UQFL353
National Women's Media Centre (Queensland Branch) Collection

Size 6 boxes, 3 parcels

Contents Correspondence, administrative records, financial records, minutes, reports, discussion and conference papers, newspaper cuttings, newsletters, periodicals, and research materials concerning the media's portrayal of women.

Date range 1985 to 1999

Biography In 1988, an organisation called MediaSwitch was established and funded by the Office of the Status of Women National Action Grants Program for Women. A national body, MediaSwitch was founded with the express concern to monitor the portrayal of women in the media and in particular their representation within the advertising industry. In 1999, MediaSwitch merged with the National Women's Media Centre. This collection reflects the interests and activities of these two related organisations.

Notes Open access

Box 1

Folder: Photocopied articles and conference papers re representation of the body in the media – some annotated

Folder: Department of Equity and Fair Trading Facsimiles to Women's Infolink Regional Office, Townsville, 19 July 1999-10 September 1999

Folder: Section 2, Guidelines for Accreditation of a Course Leading to a Qualification, Pamphlets re 'self regulation for broadcasters and issue of the law and women', Newspaper cuttings, 28 Jul 1995, 22 Jan 1997

Folder: Miscellaneous Commonwealth and Queensland government publications pertaining to women, affirmative action, domestic violence and tradeswomen, 1995-1996

Folder: Miscellaneous publications pertaining to the media, women and sport, Jessie Street and Women's Legal Service, annual report, 1999

Coalition Against Sexual Violence, Sep 1992

Coalition Against Sexual Violence Propaganda, Feb 1993

Media Switch, 1990-1992 incomplete

Media information Australia, no 51, 1989 no 57, 1990

Media Matters, vol 2 – vol 3, nd. incomplete

Small Screen 1991-1992, incomplete
Women Film and Television, Jun-Jul 1993

MediaAware, Jul 1992

Through the Looking Glass, Nov 1997

Issues in Women and Development, Sep 1989

Feminist Collections, Spring 1991

MediaWatch Brief, Jun 1991

National Association for the Visual Arts Newsletter, Dec 1988

Waves: Newsletter of the all Women’s Action Society (AWAM), Mar 1992

Editorial and Program policies, Jun 1991

Men and Women in Broadcasting. Working Towards Equality at Sveridges Radio

Sex, Violence & Offensive Behaviour. Community Views on Classification of TV Programs by Katheryn Paterson and Milica Loncar

Who Complains, by Kate Aisbett, Kathryn Patterson and Milica Loncar

Box 2

Address: ‘Media Violence and Pornography in Australia – the link with crime by Richard M Read, 9 May 1988

Draft lecture ‘Advertising and Women’ – 23 pages

Submission: National Women’s Consultative Council to the Senate Select Committee of Community Standards Relevant to the Supply of Services Utilising Telecommunications Technologies, Sep 1991


Handwritten note attached to paper ‘The case for the Introduction of Legislation to Make Sex Vilification Illegal’ and 1993 MediaSwitch financial accounts and statement

Correspondence re complaint and response under Advertising Standards Council provisions, 1993

Flyer: Media Switch (QLD) Inc. invitation to 1997 annual general meeting

Flyer: ‘Stop Press’, message from the Minister of Women’s Affairs’


Information paper: ‘Media Regulation and the Portrayal of Women’, Jan 1992


Paper: ‘How Women are Represented in Television in Television programmes in the EEC, part one, attachment B’

Photocopied article: ‘Scientific studies show pornography’s devastating effects on society’ by Mike Baxter
Research report: ‘Supplementary report of the women’s view on the portrayal of women in the media’

Miscellaneous publications pertaining to women and the media

**Box 3**


One promotional card printed for MediaSwitch

Content analysis: ‘Sex Portrayal of Women in Advertisements’, Winter 1987


Conference proceedings: National Women’s Conference, 1990

OSW/AANA/AFA address, attachment “D”, Apr 1990

Paper: ‘Phallic Panic in the Sporting Women and Hysterical Men’ by Dr Jim McKay, Apr 1991

Discussion report on Monitoring of Media Council, of Australia Advertising Codes, 30 Jun 1991. Includes handwritten notes


Transcript: Radio 2UE interview by Stan Zemanek of Bridget Cleaver, 27 May 1992


Conference paper: ‘WIFT in Production’, Conference on Women Working in Film and Television in the 1990s, 26 Sep 1992

Facsimile from Professor Julie James Bailey, Humanities, Griffith University to Francis Sutherland, Office of the Status of Women, 29 Sep 1992

‘How to Conduct Your Own Survey of Your Front Page’ re newspapers

Report: Office of Film and Literature Classification re Exploring Attitudes Towards Film, TV and Video Classifications, Sep 1992

Draft paper: Federation of Australian Radio Broadcasters Commercial Radio Draft Codes of Practice

Media release: National Women’s Media Centre, Global Media Monitoring, 6 Sep 1995

Submission: Standing Committee on Legal and Constitutional Affairs with Respect to the Inquiry into Equal Opportunity and Equal Status for Australian Women, nd

Market research report on a Female Audience Development Study


‘Caring for Health’, NSW Health, Ministerial Summit on Body Image & Eating Disorders

Last updated: 12/06/2013 © University of Queensland
Background paper no. 2: Inquiry to Review Radio and Television Program Standards Relating to Discriminatory Broadcasts (RPS 3 & TPS 2 (b)), Apr 1992

Information brochure: ‘Australia’s National Broadcasters in the 1990s – a conference’

Folder: Miscellaneous newspaper cuttings and photocopied articles pertaining to the portrayal of women in the media

**Box 4**

Fair Expo Sure: ‘Fair Exposure: Guidelines for the constructive and positive portrayal and presentation of women in the media’, 1983


Folder: newspaper cuttings, 1980-1992

Folder: ‘Administration’ (QLD) Inc.

Workshop Ad Set 1, MediaSwitch (QLD)

Workshop Ad Set 2, MediaSwitch (QLD)

Breaking the Mould: Beyond Media images Design Copy – May 1996, MediaSwitch (QLD) Inc

Breaking the Mould: Beyond Media images Final Version – 2002, MediaSwitch (QLD) Inc

Folder: ‘Women and Politics’, newspaper cuttings

MediaSwitch information booklet

Folder: ‘Writing Letters’

Folder: Photocopied correspondence re MediaSwitch response to depiction of women *Police Union Journal*, May 1991

Folder: Miscellaneous photocopied journal articles

Folder: List of newspaper and journal cuttings re representation of women in the media, 1989

Folder: Newspaper cuttings re images of women and the representation of women in the media, 1991-1994

**Box 5**

Folder: MediaSwitch activities, general list and monthly updates, 1992-1996

Folder: Newspaper cuttings re media and other bodies recognition and successes [of MediaSwitch]

Folder: Newspaper cuttings, correspondence and photocopied journal articles pertaining to woman and the media, 1993

Folder: Correspondence, 1992-1993


Women’s Electoral Lobby brochure
Australian Film Institute, ‘Women’s Issues’, Film and Video Catalogue

Conference paper: Australian Cultural Studies Association Conference, ‘Pornography and Women’s Anger: Signifying Outrage’ by Jo Milne-Home


Research paper: ‘Women and Advertising: A Synoptic Directory’


The Media in Focus Issues for the Nineties, vol II, by Kay Healy

Newspaper research reports

Community kit: ‘Portrayal of Women in the Media’, May 1996

Community kit resources: ‘Portrayal of Women in the Media Project’, May 1996

‘Stop Violence Against Women’, Queensland government statement on policy

Discussion paper: ‘Fair exposure: guidelines for the constructive and positive portrayal and presentation of women in the media’

Paper: ‘Sex-role stereotyping guidelines’

Paper: ‘The Real Australia: An Approach to the 1993 Trial Pilot Senior Film & Television Syllabus’

Discussion paper: ‘The English Curriculum Centre’

Women and Advertising Resource Package

‘Guidelines for the portrayal of women in public sector advertisements and publications’

Miscellaneous photocopied published articles

Box 6

Audio tape: W.A.V.P.M. [Women Against Violence in Pornography and Media], ‘Slides Abusive Images of ♀ [woman]’

Audio tape: no title

Video cassette: Blacksmith Productions Pty. Ltd., “S sexist ad” + “Not Much Rhymes With Clem” + “Horses and Courses”

Listing of slide images, ‘Abusive images of women in mass media and pornography’

WAVPM script – ‘Abusive images of women in mass media & pornography’

Slide folder: Abusive images of women, slides 1-24

Slide folder: Abusive images of women, slides 25-48

Slide folder: Abusive images of women, slides 49-50

Folder: Media Switch – general. Includes newspaper cuttings, photocopied articles, handwritten notes and correspondence, 1996-1999


Folder: Women and Media, media producers, newspaper cuttings, 1995-1996

Folder: Women and body and image – fashion, newspaper cuttings, 1994-1996
Folder: Violence against women – pornography, newspaper cuttings, 1995
Folder: Women and sport, newspaper cuttings, 1995-1996
Folder: Headlines – advertising and photocopied advertisements, 1995-1996
Folder: Financial statements, correspondence, minutes and advertising and promotional material generated by MediaSwitch, 1985-1996

Parcel 7
Folder: Files “A” to “M”, MediaSwitch correspondence administrative records, newsletters and published material re media, 1989-1991
Folder: Files “N” to “Z”, MediaSwitch correspondence administrative records, newsletters and published material re media, 1989-1991

Parcel 8
Folder: MediaSwitch correspondence, administrative records, newsletters and published material, 1990-1993

Parcel 9
Folder: Workshop ads