

THE LORETTA MOORE COLLECTION

Papers, 1950-1978
(Predominantly 1968-1978)

12 linear feet

Accession Number 982

L.C. Number

The papers of Loretta Moore were placed in the Archives of Labor and Urban Affairs in March of 1980 by Mr. Paul Moore and were opened for research in November of 1983.

Loretta Moore was born in Vernon, Indiana on September 12, 1935. She attended Butler University in Indiana. She also attended Wayne State University and earned an M.A. in Social Psychology and a Ph.D. in Industrial Psychology. She was employed at the Ford Motor Company as an Industrial Relations Analyst from 1967 to 1969. She was an instructor at local colleges and universities from 1968 to 1978. She also wrote and published several papers.

Ms. Moore was actively involved in the National Organization for Women. Offices she held were: founder and first president of the Downriver Chapter of NOW; Employment Chairperson and Board Member of Detroit NOW; Chairperson of Michigan NOW and Affirmative Action Council; State Representative of Detroit's Chapter of NOW; and Co-chairperson of the Tenth National NOW Conference. She was named "Feminist of the Year" by NOW in 1977.

In addition to her work with NOW, Ms. Moore served as a trustee at Wayne County Community College from 1975 to 1979; was a Board Member of the Michigan Employment Agency Advisory Council; and was the Democratic candidate in Michigan's Tenth District senate campaign in 1978. Ms. Moore died in 1979, at the age of 43.

The papers of Ms. Moore reflect her work with the National Organization for Women, her professional life, and her involvement with community activities.

Important subjects covered in the collection are:

Affirmative Action, 1975-76
Blacks, 1969-75
Day Care Centers, 1971-78
Detroit, Michigan, 1970-76
Education, 1970-75
Employment, 1970-77
Equal Employment Opportunity Commission, 1972-76
Feminist Movement
Labor, 1967-77
Michigan Legislation, 1971-77
National Organization for Women
Unions, 1971-76
Wayne State University
Women
Women's Liberation Movement, 1965-78
Women Workers

An index to subjects will be found on p. 16.

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24 manuscript boxes

- Series I, National Organization for Women, 1970-77; Boxes 1-3:
Moore's notes and speeches, committee reports and minutes, and newsletters relating to the local and state activities of NOW.
- Series II, Women's Employment, 1970-1978; Boxes 4-6:
Organizational materials and Moore's files relating to the development of employment opportunities for women relating to affirmative action programs and women in the work place.
- Series III, Michigan Legislation, 1971-1978; Boxes 7-8:
Copies of senate and house bills relating to labor issues and women's issues and NOW's analysis and outline of these bills.
- Series IV, Loretta Moore, 1969-1979; Boxes 9-14:
- Subseries A: Educational and Intellectual Pursuits, 1969-1978, Boxes 9-12: Moore's publications and writings, course materials as an instructor, correspondence and speeches.
 - Subseries B: Wayne County Community College, 1974-78, Box 13: Various documents, reprints, notes largely relating to Title IX of the U.S. Educational Amendment also miscellaneous materials related to Moore's position as trustee of Wayne County Community College.
 - Subseries C: Community and Professional Interests, Box 14: 1973-1978. Contains membership literature, minutes from the Coordinating Council on Human Relations in Detroit, advertising literature, newsletters, etc.
- Series V, Michigan Senate Campaign, 1977-78; Boxes 15-17:
Materials relating to Loretta Moore's campaign for state senator in Michigan's tenth district. Contains Moore's notes on campaign strategy, policy and issues, publicity, and all other campaign materials.
- Series VI, Reference material, 1950-78: Boxes 18-24:
Newsclippings, reprints, government documents, papers, pamphlets and other publications. Major subject headings include: child development, education, ethnic groups, health issues, marriage and family, men in the women's movement, psychology, and women's issues.

Non-manuscript Material:

Copies of the NOW publications As We See It Now and Do It Now for the years 1973 through 1975 as well as copies of the Congressional Clearinghouse on Women's Rights, the MEA Legislative Bulletin and Legislator have been placed in the Archives Library.

Ten photographs of the 1976 Michigan NOW Affirmative Action Conference and two cassette tapes have been placed in the Archives Audio-Visual Collections.

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Series I
National Organization for Women, 1970-1977
Boxes 1-3

Loretta Moore's notes and speeches, committee reports and minutes, conference notes and materials, newsletters, campaign materials and assorted documents relating to the National Organization for Women (NOW). The major focus is on local NOW activities. NOW documents are arranged in hierarchical order: national, regional, state, and local.

Box 1

1. Feminist Movement, History
2. International Women's Year, 1975
3. NOW, National, notes
4. NOW, National Conference, 1975
5. NOW, National Conference, Bylaws, 1976
6. NOW, Training Session for NOW Executives, 1975
7. ERA Rally; Illinois, 1976
8. Great Lakes Regional Conference, 1977
9. Great Lakes Regional Conference, 1977
10. Michigan NOW, State Conference, 1974
11. Michigan NOW, State Conference, 1976
12. Michigan NOW, State Conference, Bylaws, 1976
13. Michigan NOW, Focus Michigan Women, 1977
14. Michigan NOW, State Conference, 1977
15. Detroit NOW, Director's Meeting, 1971-72
16. Detroit NOW, Director's Meeting, 1973-76

Box 2

1. Detroit NOW Directors, Miscellaneous, 1972-75
2. Detroit NOW President's Meeting, 1972-76
3. Detroit NOW, "What's New With NOW," 1973
4. Detroit NOW, Downriver Chapter
5. Detroit, Mich., National NOW Conference, 1977
6. Detroit NOW, "Resumes Sent," c. 1974
7. Detroit NOW, "Did you Know?" Series c. 1974
8. Detroit NOW, Survey of Employment Interests, 1974
9. Detroit NOW, Library Committee, 1971-72
10. Detroit NOW, Social Workers, 1972
11. Speeches, NOW Presentation, Moore's notes, 1971
12. Speeches, NOW Presentation, Moore's notes, 1971
13. Speeches, Moore Speeches, c. 1972
14. Speeches, Moore Speech in Mackinac, Mich., 1972
15. Speeches, Feminist of the Year, Moore, 1977
16. Speeches, Moore Schedules and Awards, 1972-75
17. Speeches, Moore Speech Materials, Notes

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Box 3

1. Speeches, Moore Speech Materials
2. NOW, Linda Stults Speech, 1974
3. NOW, Stults Campaign Materials, 1974
4. NOW, Stults Campaign Records, 1974
5. NOW, Stults Fundraising Records, 1974
6. NOW, Yvonne Zimmer Biography, 1975
7. NOW, Yvonne Zimmer Campaign Materials, 1975
8. NOW, Zimmer's Campaign Records, 1975-76
9. NOW, List of Resource Contacts, 1972
10. NOW, List of Mich. UAW Union Locals, 1972
11. NOW, List of S.E. Mich. City Officials, c. 1977
12. NOW, Membership and Misc. Lists, 1975-77
13. NOW, List of Local Organizations
14. NOW, Mich. NOW Coordinator Expenses
15. Bibliographies Related to Women's Movement, 1971-73
16. Moore's Bibliography on the Female Movement, c. 1970
17. PACT Teaching Tools, 1972-74
18. Women's Reference, 1970-72
19. Feminist Poetry, c. 1974
20. "Lib Humor"
21. Entertainment and Talent c. 1973
22. Women's Political Caucus
23. New Women's Consultant Association, c. 1970
24. Miscellaneous Women's Organizations, 1977
25. Miscellaneous Women's Meetings, 1974-78
26. NOW Organization, Misc.

Series II

Women's Employment, 1970-1978

Box 4-6

Minutes, correspondence, conference materials and newsletters relating to the work of Detroit NOW's Employment Committee, NOW's Affirmative Action Council and the Equal Employment Opportunity Commission (EEOC) in promoting equal employment for women. Files are arranged alphabetically.

Box 4

1. Employment Committee, Minutes, May-Jun 1973
2. Employment Committee, Minutes, Sep 1973
3. Employment Committee, Minutes, Nov 1973
4. Employment Committee, Policies, 1973
5. Employment Committee, Newsletter, Jan-Feb 1974
6. Employment Committee, Newsletter. Mar-Sep 1974
7. Employment Committee, Membership List, c. 1974
8. Employment Committee, Newspaper Project, Correspondence
9. Employment Committee, Newspaper Project, 1974
10. Employment Committee, Newspaper Project, Discrimination, 1975
11. Employment Committee, Newspaper Project, 1970-73
12. Downriver NOW Employment, 1974-75
13. Metro Detroit Employment Meeting, 1975

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14. Equal Employment Opportunity Commission (EEOC), Detroit District, 1975
15. EEOC, Michigan Legislation, 1972-73
16. EEOC, Reprints, 1973-74
17. EEOC, Task Force on Compliance, 1971-75
18. EEOC, Task Force on Compliance, Discrimination
19. NOW, Compliance Newsletter, 1973-74

Box 5

1. Michigan NOW Affirmative Action (Af. A.); Minutes and Correspondence, 1975
2. Af. A., Organizational Materials, 1976
3. Af. A., Conference, Mar 1976
4. Af. A., Conference, Nov 1976
5. Af. A., OFCC Regulations, 1976
6. Af. A., Consultant Organization, c. 1975
7. Af. A., Reference Materials, 1974-76
8. Employment, Labor Union Women, c. 1970's
9. Employment Conference, Discrimination, 1974
10. Employment Conference, Midwest Academy, 1975-77
11. Employment Conference, Women in Work World, 1975
12. Employment Conference, Women in Labor Unions, 1975
13. Employment Conference, "Women Winning," 1978
14. Employment Discrimination, 1976-77
15. Employment Agencies, Civil Service, 1973-74
16. Employment Agencies, Private, 1973-74

Box 6

1. Employment, Employment Speakers, 1973-76
2. Employment, Female Employment Facts, 1970-75
3. Employment, Moore Notes, c. 1970's
4. Employment, Vocational Counseling, 1970-75
5. Employment, Reference Materials, 1950-70
6. Employment, References, Newspapers, 1970-75
7. Employment, References, Newspapers, c. 1970's
8. Employment, References, Reprints, 1964-69
9. Employment, References, Reprints, 1970-74
10. Employment, References, Reprints, 1975
11. Working Women and Marriage, Reprints, 1968-73

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Series III
Michigan Legislation, 1971-1973
Boxes 7-8

Outlines and analyses of Michigan bills and other materials relating to Moore's work as a Michigan NOW legislative coordinator. Files are arranged chronologically and then alphabetically.

Box 7

1. Michigan Legislation, Bill Analysis, Misc., 1973
2. Michigan Legislation, House Bill Analysis, HB 4121, 1973
3. Michigan Legislation, House Bill Analysis, HB 4537, 1973
4. Michigan Legislation, House Bill Analysis, HB 4537, 1973
5. Michigan Legislation, House Bill Analysis, HB 4579, 1973
6. Michigan Legislation, House Bill Analysis, HB 4425, 1977
7. Michigan Legislation, House Bill Analysis, HB 4937, 1977
8. Michigan Legislation, Senate Bill Analysis, SB 136, 1973
9. Michigan Legislation, Senate Bill Analysis, SB 436, 1973
10. Michigan Legislation, Senate bill Analysis, SB 549, 1973
11. Michigan Legislation, Legislation on Women's Issues, 1977
12. Michigan Legislation, Legislative Training Conference, 1977
13. Michigan Legislation, Legislative Training Conference, 1977
14. Michigan Legislation, State Coordinating Council, 1977
15. Michigan Legislation, 1973
16. Michigan Legislators, 1974-78
17. Michigan NOW Legislative Coordinator Correspondence, 1977
18. Michigan NOW Legislative Coordinator, Meetings, 1973-74

Box 8

1. Legislative Coordinator, Meetings, 1977
2. Legislative Coordinator, Meetings, 1977-78
3. Legislative Coordinator, Membership, c. 1970's
4. Legislative Coordinator, Miscellaneous, 1975-77
5. Michigan NOW State Conference, Minutes, 1977
6. Michigan NOW Officer's Meeting, Minutes, 1977
7. NOW Legislation, 1975-76
8. Michigan Legislation and Politics, 1973-76

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Series IV
Loretta Moore, 1969-1979
Boxes 9-14

This series which contains material relating to other of Ms. Moore's activities is divided into three sub series:

Sub series A: Educational and Intellectual Pursuits, 1969-1978, Boxes 9-12:

Moore's writings and publications, correspondence, and speeches and also materials from courses which she taught.

Subseries B: Wayne County Community College, 1974-1978, Box 13:

WCCC materials and information on compliance with Title IX of the U.S. Education Amendment of 1972.

Subseries C: Community and Professional Interests, 1973-1978, Box 14:

Papers relating to the Coordinating Council on Human Relations and organizations to which Ms. Moore belonged:

Subseries A: Educational and Intellectual Pursuits, 1969-1978, Boxes 9-12:

Box 9

1. Conferences, NOW Leadership, 1975
2. Conferences, NOW Leadership, 1975
3. Conferences, Women in Business, 1976
4. Conferences, Women in Business, 1976
5. Conferences, Focus on Women, Moore speech, 1978
6. Conferences, Management for Women, 1977
7. Correspondence, 1969-75
8. Correspondence, 1977-79
9. Course Work, Discussion, 1961
10. Courses, WSU Industrial Psych, 1971
11. Courses, WSU Industrial Psych, 1973
12. Courses, WSU Industrial Psych, 1973-74
13. Courses, WSU Group Dynamics, c. 1974-75
14. Courses, WSU Industrial Psych, 1975
15. Courses, WSU Supervision for Women, 1975

Box 10

1. Courses, Statistics, c. 1976-77
2. Courses, Mary grove, Industrial Psychology, 1977-78
3. Courses, Mary grove, Industrial Psychology, 1977-78
4. Courses, WSU Applied Management and Technology Center (AMTC), 1975
5. Courses, WSU, AMTC, Administration, 1975-76

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6. Courses, WSU, AMTC, Moore papers, 1975
7. Courses, WSU, AMTC, Introduction to Women in Supervision, 1975
8. Courses, WSU, AMTC, Women in Management, 1978
9. Courses, HFCC, Principles of Management, 1978
10. Courses, Moore Course Work
11. Courses, Reference Materials, 1972-75
12. Courses, Reference Materials, c. 1970

Box 11

1. "The Exodus of the Extrovert" by Moore and Banas, 1969
2. "Allocation of Rewards and Minority Member Recipients" by Moore, 1971
3. "Allocation of Rewards," pp.1-63
4. "Allocation of Rewards," pp.64-104
5. "Allocation of Rewards," pp.105-166
6. "Allocation of Rewards," outline and hypothesis
7. "Allocation of Rewards," research notes
8. "Allocation of Rewards," summary
9. "Characteristics of Women in Managerial Roles" by Moore and Rickel, 1978
10. "Women in Managerial Roles," notes
11. "Femininity vs Leadership," by Moore
12. "Toward Heterosexualism" by Moore
13. Reference Materials, Leadership
14. Reference Materials, Occupational Interests

Box 12

1. Research Notes, Mental Illness
2. Research Notes, Miscellaneous
3. Research Notes, Poverty, 1972
4. Research Notes, Prejudice, c. 1975
5. Research Notes, Women
6. Research Notes, Women

Subseries B : Wayne County Community College, 1974-1978, Box 13

Box 13

1. WCCC, Directories
2. WCCC, "Media Placements," Nov 1977-Apr 1978
3. WCCC, "Media Placements," May-Jul 1978
4. WCCC, Miscellaneous
5. WCCC, Moore, L.
6. WCCC, Title IX, Guidelines
7. WCCC, Title IX, 1975
8. WCCC, Title IX, 1976

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9. WCCC, Title IX, Bakke Issue, 1977
10. WCCC, Title IX, Reprints, 1974-77

Subseries C: Community and Professional Interests, 1973-1978, Box 14:

Box 14

1. American Association of Women in Community and Junior Colleges
2. American Business Women's Association
3. American Psychologist's Association
4. Citizens for Better Care
5. Coordinating Council on Human Relations, Detroit, 1973-74
6. Council on Human Relations, Minutes
7. Democratic Party, 1977-78
8. Human Factors Society, 1973-75
9. Lincoln Park Business and Professional Women's Club
10. Michigan Women's Political Caucus, 1973
11. NAACP, 1975
12. Socialist Worker Party
13. S.E. Michigan Council of Government, 1978
14. Union Materials
15. Wayne State Alumni Association

Series V

Michigan Senate Campaign, 1977-1978

Boxes 15-17

Materials related to Loretta Moore's 1978 campaign for state senator in Michigan's tenth district. Contains Moore's notes on campaign strategy, policy and issues and various organizational records pertaining to finances, publicity, volunteers, voter information, etc. There is also a large quantity of reference material on campaign issues. Files are arranged alphabetically with campaign issue material placed at the end of the series.

Box 15

1. Campaign Committee, Leadership
2. Campaign Committee, Poll Work
3. Campaign Committee, Service Committee
4. Campaign Committee, Volunteers
5. Campaign Finances and Budgets
6. Campaign Finances, Regulations
7. Campaign Materials, Advertisements
8. Correspondence, 1977-78
9. Fundraising
10. McCullough, Patrick, State Senator
11. Moore Newsletter, Oct 1977-Dec 1978

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Box 15 (continued)

12. Political Campaigns, Advertising Literature
13. Political Campaigns, Michigan Campaign Literature
14. Problems, Notes
15. Senate Race

Box 16

1. Senate Race, Agenda
2. Senate Race, Endorsements
3. Senate Race, Labor issues, Speech on Labor Law
4. Senate Race, Political Issues
5. Statement of Organization
6. Strategy, Moore Notes
7. Strategy, Reprints
8. Voter Information, District Information
9. Voter Information, Door-to-door Records
10. Voter Information, Downriver Demographic Information
11. Voter Information, Maps
12. Voter Information, Registered Voters
13. Campaign Issues, Arabs
14. Campaign Issues, Business
15. Campaign Issues, Business and Women
16. Campaign Issues, Campaign Reform
17. Campaign Issues, Coal Strike, 1978
18. Campaign Issues, Consumer Issues, 1978
19. Campaign Issues, Crime
20. Campaign Issues, Crime - Juveniles
21. Campaign Issues, Crime - News clippings, 1977-78
22. Campaign Issues, Democratic Party
23. Campaign Issues, Drugs, 1978
24. Campaign Issues, Education Notes
25. Campaign Issues, Employment Notes
26. Campaign Issues, Energy, 1978
27. Campaign Issues, Environmental Issues

Box 17

1. Campaign Issues, Environment and Energy
2. Campaign Issues, Farm Issues, 1978
3. Campaign Issues, Gun Control
4. Campaign Issues, Indians, American
5. Campaign Issues, Levin, Sander, 1974
6. Campaign Issues, City-County
7. Campaign Issues, Allen Park
8. Campaign Issues, Dearborn
9. Campaign Issues, Lincoln Park
10. Campaign Issues, Melvindale
11. Campaign Issues, Michigan Health Issues
12. Campaign Issues, Michigan Legislative Issues
13. Campaign Issues, Michigan Miscellaneous, 1978
14. Campaign Issues, Michigan Politics

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15. Campaign Issues, National Issues, 1978
16. Campaign Issues, Nuclear Issues, 1978
17. Campaign Issues, Opposition
18. Campaign Issues, Personal Issues
19. Campaign Issues, Senior Citizens
20. Campaign Issues, Social Issues
21. Campaign Issues, Taxes, 1978
22. Campaign Issues, Transportation
23. Campaign Issues, Unions, 1978
24. Campaign Issues, Udall, Morris

Series VI
Reference Material 1950-1978
Boxes 18-24

News clippings, reprints, government documents, pamphlets, papers and other publications. The subjects cover a wide range of Moore's interests: psychology, education, social issues, women's issues. Files are arranged alphabetically by subject.

Box 18

1. Child Development, Aggression
2. Child Development, Day Care Programs, 1971-78
3. Child Development, Miscellaneous
4. Child Development, Parental Influences
5. Child Development, Sex Roles
6. Child Development, Sex Roles and Age Factors
7. Child Development, Sex Roles and Influences
8. Child Development, Toys and Play
9. Education, Chicago Report, 1970

Box 19

1. Education, Children's Books
2. Education, Detroit NOW Education Proposal, c. 1972
3. Education, Education Articles
4. Education, Sex Education
5. Education, Sexism in Education
6. Education, University Women, 1972
7. Education, Wayne State University Women
8. Education, Women's Studies
9. Ethnic Groups, Black Economy
10. Ethnic Groups, Black Women, 1969
11. Ethnic Groups, Black Women in Feminist Movement
12. Ethnic Groups, Blacks
13. Ethnic Groups, U.S.A.
14. Ethnic Groups, U.S.A., Women

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Box 20

1. Ethnic Groups, Race, 1971-78
2. Ethnic Groups, Racism
3. Health Issues, Abortion
4. Health Issues, Birth Control
5. Health Issues, Gynecology
6. Health Issues, Miscellaneous
7. Health Issues, Pregnancy
8. Health Issues, Stress
9. Marriage and Family, Children
10. Marriage and Family, Divorce
11. Marriage and Family, Family
12. Marriage and Family, Marriage
13. Marriage and Family, Sexuality
14. Marriage and Family, Single Parenthood
15. Marriage and Family, Working Mothers
16. Men in Women's Lib, Father's Role
17. Men in Women's Lib, Feminized Male
18. Men in Women's Lib, Football
19. Men in Women's Lib, Male Chauvinism
20. Men in Women's Lib, Men in Women's Lib Movement

Box 21

1. Psychology, Book Reviews
2. Psychology, Cognitive Abilities, 1951-70
3. Psychology, Conformity Studies, 1959-71
4. Psychology, Conformity and Status, 1954-64
5. Psychology, Male-Female Interactions
6. Psychology, Objectivity in Testing
7. Psychology, Psychology of Women
8. Psychology, Psychology Studies, Miscellaneous
9. Psychology, Sex Differences, 1957-75
10. Psychology, Social Distance Scale
11. Psychology, Status and Power, 1950-71
12. Social Issues, Abortion
13. Social Issues, Abortion and Attitudes
14. Social Issues, Abortion, Michigan, 1971-76
15. Social Issues, Abortion, Michigan Law
16. Social Issues, Abortion, Newspapers

Box 22

1. Social Issues, Aging, 1973-77
2. Social Issues, Alcoholism, 1973-77
3. Social Issues, Drugs, 1970-75
4. Social Issues, Environment, 1971-78
5. Social Issues, Population, 1973-75
6. Social Issues, Prostitution, 1976
7. Social Issues, Sexual Assault
8. Social Issues, TV Violence

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9. Social Issues, Women and Violence
10. Social Issues, Volunteerism
11. Women's Issues, Advantaged Women
12. Women's Issues, Credit, 1972-78
13. Women's Issues, Female Criminals, 1970-74
14. Women's Issues, Media, 1971-76
15. Women's Issues, Nonprofessional Women, c. 1968
16. Women's Issues, Older Women, 1970-75
17. Women's Issues, Pensions, 1970-76
18. Women's Issues, Women in Poverty, 1970-74
19. Women's Issues, Religion
20. Women's Issues, Women in Business, 1970-78

Box 23

1. Women's Issues, Women in Insurance, 1975
2. Women's Issues, Women in Psychology, 1971-72
3. Women's Issues, Women in Sciences, 1951-73
4. Women's Issues, Women in Sports, 1974-76
5. Women's Rights, Equal Rights Amendment, 1977-78
6. Women's Rights, National NOW Conference, 1977
7. Women's Rights, Sexism, 1965-75
8. Women's Rights, Social Revolution, 1969-70
9. Women's Rights, Women Internationally, 1947-76
10. Women's Rights, "Women's Lib," 1969-78

Box 24

1. Women's Rights, "Women's Lib," Reprints
2. Women: Bird, Caroline
3. Women: Famous Women, 1971-77
4. Women: Griffiths, Martha, 1970-75
5. Women: Local Women, 1973-78
6. Women: Women in Politics and Government

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