INTRODUCTION
The records of an organization which focused on projects monitoring the advancement of women in media and the portrayal of women by the media.

DONOR INFORMATION
The records were donated to the University of Missouri by Sheila J. Gibbons on 11 August 1988 and 24 April 2001 (Accession No. 4865).

ORGANIZATIONAL SKETCH
Women, Men and Media was a research and outreach project examining and monitoring gender issues in the newspaper, magazine, broadcast, and film industries. The organization was founded in 1987 from a growing awareness among journalists of the imbalance and distortion in the coverage and representation of men and women and of new evidence of workplace discrimination. The organization suspended operations in 2000.

SCOPE AND CONTENT NOTE
The records have been arranged into the following two series: Records and Audiovisual.

The Records series includes breakthrough awards given to individuals who demonstrated a long record of supporting women in journalism; studies and panel discussions of women-owned businesses, and examinations of women’s representation in various professions; correspondence and descriptions pertaining to the various conferences held by the organization; information about the history and goals of the organization, as well as topics studied; announcements for symposiums to be held at the Freedom Forum World Headquarters in Arlington, Virginia; material on forums presented through the Smithsonian Associates and Women, Men, and Media; various topics that became part of conferences, forums, and discussions (subjects included women’s growing presence in the news, family values, and the changing news agenda-men’s roles); and correspondence written by Sheila Gibbons, editor of Media Report to Women and last program director of Women, Men and Media, to various individuals and organizations. Some of the correspondence was written to Betty Friedan and Nancy Woodhull, founders of Women, Men and Media. The correspondence focused on setting up future events, planning, and organizing; announcements and results of studies. Other subjects included in the records series include issues of women in the military and women in sports.

The Audiovisual series contains audio and video cassettes of taped forum and conferences dealing with the subject of the portrayal of women in the media.
## FOLDER LIST

### Records Series

- **f. 1** Breakthrough Awards, Recipients, 1991-1997
- **f. 2** Breakthrough Awards, 1994
- **f. 3-4** Business, 1999
- **f. 5** Conferences, Breakthroughs and Backlash, Friedan, U.S.C., 1988
- **f. 6-7** Conferences, Events, 1989, 1999-2000
- **f. 8** Fact Sheet, 1987
- **f. 9** Freedom Forum, Mariah Burton Nelson, Forum Photographs, 1998
- **f. 10** Programs, Smithsonian, 1997
- **f. 11** Research/Study, News Coverage, 1992, 1994
- **f. 12-16** Research/Study, Family Values, 1997
- **f. 17-21** Research/Study, News Coverage, 1997
- **f. 22-23** Research/Study, “Real People” sound bites, 1998
- **f. 24-27** Sheila Gibbons, Proposals/Correspondence, 1995-2000
- **f. 28-29** Study/Release Event, Front Page News, Coverage of Women Declines Again in 1996 (includes slides)
- **f. 30** Transcripts, Marginalizing Women: Front Page News Coverage of Females Declines in 1996
- **f. 31** Transcripts, News Coverage of Powerful Women, 1996
- **f. 32** Transcripts, American Family to Die?, 1997
- **f. 33** Transcripts, New Image of Man?, 1997
- **f. 34** Transcripts, News Coverage of Women in Sports, 1998
- **f. 35-37** Women in the Military, 1999-2000
- **f. 38-51** Women in Sports, 1980-1999

### Audiovisual Series

- **a.c. 1** Welcome: Feminine Mystique—B. Friedan
- **a.c. 2** Breakthroughs and Backlashes—Corday, Goodman
- **a.c. 3** The Glass Ceiling—Rees, Koenenn
- **a.c. 4-5** Backsliding for Equality—Corday, Matthews
- **a.c. 6-7** Sex, Love and Intimacy—Banner, Goldsmith
- **a.c. 8-12** Entertainment—What Difference Does it Make, U.S.C.
- **a.c. 13-14** Is There a Danger of Feminine Mystique
- **a.c. 15** Women, Men and Media, 4-16-96
- **a.c. 16** Panel Mics, Side A and B, 4-18-96
- **a.c. 17** Panel Mics, Side A and B (back up recording)
- **a.c. 18** Panel Mics, Side C, 4-18-96
- **a.c. 19** Panel Mics, Side C (back up recording)
- **a.c. 20** Women, Men and Media, NPC Roundtable, 5-15-96
- **a.c. 21** Women, Men and Media, Rooftop Dub, 5-21-97
- **a.c. 22** Women, Men and Media, 11-12-98
- **v.c. 1** Women, Men and Media, Breakthroughs and Backlashes, Session One
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