

2011-K1619

LEGISLATIVE RESOLUTION commemorating the 40th Anniversary of MS. magazine

WHEREAS, It is the custom of this Legislative Body to recognize institutions that have achieved excellence and contributed to the betterment and improved wellbeing of New York State and its citizens; and

WHEREAS, Attendant to such concern, and in full accord with its longstanding traditions, this Legislative Body is justly proud to commemorate the 40th Anniversary of MS. magazine; and

WHEREAS, MS. is an American magazine co-founded by feminist and activist, Gloria Steinem, and founding editor, Letty Cottin Pogrebin, together with founding editors Patricia Carbine, Joanne Edgar, Nina Finkelstein, and Mary Peacock; and

WHEREAS, MS. magazine first appeared in 1971 as an insert in NEW YORK MAGAZINE; the first stand-alone issue appeared in January of 1972; and

WHEREAS, Its 300,000 "one-shot" test copies sold out nationwide in eight days and generated an astonishing 26,000 subscription orders and over 20,000 reader letters within weeks; and

WHEREAS, MS. was the first periodical that focused on issues specific to feminism and the politics of women's identity; and

WHEREAS, MS. has for 40 years, fought to ensure that women of all creeds, nationalities, religions and races are understood to be the equals of men; and

WHEREAS, MS. was the first U.S. magazine to feature prominent American women demanding the repeal of laws that criminalize abortion; and

WHEREAS, It was the first magazine to explain and advocate for the Equal Rights Amendment, to rate presidential candidates on women's issues, to feature feminist protest of controversial issues, and to blow the whistle on the undue influence of advertising on magazine journal-

ism; and

WHEREAS, Furthermore, MS. magazine has been at the forefront of issues pertaining to women, and has highlighted the plight of women through the years; and

WHEREAS, A 1976 cover story on battered women made MS. magazine the first national magazine to address the issue of domestic violence; and

WHEREAS, This magazine helped to legitimize the term Ms., that gives women a prefix that does not signify or define marital status, comparable to Mr.; and

WHEREAS, The popularity of MS. magazine influenced the U.S. Government Printing Office to approve using Ms. in official government documents in 1972; and

WHEREAS, MS. redefined the very notion of women's rights and transformed the feminist movement in profound cultural, economic and political ways, giving women opportunities they never had before; and

WHEREAS, Commemorating the social progress MS. magazine oversaw is as vitally important now as it has ever been, as today's culture is poised to renew old biases and backward values; and

WHEREAS, The observance of the 40th Anniversary of MS. magazine will remind all New Yorkers of the vital importance of remaining vigilant against inequality in all forms; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 40th Anniversary of MS. magazine, and to recognize its many achievements throughout the past four decades; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to MS. magazine.