
Ms.

Oct. 17

Dear Ms. Gilpin -

Gloria and Herta just returned with enthusiastic reports of their visit with you. We are looking forward to seeing the exhibit at Witkin next week.

I am enclosing our Oct. issue and a copy of the Newsweek article you requested. We will be in touch with you in the near future to prepare a selection of your photographs for Ms. We are delighted to be able to share your work with our readers.

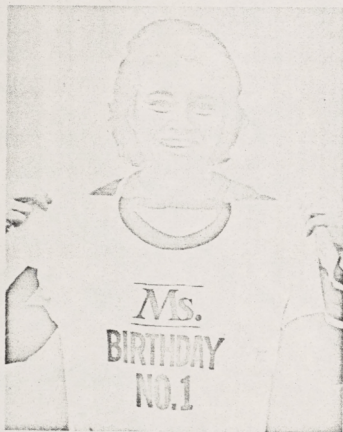
Best regards,
Harriet Lyons
for the staff

Newsweek

The Ms. Biz

Never underestimate the power of a woman's magazine. Ms., the handbook of the women's movement, is currently writing one of the most startling success stories in the publishing world. Just sixteen months after its maiden issue, the monthly (which sells for \$1 a copy) has a circulation of 350,000 and a renewal rate of 70 per cent. In the black since last January, the magazine has doubled its number of ad pages in the past year, and now the women at Ms. are branching out into books, television, T shirts, records and even sports.

The purpose of the new mini-conglomerate is "to extend the message by



Robert R. McElroy—Newsweek

Carbine: Power of a woman

extending the medium," says editor-publisher Pat Carbine. "We are enthusiastically undertaking projects that spread the philosophy of the women's movement and support its goals." The first project came last year, when Ms. produced Marlo Thomas's record for liberated youngsters, "Free to Be . . . You and Me." The album, which sold 95,000 copies, was such a hit that McGraw-Hill is now publishing the lyrics in book form and ABC is building a spring television special around it. Other projects to get 'em while they're young include an upcoming ABC animated special starring the comic-book heroine Wonder Woman, who has been enjoying a revival since being Ms.'s July 1972 cover subject.

For the adult feminist there's "The First Ms. Reader," an anthology of Ms. articles just published by Warner Paperback. On the same theme, Ms. founder Gloria Steinem and Dallas public television station KERA are currently putting together an hour-long, magazine-format program about women, to be aired nationally on public stations in December. The special, funded by a \$70,000 grant to KERA from the Corporation for Public Broadcasting, is the pilot program of a potential series.

Future projects may include a feminist writers' workshop, a museum exhibit and a television documentary based on the magazine's historical "Family of Women" series. There also are plans for Ms. to sponsor a women's event at the 1974 Olympic Track Meet in Madison Square Garden, and in 1975 there may be a full-scale Ms. International Invitational Track Meet.

Royalties and revenues from all these projects, along with 10 per cent of the magazine's profits, go into the Ms. Foundation, which starting next month will make grants to women's groups and projects. "We're not competing with the Ford Foundation," explains Ronnie Eldridge, Ms.'s director of special projects and executive director of its foundation. "We're going to give grants to the more untraditional, original ideas that we hope, with our help, will someday become institutions." Much like Ms. itself.