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SEC-5 Planners Seeking Site

Tennessee planners of the fifth annual Southeastern Conference of Lesbians and Gay Men have set a mid-February deadline for deciding whether or not to hold the conference in October.

A small group of women and men have held monthly meetings in Nashville for over seven months, under the umbrella of the Tennessee Gay Coalition for Human Rights. The major problem in planning the conference is finding a site.

According to a spokesperson, a gay group that is forming at Memphis State University has voiced interest in sponsoring the conference. Additional support has come from the Memphis chapter of TGCHR, which consists of approximately 50 people.

At the fourth annual conference held last April in Chapel Hill, N.C. much support was voiced for holding

SEC-5 in an ERA-ratified state. Conference participants from Tennessee, most of whom were from the Nashville area, volunteered to sponsor the conference.

Part of the difficulty in obtaining a university facility was that there are no gay student groups at Vanderbilt and Tennessee State University.

Vanderbilt University had been pursued as the most probable site, but a spokesperson said that the group had recently received "a firm no from Vanderbilt."

"The precedent of the recent U.S. District Court decision involving recognition of a gay student organization at a university in the Memphis State school system makes the formation of a gay student group possible there," a spokesperson said.

Quebec Fights Sexism In Ads

The Council on the Status of Women has engineered a \$433,000 anti-sexism campaign from funds allocated by the Quebec government. The campaign includes a series of four television commercials attacking sexist advertising.

The anti-sexism campaign has been criticized by a major advertising agency, J. Walter Thompson of Montreal, which was one of the original four agencies bidding for the account.

The Thompson agency withdrew from the contest citing a conflict of interest. "As practitioners, we felt we couldn't speak against ourselves," Raymonde Lavoie, director of French creative services at JWT, said.

"Also, we disagree that advertising creates stereotypes; it simply confirms them."

The money to sponsor the campaign is coming from advertisers because of the two percent governmental tax on

broadcast commercials, according to Advertising Age.

Feedback, a subsidiary of BCP advertising of Montreal who won the account, will not use a reverse role model in its campaign. "There will be no men washing dishes," Therese Sevigny, vice-president, said.

The first of the four series of ads is currently running on all Quebec French-language television stations.

It shows small girls and boys each playing with traditionally sex-stereotyped toys, the boys with trucks, the girls with dolls. When the girls and boys exchange toys the viewers are told: "Children aren't responsible for sexual discrimination--we are."

The second ad will focus on women's perception of themselves, followed by sexism in advertising and sexism at work. The ad campaign ends in June.