

WAVAW

Women Against Violence Against Women

c/o FWHC 1112 Crenshaw Bl Los Angeles CA 90019 (213) 936-6293

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FOR RELEASE AUGUST 30, 1977

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Date: 8-30-77

RECORD COMPANIES DRAG THEIR FEET: STREET THEATRE/PERFORMANCE & UPDATE

Roosters, a gold convertible, a money laden office with the "Big Button", album covers, marching women, a gold record and a gigantic graphic backdrop... The theme and story: the nationwide campaign to eliminate the trivializing and gratuitous use of sex violence and violence against women in record advertizing when rape and battering of women are common occurrences. An update of the "Boycott Warner, Elekta, and Atlantic Records" campaign initiated by California NOW and Women Against Violence Against Women in December, 1976 follows this unusual art piece staged by Leslie Labowitz and local artists in cooperation with members of the Feminist Studio Workshop of the Woman's Building.

"Can this segment of the media do less than the Los Angeles Times has done in declaring its position of corporate responsibility and in acting upon it?" asked Jeane Bendorf, coordinator of California NOW. "Otis Chandler announced last Tuesday that the Times will no longer publish advertizments for pornographic films because to do otherwise would be 'indefensible'. And, none have appeared since that date. The New York Times," she continued, "recognizing the problem, recently altered its policy also." Many pornographic films feature the abuse, humiliation, and brutalization of women.

"Women and men across the country are asking why the record industry leaders

Warner Brothers and Atlantic Records have not yet joined their sibling Elektra

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of their product. Why have they not complied with NOW/WAVAW demands to cancel such advertizing and to remove all abusive advertising and graphics from retail outlets?" ~~she said~~ Julia London, WAVAW COORDINATOR

Julia London, coordinator of WOMEN AGAINST VIOLENCE AGAINST WOMEN, concluded that "....shareholders of Warner Communications (owner of WEA, Inc.), MCA,RCA,Epic, and other companies might wonder if their company's product is so poor or management so incompetent that such destructive, sensationalized advertizing is required or resorted to in order to sell the product. Individual consumers and families in this country deserve answers to these questions and positive action."

DATE FOR MEDIA EVENT AND PRESS CONFERENCE: Tuesday, August 30

TIME: 9:45 a.m.

LOCATION: west of the Source Restaurant, 8301 Sunset Blvd.