

WAWAW Fights Images of Mutilation of Women in the Media

In March of 1976, the sex-violent, racist film *SNUFF* was released. In response to the film and its advertisements, which claimed that the murder and mutilation of women was entertaining, outraged feminists and other groups formed an activist organization, Women Against Violence Against Women.

WAWAW succeeded in having the film withdrawn from Southern California theatres one week after it opened. Since then, interest in the group has spread throughout the nation. WAWAW is working to stop the use of images of physical and sexual violence against women in mass media - and the real-world violence against women which it promotes - through public education, consciousness-raising, and mass consumer action.

The slide presentation will show examples both on a local and a national scale of women as victims of beating,

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by the new Executive Council consisting of Barbara Phillips, Mark Farlow, and Nancy Trull. Therefore, the attempted arousal of impeachment-impulses is plainly inappropriate. Nor should the writer of the editorial under consideration be prevented from further editorial ventures. On the contrary, such enthusiasm is appreciated by all involved, but the conversion of that enthusiasm into action merits careful consideration.

The Executive Council of the Community Senate should be commended for their response to a situation that was unsatisfactory to a substantial number of students. They organized their respective sides of the story. There was misunderstanding of the situation, but it was brought forth unnecessarily by a confusion of the issues. In fact, the IRC proposal could have by-passed the Senate entirely, but it did not and the abuse it suffered for that decision has been disproportionately demanding.

The Wilmington Ten has no bright future if the focus of our passion for human rights is brought upon a desire to improve a temporary menu rather than issues of greater import.

Richard Phillips
Sharon Spencer
Jane Griffis

rape and murder. These displays are methods of various corporations to sell a product - a frightening comment on the values of our society. Sado-masochistic images of women are being used in a wide variety of publicity tactics, including movies, records, magazine ads, and even amusement boards of the local fair.

After each slide show, there will be a brief discussion period which will encompass a local action plan. For further information, including transportation arrangements, call 725-9851.

WAWAW is currently focusing on the record industry. Albums now on sale in department and record stores are using physical and sexual violence to promote sales in the following ways: (1) an unconscious (mugged or raped?) woman in a seductive pose, (2) a female body stamped with a seal (suggestive of a piece of meat), (3) a woman's crotch with a print invitation to "jump on it," (4) a woman as potential victim of gang rape.

According to WAWAW, the chief offender in the record industry is Warner/Electra/Atlantic, Inc. On November

27, 1976, formal demand was made to the president of WEA, Neshui Ertegun, to stop the further use of such images, to cancel current offensive advertising and to withdraw from retail outlets all offending advertising and promotion. WEA made no response.

WAWAW, therefore, was forced to begin a growing consumer boycott of Warner/Electra/Atlantic products - namely Atco, Atlantic, Asylum, Electra, Nonesuch, Reprise and Warner Bros. records.

Media violence against women perpetuates the myth that women are victims, naturally and happily masochistic. It contributes to an atmosphere which trivializes, condones and encourages acts of violence such as rape and battering. It breeds discrimination, dehumanization, and abuse of women.

On Saturday, April 15, the National WAWAW, in conjunction with the local Winston-Salem Chapter, will give a slide presentation at the YWCA, 1201 Glade Street, 11:00 a.m. and Winston-Salem University, Columbia Heights, 6:00 p.m.

What You Can Do Now

1. Refrain from purchasing any of the record labels mentioned above. Use the power of your purse to express your horror and disgust at the irresponsible and insensitive advertising policies of those companies.

2. Tell record store managers that you won't buy WEA products and explain why.

3. Inform the Recording Industry Association of America that you have a grievance against WEA. Send your demands to the following:
Elektra/Asylum/Nonesuch
962 N. Lagrange Bl.
Los Angeles, Ca. 90069
Warner/Reprise
3300 Warner Bl.
Burbank, Ca. 91505
Atlantic/Atco
75 Rockefeller Plaza
New York, N.Y. 10020

4. If you want to help with this action, contact:
Laura Rouzan
P.O. Box 5081
Winston-Salem, N.C.
919-725-2261 (in Winston-Salem)
Women's Coalition
Box 17725
Guilford College, N.C. 27410
or
Collie
919-373-1708 (in Greensboro)

"THE AMERICAN INDIAN IN NORTH CAROLINA"

(a public forum)

When: Monday, April 3, 7:00 pm.

where: Greensboro Public Library

featuring film:

"The Longest War:
Wounded Knee - 1973"
- and -
A panel of Local Resource Persons
open to the public: no charge.



ROCK LONG PLAYER
- - - - -
March 31 - 10:30
Little Feat
"Waiting for Columbus"
✓
April 4 - 10:30
London Wainright
"Final Exam"
✓
April 7 - 10:30
Jimmy Buffett
"Son of a Son of a Sailor"
✓
JUST FOR YOU ONLY AT
WQFS 90.7 FM STEREO

Ticket Sales for:
BONNIE RAIT
weekdays
Information desk: Founders
weekdays and weekends, Lunch + Dinner
table outside cafeteria
student tickets: \$ 3.00