age Hotel in West Hollywood. The event is co-sponsored by Women, Men & Media, USC's School of Journalism, Women in Film, Women in Cable, and Women in Communications.

Our symposium will seek to analyze and offer a thoughtful critique of the continuing exploitation of, and violence toward, women in media portrayals and the paucity of images depicting love between equals. On the positive side, we will recognize and celebrate those few in the media who defy the norm, presenting powerful images of women and men as equals in love and work.

As you can see from the enclosed invitation, the gathering will unite top media leaders, professionals, and scholars for discussions of media images of women and men. The morning's panel will examine media portrayals of women as victims and as perpetrators of violence, and as sex objects, but hardly as equals of men. We will take a look at these dynamics and explore how current economic frustrations play into them. In the afternoon, we will examine the images of love between equals, the scarcity of which hardly reflects the reality of American life today: from President Clinton and Hillary Rodham Clinton to the growing millions of people who are living a new equality, with more women sharing the breadwinning, and men sharing child care. We will be asking: Why aren't there more images of love between equals? Is it because men are still making most of the decisions? Or is it because audiences don't want such images? What happens when women write books, make movies and produce TV shows? Why does it seem that only independent and foreign producers show women of strength and complexity?

Women, Men & Media was born in 1987 from a growing awareness among journalists of the imbalance and distortion in the coverage and representation of women and men in the mass media. The organization has conducted nationwide studies and symposia across the country on cutting edge issues involving women, men and media.

Women, Men & Media is sponsored by the Schools of Journalism at USC and NYU, and supported by the Freedom Forum and Capital Cities-ABC.

We are anticipating a very exciting program on the 28th. Please join us!

Best,

Betty Friedan

Betty Friedan

Chairs

Betty Friedan
Nancy Woodhull

Executive Committee

Kathy Bonk
Maureen Bunyan
Susan Lowell Butler
Lillian Gallo
Gloria Goldsmith
Ed Guthman
Kathleen Hendrix
Sue Horton
Mindi Keirnan
Joan Konner
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Sherrie Mazingo
Diana Meehan
Joe Saltzman
Marlene Sanders
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James Brooks
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Nora Ephron
Katherine Fanning
Jean Firstenberg
Bill Freivogel
Margie Freivogel
Sonya Friedman

Susan Friedman
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Dorothy Gilliam
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Georgia Jeffries
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Frances Lear
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Catherine Shen
Joan Micklin Silver
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Anne Summers
Barrie Thorne
Alvin Toffler
Heidi Toffler
Elizabeth Toth
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Sex, Violence or Love Between Equals 1994

A Los Angeles Symposium
sponsored by

**Women, Men & Media, USC School of Journalism, Women in Film,
Women in Cable—Southern California Chapter, and Women in Communications**

DATE: April 28, 1994

TIME: 9:00 a.m. to 4:00 p.m., reception following

PLACE: Bel Age Hotel, 1020 North San Vicente Blvd., West Hollywood

PROGRAM

- | | | |
|---|--|---|
| 9-9:45 | Registration and coffee | Presentation of Breakthrough Awards by Betty Friedan |
| 10:00 | Opening Remarks: Betty Friedan | 2:00 Love Between Equals: Images and Realities |
| 10:15 | Trashing, Bashing and Flashing:
Still Sexploiting After All These
Years | Panelists: |
| Panelists: | | ▪ Sarah Crichton, ass't managing editor, <u>Newsweek</u> |
| ▪ Jim Bellows, L.A. bureau chief, <u>TV Guide</u> | | ▪ Elizabeth Daley, dean, USC School of
Cinema-Television |
| ▪ Rap duo, <u>Conscious Daughter</u> | | ▪ Callie Khouri, screenwriter, <u>Thelma and Louise</u> |
| ▪ Linda Ellman, co-executive producer, <u>Hard Copy</u> | | ▪ Carol Leifer, writer, <u>Seinfeld</u> |
| ▪ Susan Faludi, author, <u>Backlash</u> | | ▪ Terry McMillan, author, <u>Waiting to Exhale</u> |
| ▪ Ella Taylor, writer and film critic | | Moderator: Patt Morrison |
| 12:00-2:00 | Sit-down Luncheon | 4:00-6:00 Cocktail Reception |
| | Speaker: David E. Kelley
creator/executive producer, <u>Picket Fences</u> | |

This event has been made possible through the support of The Freedom Forum, the Los Angeles Times and Capital Cities-ABC.

PLEASE COMPLETE AND RETURN LOWER PORTION:

We will attend:

Name: _____ Affiliation: _____

Address: _____ City/Zip _____

Phone: _____ ☐ Check here if you would prefer a vegetarian lunch.

Tickets \$75.00 (\$85.00 at the door). Reservations will not be held without payment. Please make checks payable to: Women, Men & Media. Send payment to HSN, 3833 Ebony Street, Ontario, California 91761, Attention: Kathy Mahoney. For questions regarding payment please call (909) 986-4564 ext. 313. For further information on the symposium call Women, Men & Media at (213) 740-3903.

**** complimentary parking ****