

RESOLUTION ON SEXIST TERMINOLOGY AND SEXIST ADVERTISING

WHEREAS, The Council adopted at the 1975 Midwinter Meeting a resolution on sex-stereotyping terminology instructing that sexist language be avoided in future publications and official documents; and

WHEREAS, The Council adopted in 1971 a policy entitled Racial and Sexual Parity - Women in Librarianship (ALA Policy 106.6.1); and

WHEREAS, The intent of these actions is clearly a mandate for treating women equally and for conducting Association business free from sex bias detrimental to women; and

WHEREAS, The official program for the ALA annual conference of 1975 uses sex-stereotyping terminology on the following pages: 4, 35, 51, 61, etc.; and

WHEREAS, The recent ALA advertisement in a nationally distributed publication (Parade magazine, 4-20-75), derived from ALA's 1975 National Library Week poster, included the cheap and sexist phrase, "How to land a woman;" be it therefore

RESOLVED, That guidelines be established immediately and distributed to all ALA staff for editing all future publications and official documents so that the Council's resolution on sex-stereotyping terminology is implemented fully in letter and in spirit; and be it further

RESOLVED, That guidelines be established for review of all future advertising copy to insure that discriminatory remarks of any kind are eliminated from public statements of the American Library Association.

Submitted by

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ALA /SRRT / TASK FORCE ON WOMEN
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AMERICAN LIBRARY ASSOCIATION**ALA MEMBERSHIP MEETING****SAN FRANCISCO****JULY 1975**

... The Opening Session of the ALA Membership Meeting, American Library Association, convened in San Francisco at The San Francisco Hilton in the Continental Ballroom on July 2, 1975, at 8:30 o'clock, p. m., Mr. Edward G. Holley, President, presiding ...

PRESIDENT HOLLEY: As President of the American Library Association I am convening the First Membership Meeting during the 1975 ALA Annual Conference. Seats have been provided for ALA members in the center of the room and for those attending the Conference, and registered at the Conference who are not ALA members, on each side of the room.

Seats have been reserved near the platform for our colleagues with a hearing problem, and will their friends ask them to come forward for better viewing of our interpreter. Our interpreter is to my right on the platform over there.

According to the rules we have followed for several years, members are separated and are seated separately from non-members, and, so, if you are in the wrong section, we will

Page 51 of the official program. The Establishment of the Agenda. A report on plans of the ALA Centennial by President Elect Martin and Dr. Petty Sullivan. A report on the State of the Association by the Executive Director, Mr. Wedgeworth. Also, the following resolutions which have been received:

Resolution No. 1, Status of Permanent Part-Time Library Employees. Resolution No. 2, Prohibition of Smoking in conference-controlled meetings. Resolution No. 3, Library Services Materials for Vietnam Refugees. Resolution No. 4, Opposing subminimum Wages for Full-time Students. Resolution No. 5, Sexist Terminology and Sexist Advertising.

Resolution No. 6, Protest the Failure of Illinois to Ratify the Equal Rights Amendment. Resolution No. 7, Union Printing. Resolution No. 8, Kingsport Press Strike. Resolution No. 9, Portability Retirement Plans. Resolution No. 10, Reviewing Nominations for the Post of Librarian of Congress. And I understand there is a Resolution No. 11, Resolution on the Nomination of Dr. Daniel J. Boorstin to be Librarian of Congress.

May we first adopt the rules? Those without badges will not be admitted to meetings. Members will be seated separately from non-members. Only ALA members may speak, and they should identify themselves at a microphone, giving name,

against 228. The motion to refer therefore is adopted.

The President now is going to turn the Chair over to the Vice President and President Elect.

PRESIDENT ELECT MARTIN: The next item for consideration is Membership Resolution No. 5. Who is the presenter of this resolution? Microphone No. 3.

MS. SHUSTER: I am Lois Shuster, Solano County Library. I would like to move this resolution, Resolution on Sexist Terminology and Sexist Advertising.

Whereas, the Council adopted at the 1975 Midwinter Meeting a resolution on sex-stereotyping terminology instructing that sexist language be avoided in future publications and official documents, and

Whereas, the Council adopted in 1971 a policy entitled Racial and Sexual Parity - Women in Librarianship (ALA Policy 106.6.1), and

Whereas, the intent of these actions is clearly a mandate for treating women equally and for conducting Association business free from sex bias detrimental to women; and

Whereas, the official program for the ALA Annual Conference of 1975 uses sex-stereotyping terminology on the following pages: 4, 35, 51, 61, et cetera, and

Whereas, the recent ALA advertisement in a nationally distributed publication (Parade Magazine, 4/20/75), derived from ALA's 1975 National Library Week poster, included the cheap and sexist phrase "How to land a woman",

Be it therefore resolved that guidelines be established immediately and distributed to all ALA staff for editing all future publications and official documents so that the Council's resolution on sex-stereotyping terminology is implemented fully in letter and in spirit, and

Be it further resolved that guidelines be established for review of all future advertising copy to insure that discriminatory remarks of any kind are eliminated from public statements of the American Library Association.

I move the adoption of the resolution.

PRESIDENT ELECT MARTIN: Is there a second?

... The motion was seconded ...

PRESIDENT ELECT MARTIN: Do you wish to speak to the resolution?

MS. SHUSTER: I don't know there is a lot to say about it. It is merely doing what we said we are going to do. It would seem to be helpful to staff to have guidelines, and without the guidelines we will go on and do the same thing.

PRESIDENT ELECT MARTIN: Microphone 9.

VOICE: Jefferson City, Missouri. I would like to voice two criticisms of this resolution. First of all, I think it is trivial and silly, and I am insulted by it. I think it makes women sound as if they are not strong enough to stand on their achievements. Secondly, I think this is a form of censorship, and I think we better very carefully consider this.

PRESIDENT ELECT MARTIN: Microphone 10.

MS. DAWSON: Cornelia Dawson, Buffalo, New York. I agree with the previous speaker, and I think that this type of motion shows basic insecurity, and I would like to recommend that this motion be defeated. I would like to call for the previous question.

PRESIDENT ELECT MARTIN: The previous question has been called. Is there a second?

... The motion was seconded ...

PRESIDENT ELECT MARTIN: All in favor will please stand. (standing vote) Be seated. All opposed please stand. (standing vote) Please be seated. I believe we need a division. The vote is to close debate. All of those in favor of closing debate will please rise. (standing vote) All of those opposed to closing debate will please rise. (standing vote) I am

sorry, we are going to have to take a count. Please be seated.

All those in favor of closing debate will please rise, and we will count. Remain standing until we have counted. (standing vote) Those opposed please rise. (standing vote) The motion is lost. The motion is lost, and the debate will continue.

MS. GILLETTE: Joyce Gillette, Columbia, Missouri. I am also from Missouri and can be called a mule, but I kick when I feel that I am right, and I think this statement is right. We need to have some sort of guidelines so that we do not offend men and women. We need some guidelines to help people remember what we say we stand for. Thank you.

PRESIDENT ELECT MARTIN: Microphone No. 11.

VOICE: Montclair, New Jersey. I regret that we have colleagues who as long as they get the job they seem to forget. I think that this Association should back up the principles and policies which have been adopted, and I support this resolution.

PRESIDENT ELECT MARTIN: Microphone No. 3.

MS. WILSON: Wilson of New York. I would like to speak in favor of the resolution also. The stronger the language that people use to speak of themselves the better light people

will see them in, and we should also be consistent in our principles that we have established in ALA. Please vote for this motion.

MR. SHIELDS: I move an extension of an additional 30 minutes with an option for a further extension if necessary.

PRESIDENT ELECT MARTIN: We will take a vote. Is there a second?

... The motion was seconded ...

PRESIDENT ELECT MARTIN: The motion is to extend debate for 30 minutes with an option for a further extension if necessary. It requires a two-thirds vote. All of those in favor of the motion please stand. (standing vote) All of those opposed please stand. (standing vote) The motion to extend the meeting for 30 minutes is carried, and we will continue the meeting.

The discussion of Resolution No. 5 will continue.
Microphone 8.

VOICE: I have two questions, one probably to Mr. Wedgeworth. Am I right in understanding that after the Council's determination to do something about this last year that there was never anything done in the line of routine? I was just wondering if this is something that already exists.

EXECUTIVE DIRECTOR WEDGEWORTH: Yes, there was an

effort to do something about it. If you look at the program carefully, you will see that there are some inconsistencies. This may look as if it is a very simple matter to those of you who read the program, but I find, for example, that the official title of one of the guests coming to the conference has been changed in order to meet the guidelines while there are some items to which various persons have objected.

We did take some steps to try to implement the resolution passed by Council, but, as is obvious from the objections that have been raised from the floor tonight, we have not been able to completely develop whatever guidelines may be necessary that are agreeable to all of you and perhaps the rest of the membership.

VOICE: Thank you. That is the answer to my first question. It seemed, to the person who made this, I am not at all sure that I understand the last Resolved. Am I to understand that advertisement appearing in American Libraries is simply a statement of the American Library Association? That is the way it reads here. It says that "guidelines be established for review of all future advertising copy to insure that discriminatory remarks of any kind are eliminated from public statements of the American Library Association".

That does not make sense. I want to say that I think somebody has left something out, because, unless you are saying that an advertisement in American Libraries is considered to be a public statement of the American Library Association, that makes no sense whatsoever.

MS. SHUSTER: May I speak to that?

PRESIDENT ELECT MARTIN: Yes.

MS. SHUSTER: I think there is a misunderstanding here. The ALA advertisement in the Parade Magazine isn't an ad in the American Libraries, if that is what you are saying.

VOICE: I am speaking about the last sentence, the very last Resolved, the very last statement.

MS. SHUSTER: You are saying that an ALA advertisement, something to put out to advertise ALA should not have discriminatory remarks. We are not talking about that.

VOICE: I am sorry. Am I not speaking English clearly? I am reading. Please, I am trying to speak to the lady over there. The way I read this, it is suggesting that advertising copy, and I am trying to see it in this way, if it would appear in the American Libraries, it is then considered to be a public statement of the American Library Association.

MS. SHUSTER: No, sir, we are not talking about

advertising copy in the American Libraries. If we had been, we would have said that. We would have said all future advertising copy in the American Libraries. We did not say that. Perhaps you are right, we should clarify the language.

VOICE: That is the very point; it is not clear.

MS. SHUSTER: All right. We could clarify that very easily although I don't see why. It doesn't say that. Would it help if we say that future advertising copy issued by the American Library Association? We would be happy to amend it that way if that would clarify it for you.

VOICE: But it ends up by saying eliminate public statements of the -- eliminated from public statements of the American Library Association. I can't see what the last few words have to do with the first few words.

PRESIDENT ELECT MARTIN: Microphone No. 8.

MS. PARKS: Parks, personal member of ALA. At the risk of repeating the obvious, this is a profession with 80 percent or more women. To have us referred to as "him" and "his" director, and so on is something. We are women. Many of us are women, and we want to be representative of women in writing about our profession. If we need guidelines for our guidelines, McGraw-Hill and several other publication

agencies have just such guidelines to their editorial staff so that they may examine whatever copy comes in to sensitize them to the fact that it is no longer sensible to refer to everyone as "he" even symbolically.

PRESIDENT ELECT MARTIN: Microphone 4.

MR. HYDE: Hyde from Missouri. We are working and I have been working actively for the rights of women, and I have been working for the Organization of Women but it seems to me when we object to referring on Page 4 to "co-chairman" who happen to be men although they are called elsewhere on the page chairpersons, to the use of "him" rather than "him or her" or at the middle of the column of the page, that this is really making ourselves ridiculous, and it is not helpful to equal rights in any sense of the term.

PRESIDENT ELECT MARTIN: Microphone 3.

MS. CALHOUN: Mary Calhoun, formerly New York Public Library, I would like to tell the members here about a personal incident that happened to me at the convention on Tuesday, July 1st, at 2:00 o'clock. The Audio, Video, and Telecommunications Section was forming, and we were adopting the Bylaws, and the Bylaws as the paper was handed to the members said chairman. It was sexist language, and we were at a loss as to

how to amend the language. We had a parliamentarian, we had qualified people there, but we were not sure. We had need for guidelines. I speak in support of this resolution.

PRESIDENT ELECT MARTIN: Microphone 5.

MS. FIELDS: Elizabeth Fields, Coordinator Task Force Social Responsibilities Round Table. I have gotten a lot of letters when the first program came out, and then the final program I have gotten more letters on it. I am not going to go through the programs, because I think basically what you have heard presents a pretty good idea. This was a policy that we tried to get through in New York and we finally got it through in Chicago. It has been passed. The guidelines that we are asking for should help to clarify the policy that the Membership has already passed.

PRESIDENT HOLLEY: Microphone 4.

... The question was called ...

PRESIDENT HOLLEY: The question has been called. Do we have a second on that?

... The motion was seconded ...

PRESIDENT HOLLEY: Those in favor of closing debate will please stand. (standing vote) Be seated. Those opposed to closing debate will please stand. (standing vote) Thank

you. Please be seated. The motion to close debate has carried, and we will call the question. Microphone 11.

VOICE: In the Resolved it says something about -- I can't find it now.

PRESIDENT ELECT MARTIN: I am sorry. We are going to call the question. We will call for the vote. Those in favor of Resolution No. 5, Resolution on sexist terminology and sexist advertising will please rise. (standing vote) You may be seated. Those opposed to Resolution No. 5 will please rise. (standing vote) The resolution is carried. Resolution No. 6. Microphone 5.

MS. LEBER: Suzanne Leber, Personal Member. I would like to move the adoption of the following resolution:

Whereas, the American Library Association has manifested a position supporting equal rights for women, for example, in ALA Policy 196.6.1 entitled Racial and Sexual Parity, and in the resolution on sex-stereotyping terminology, and

Whereas, the ALA Headquarters is located in Chicago, Illinois, and the ALA Annual Conference for 1976 is scheduled to be held in Chicago, Illinois, and

Whereas, the General Assembly of the State of Illinois has failed to ratify the Equal Rights Amendment to the

smoking/non-smoking sections shall be responsible for weighing the needs and preferences of those attending and establishing the extent to which smoking shall be permitted during the Meeting.

Whereupon the Resolution as amended was ADOPTED (Exhibit 6).

RESOLUTION ON SEXIST TERMINOLOGY AND SEXIST ADVERTISING - CD #10 (Exhibit 7).
On motion by E. J. Josey, seconded by Patricia G. Schuman, the Resolution was ADOPTED (Exhibit 7).

The Meeting adjourned at 12:00 M.

Second Meeting

The second meeting of the ALA Council during the 1976 Midwinter Meeting convened at 2:00 P.M., Wednesday, January 21, in the Chicago Palmer House Hotel, President Allie Beth Martin and President Elect Clara S. Jones presiding. Russell Anderson served as Parliamentarian.

Before taking up the business of the day, Council completed the unfinished business pending from the First Meeting.

RESOLUTION ON UNION PRINTING - CD #11 and 11.1 (Exhibit 8). Council accepted the report of President Martin that the Executive Board and Staff have acted upon this membership request at San Francisco. Council's attention was brought to the publication of the results of the staff study in the January 1976 issue of American Libraries, which was accepted by the Board at its 1975 Fall Meeting.

RESOLUTION ON LIBRARY SERVICES MATERIALS FOR VIETNAM REFUGEES - CD #9 (Exhibit 9). Council also accepted President Martin's report that in view of the Board's approval of her appointment of an ad hoc committee in accordance with the Resolution, the Board feels no Council action required at this time. The Committee, consisting of Janet Suzuki, David Cohen, Suzanne Boles, Lois Fleming, and Anne Pellowski, chairperson, has been at work since late summer.

Turning to the business of the day, President Martin reminded Council that the Report of the Treasurer, originally scheduled for the first meeting, had been postponed in order for the report to come in connection with the COPEs Report on today's agenda. At Richard Waters' request, Council consented to amending the January 23 meeting to convene at 9:00 A.M. instead of 10:00 A.M.

RESOLUTION ON A COMMITTEE ON THE STATUS OF WOMEN IN LIBRARIANSHIP IN THE USA - CD #14 - Exhibit 10). Council took no action, on recommendation of the Executive Board, when President Martin reported the Board's appointment of an ad hoc committee to work toward the Resolution's objectives and further define the activity and advise the Association on the desirability of establishing a standing committee or giving attention to the activities in other areas. The Committee consists of Clara Jackson (mover of CD #14), Jane Marshall, Karen Jackson, Linda Crowe, and Liz Dickinson, chairperson.