

THE HARRIET COOPER ALPERN COLLECTION

Papers, 1964-1983

6 linear feet  
1 scrapbook

Accession Number 762  
L.C. Number MS

The papers of Harriet Cooper Alpern were placed in the Archives of Labor and Urban Affairs between April of 1976 and August of 1983 by Harriet Alpern and were opened for research in August of 1986.

Ms. Alpern's involvement with the women's movement began in 1969 with the founding of Michigan's first National Organization of Women (NOW) chapter in Detroit. From 1970 to 1973 she served as Vice President of Public Relations for the Detroit NOW chapter and actively participated in NOW programs and other feminist activities. From 1971 to 1975 Ms. Alpern was a member of the Women's Advisory to TV station WXYZ, after the station had signed a contract with NOW to upgrade women at the station who occupied technical, sales, and managerial positions. Also, during 1975 she was a member of the Michigan Media Project which was an offshoot of WXYZ's Women's Advisory.

In addition to her work with NOW, in 1978 Ms. Alpern formed a company, "Program Resources" to produce media material for the women's movement and other educational purposes. She chaired an Equal Rights Amendment fundraiser in 1982, and was an active member of a planning committee dedicated to educating women activists, politicians, and community activists who wished to use mass media effectively.

The papers of Ms. Alpern reflect her work with NOW and the women's movement, and to a lesser extent, the use of mass media as an educational tool.

Important subjects covered in the collection are:

Abortion, 1972-1981	Media, 1969-1981
Affirmative Action, 1975-1977	Sexism in Advertising, 1972-1977
Equal Rights Amendment, 1970-1981	Women, 1964-1981

Among the important correspondents are:

Michigan Women's Equality Action League    NOW

An index to subjects and correspondents will be found on p. 7.

The Harriet Cooper Alpern Collection

## Contents

12 manuscript boxes  
1 scrapbook

Series I, Women's Movement, 1964-1980, Boxes 1-9:

Brochures, Clippings, Pamphlets, and other materials relating to the Women's Movement and many specific issues of interest to the Woman's Movement.

Series II, Periodicals and Newsletters, 1972-1983, Boxes 10-12:

Periodicals and Newsletters collected by Ms. Alpern regarding the Women's Movement.

Non-manuscript Material:

Several runs of serials and numerous books relating to the women's issue, and to a lesser degree, the mass media are available in the Archives Library.

The Harriet Cooper Alpern Collection

Series I  
Women's Movement, 1964-1981  
Boxes 1-9

Brochures, clippings, pamphlets, and other materials relating to the women's movement from 1964 to 1980. The materials were collected by Harriet Cooper Alpern in the course of her N.O.W. activities. The materials relate to feminism, women's issues and the women's movement. There is also material regarding the mass media and general social issues. Files are arranged alphabetically by subject, and chronologically within each subject.

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- 1-2. Abortion; 1972 - 1982
3. Abortion; Clippings, 6 Feb 1974 - 28 Mar 1975
- 4-6. Advertising Sexism; Clippings, 1972 - 1977
7. Advertising Sexism; Correspondence and articles, 1973 - 1978
8. Advertising Sexism; Drafts of Articles, n.d.
9. Affirmative Action; Clippings, 1975 - 1977
  
10. Affirmative Action; Vs. Seniority, 1975
11. Affirmative Action; Specific cases, 1964 - 1976
12. Anti-Feminism, 1969 - 1980
13. Anti-Feminism; Clippings, 1972 - 1981
- 14-15. Bibliographies; Feminist, n.d.
16. Birth Control, 1971 - 1977

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1. Cartoons, n.d.
- 2-4. Child Care, 1971 - 1978
5. Conferences; N.O.W., 1973 - 1980
6. Credit; regarding discrimination, 1973 - 1978
7. Detroit chapter N.O.W.; 1973 - 1976
8. Domestic Violence, 1976 - 1977
- 9-12. Education, 1968 - 1976

Box 3

1. Education, 1968 - 1976
2. Education; Clippings, 1972 - 1981
3. Employment Lawsuits, 1974 - 1976
- 4-7. ERA, 1970 - 1980
  
8. ERA; Clippings, 1972 - 1982
9. Health Issues, 1975 - 1979
10. Health Issues; Clippings, 1975 - 1979
- 11-13. History; Women's Movement, 1971 - 1981
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#### Box 4

1. Insurance, 1975 - 1978
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3. Jewish Women; Clippings, 1972 - 1980
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- 4-5. Media (electronic) re: anti sexist programming, 1972 - 1975
- 6-7. Media (electronic); Feminist analysis, 1975 - 1979
- 8-9. Media (electronic); Sexism, 1969 - 1979
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12. Mental Health; Clippings, 1972 - 1981

#### Box 6

- 1-2. Older Women, 1973 - 1974
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14. Statistics re; Women, 1972 - 1976

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4. Race and Women; Clippings, 1970 - 1980
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- 7-8. Religion, 1970 - 1981
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10. Self Image- Women, 1971 - 1978
11. Self Image-Women; Articles, 1971 - 1978
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- 1-3. Welfare, 1968 - 1977
4. Welfare; Clippings, 1969 - 1977
5. Women; Employment, 1970 - 1980
6. Women; Employment; Clippings, 1970 - 1980
- 7-8. Women: International, 1973 - 1975
- 9-10. Womens Issue Manual (W.I.M.), 1966
11. W.I.M.; Child care, 1971
12. W.I.M.; Education, n.d.
13. W.I.M.; Employment, 1972
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16. W.I.M.; Male Mystique, 1970
17. W.I.M.; Marriage & Family, 1970
18. W.I.M.; Media Monitor, 1970
19. W.I.M.; Pol. Action, n.d.
20. W.I.M.; Poverty and Age, 1970

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1. W.I.M.; Psychology, 1969 - 1970
2. W.I.M.; Race, 1972
3. W.I.M.; Religion, n.d.
4. W.I.M.; Reproduction Rights, 1970 - 1971
5. Women of Latin America, 1973 - 1979
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7. Women & Management; Clippings, 1973 - 1981
8. Women-Middle East; Clippings, 1974
9. Women-Orient; Clippings, 1972 - 1981
  
10. Women-Portugal & Europe, 1973
11. Women & Unions, 1972 - 1977
12. Women & Unions; Clippings, 1972 - 1977
13. Volunteering, 1972

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Series II  
Periodicals and Newsletters, 1972 - 1983  
Boxes 10-12

Periodicals and Newsletters relating to the Women's Movement and important women's issues from 1972 - 1983. The materials were collected by Harriet Cooper Alpern in the course of her involvement with the women's movement. Files are arranged alphabetically by periodicals or newsletter title, and chronologically within each file.

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1. Capital Woman, 1973 - 1979
2. Coalition Update, 1979 - 1983
3. Detroit NOW Times, 1979 - 1982
4. Her Say, 1977
5. Media Report to Women, 1973 - 1975
6. Media Report to Women, 1976 - 1977
7. Media Report to Women, Jan 1978 - Dec 1979
8. Media Report to Women, Jan 1980 - Dec 1981

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1. Media Report to Women, 1982 - 1983
2. Metropolitan N.O.W. News, 1975 - 1976
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5. Network, 1979 - 1980
6. Network, 1981 - 1982
7. Newsletter (National Abortion Rights Action League), 1978 - 1980
8. Peer Perspective, 1977 - 1981
9. Planned Parenthood Review, 1981 - 1982
  
10. The Spokeswoman, July 1972 - December 1976
11. The Spokeswoman, July 1977 - March 1978
12. WEAL National Newsletter, 1976 - 1977

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1. WEAL Washington Report, Oct 1977 - Jan 1983
2. Win With Women, 1974
3. Womankind, 1978
4. Women's Washington Representative, 1976
5. Women's Agenda, Feb 1976 - Jul 1977
6. Women's Agenda, Sep 1977 - Apr 1978
7. Women's Political Times, 1976 - 1981
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