



## Business and Professional Women/Berea

**NEXT MEETING**  
**Wednesday, June 2**  
**at 6 pm - People's Bank**

June 2010

Greetings from your President:

Can you believe June is already here? Pretty soon we will all be saying "Where has our summer gone"? I know everyone has been real busy with yard work and outdoor activities. I just can't seem to get in the house any time before 9:00 p.m.



Our May meeting had a lot of activities. We all had to get registered and the paperwork filed out for our May dues. Plus we had to get all the registration forms together for the State meeting at Barren River State Park Resort.

Our club had a big turnout for the May scholarship awards. The interviews went real well and lasted late into the evening. We had many eligible candidates; unfortunately we could only pick two. We are pleased to announce that the BPW scholarships will be going to Kathryn Wallace from Berea Community and Kourtney Chrisman from Madison Southern. We wish the young ladies all the luck in their new adventures. I would like to thank everyone that played an important part in the interview process, your work is much appreciated.

Our June meeting will be held at People's Bank. Pot luck will be at 6:00. This will be our planning meeting so please bring your ideas. We will not have the installation of the officers because they will be staying the same from the previous year.

Hope to see everyone at the next meeting. I know I will be looking forward to seeing you and all the good food!

Have a Great Day!  
Rene' Poitra

### **Birthdays:** **June Birthdays:**

- Luise Lunsford – 6/4
- Bea Riley – 6/15

*Happy Birthday!!!*

### ◆ **Next Meeting:**

- People's Bank for Annual Potluck Meeting. Wednesday, June 2, 6:00 pm. Can't wait to see everyone there!

### ◆ **Events:**

- June 2– Installation of Officers
- June 11- 12– State Meeting Barren River State Park Resort



### ◆ **Current Officers:**

President:	
René Poitra	986-5816
Vice President:	
Arritta Morris/	986-8080
Bea Riley	
Treasurer:	
Barbara Belcher	986-0647
Secretary:	
Linda Van Winkle	986-9848



*Well-Behaved Women Seldom  
Make History  
— Laurel Ulrich*

## Highlights from The Web — May '10



National Women's Health Week is a weeklong health observance coordinated by the

U.S. Department of Health and Human Services' Office on Women's Health (OWH) (<http://www.womenshealth.gov/owh>). National Women's Health Week empowers women to make their health a top priority. With the theme "It's Your Time," the nationwide initiative encourages women to take simple steps for a longer, healthier, and happier life. Important steps include:

- Getting at least 2 hours and 30 minutes of moderate physical activity, 1 hour and 15 minutes of vigorous physical activity, or a combination of both each week
- Eating a nutritious diet
- Visiting a health care professional to receive regular checkups and preventive screenings
- Avoiding risky behaviors, such as smoking and not wearing a seatbelt
- Paying attention to mental health, including getting enough sleep and managing stress

Why celebrate National Women's Health Week?

It is important to celebrate National Women's Health Week to remind women that taking care of themselves is essential to living longer, healthier, and happier lives. Women are often the caregivers for their spouses, children, and parents and forget to focus on their own health. But research shows that when women take care of themselves, the health of their family improves. During National Women's Health Week it is important to educate our wives, mothers, grandmothers, daughters, sisters, aunts, and girlfriends about the steps they can take to improve their health and prevent disease. After all, when women take even the simplest steps to improve their health, the results can be significant and everyone can benefit.

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### **Media Coverage of Women and Women's Issues**

*"What women suffer, then, is more insidious than invisibility. It is deliberate erasure."*

Source: Louise Armstrong, social critic and author

Women professionals and athletes continue to be under-represented in news coverage, and are often stereotypically portrayed when they are included.

### **Women, News and Politics**

Although there has been a steady increase in the number of women professionals over the past 20 years, most mainstream press coverage continues to rely on men as experts in the fields of business, politics and economics. Women in the news are more likely to be featured in stories about accidents, natural disasters, or domestic violence than in stories about their professional abilities or expertise.

Women in politics are similarly sidelined. Canadian journalist Jenn Goddu studied newspaper and magazine coverage of three women's lobby groups over a 15-year period. She discovered that journalists tend to focus on the domestic aspects of the politically active woman's life (such as "details about the high heels stashed in her bag, her habit of napping in the early evening, and her lack of concern about whether or not she is considered ladylike") rather than her position on the issues.

Quebec political analyst Denis Monière uncovered similar patterns. In 1998, Monière analysed 83 late evening newscasts on three national networks—the Canadian Broadcasting Corporation, Radio-Canada (the French-language public broadcaster) and TVA. He observed that women's views were solicited mainly in the framework of "average citizens" and rarely as experts, and that political or economic success stories were overwhelmingly masculine.

Monière also noted that the number of female politicians interviewed was disproportionate to their number in Parliament or in the Quebec National Assembly; nor, he noted, was this deficiency in any way compensated for by the depth and quality of coverage.

Inadequate women's coverage seems to be a worldwide phenomenon. In 2000 the Association of Women Journalists (Association des femmes journalistes – AFJ) studied news coverage of women and women's issues in 70 countries. It reported that only 18 per cent of stories quote women, and that the number of women-related stories came to barely 10 per cent of total news coverage.

News talk shows are equally problematic. The White House Project reports that only 9 per cent of the guests on Sunday morning news shows such as *Meet the Press* and *Face the Nation* are women, and even then they only speak 10 per cent of the time—leaving 90 per cent of the discussion to the male guests. Project president Marie Wilson warns that the lack of representation for women will have profound consequences on whether or not women are perceived as competent leaders, because "authority is not recognized by these shows. It is created by these shows."

Professor Caryl Rivers notes that politically active women are often disparaged and stereotyped by the media. When Hillary Clinton was still first lady, she was referred to as a "witch" or "witchlike" at least 50 times in the press. Rivers writes, "male political figures may be called mean and nasty names, but those words don't usually reflect superstition and dread. Did the press ever call Presidents Carter, Reagan, Bush, or Clinton warlocks?"

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If you have any comments, complaints, corrections, announcements or contributions (always very welcome), please contact:

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