

Materials donated to Grassroots Feminism by Sally O-J

Shocking Pink, FIRST LETTER (1 page)

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The idea for an alternative young woman's magazine came out of the first Young Woman's Conference held in London in December 1979. In almost a year, this idea has become a reality. It started with meetings in London, and those women included in the making of it has grown from a handful of young women to over 300 on the mailing list, and a working collective based in London. We have had a number of problems with keeping in contact with the women on the mailing list, the major one being money. We haven't got any, being mostly at school or unemployed.

Everything in the mag. has been written or drawn by young women aged from 12-21, and the collective consists of women aged between 12-22. The next issue will be written by you - that is, the women who have read this one - and so we'd like to know what you thought of this issue. Please answer these questions, or we won't know where we went wrong etc.:

Where did you hear about Shocking Pink?.....

How old are you?.....

Are you at school, work, unemployed?.....

Are you involved with any groups that you'd like us to know about for contact lists, or future material?.....

.....

.....

What did you think of this issue? Be as critical as you can.....

.....

.....

.....

.....

What would you like to see in future issues?.....

.....

.....

Would you like to be involved in the making of future issues, writing or drawing, or other skills?.....

It'll probably be based in London again, but we'd like to set up groups in other areas. Are you interested?.....

What types of groups do you think they should be?.....

.....

Even if you don't want to be in such a group, would you still be interested in, for instance, writing something?.....

We eventually want to get the mag. into the shops, but this probably won't be possible for the next issue, so if you want to see more, please write and tell us, with an SAE (Very important, as cost of postage is so high), so we can tell you when and where to buy it.

We'd like as many of you as possible to be involved in Shocking Pink. If you're interested, write to us at 4 Essex Rd, Acton, London W3. We'd also like to get young women in the same areas in contact with each other, so please say if you mind having your address circulated to others.

We all hope you enjoy shocking pink - if you don't, tell us why.

Thanks, love and sisterhood, Shocking Pink collective xxx

Minutes of the meeting held on Sunday 20th April 1980 at A Woman's Place (1 of 2)

THIS IS WHY THERE IS A NEED FOR AN ALTERNATIVE MAGAZINE FOR YOUNG WOMEN:

Firstly, we know there is a need, because WE need it. And we know that many others do, because of the national response to our advertisements and publicity.

AN ALTERNATIVE, BECAUSE:

Magazines like Jackie, OH Boy, Blue Jeans, don't give a realistic impression of our lives.

None of them make us feel complete or independent as young women. They make us feel you've got to lean on somebody (usually a boy) or on something (usually clothes and make up).

They don't give us any credit for intelligence. Like all the rest of the media, they presume that we are only interested in clothes, cooking, home and family, and getting our man. We're interested in some of these things, but not in the way they constantly present them. EG we don't necessarily wear 'fashionable' clothes to catch a boy's eye, but like dressing for ourselves, and for practical and comfortable reasons, too.

We need a magazine that looks at other things too, issues that really affect our lives, like nuclear power and weapons, violence against women, racism, contraception, abortion, sexuality, all aspects of women's rights, books, opportunities in education and at work.

And we want a magazine that looks at fashion, music, make up, relationships.... and all the usual magazine subjects from a more interesting and realistic viewpoint.

YOUNG WOMEN, BECAUSE:

At the moment the magazines are mainly run by older women (and men), many of whom are completely out of touch with what young women want. They keep saying they are giving us what we want. But we don't want it. In any case, they can't know what young women want, because there's no alternative at the moment for them to choose from.

There are many issues which particularly concern younger women. It is not us who are ageist. We are forced into certain situations because of our age: we have fewer rights even than older women. Our social and everyday lives are

Minutes of the meeting held on Sunday 20th April 1980 at A Woman's Place (2 of 2)

controlled by laws and attitudes which presume we have to be 'protected' but in fact stop us from doing what we want to do: Age of Consent, entertainment and licensing laws, employment regulations etc. We need a magazine in which young women write about these extra restrictions.

ALL WOMEN BECAUSE :

The magazine will be run by women working together - mainly young women. Our experience is that when you have boys and men around, they tend to dominate and take over. We want to show that young women can do it on their own. The magazine will have lots in it about relationships with boys and men - but written by and for young women.

Shocking Pink, Minutes, Sat 11th October 1980 (1 of 3)

<p style="text-align: right;">①</p> <p>Minutes of the Magazine Meeting Sat 11th October</p> <div style="background-color: yellow; height: 30px; width: 100%;"></div> <p><u>Specification</u> See attached sheet</p> <p><u>Budget</u> See attached sheet</p> <p><u>Distribution Plan - POSTAL SALES</u> 1. How will we handle a large response from the Observer? WE HAVE HALF A PAGE COVERAGE IN THE OBSERVER COLOUR SUPPLEMENT ON NOV. 9th !!!</p> <p>2. How are we going to use this response for further issues as there could not be as much press publicity again? <u>Some options:</u></p> <p>① We could anticipate date and month of next issue and ask for subscriptions to be sent in.</p> <p>② We could do this by either using the magazine i.e. printing on it our intention of a second issue</p> <p style="text-align: center;">OR</p> <p>We could include a duplicated letter to each reader explaining that we hope a second mag. will be printed when ever (?) asking for subscriptions and contributions of articles. ALL DONATIONS GRATEFULLY RECEIVED.</p> <p>3. <u>Other possible postal sales</u></p> <p>SPARE RIB - advert in Oct. issue [100th issue] article in Newsshots in Nov. issue [this has to be in the next 10 days]</p> <p>YOUTH CLUBS - Members Only: small circulation, 1 to each APLICATIONS. Youth Club. and some Youth Workers mailing leads to</p>	<p style="text-align: right;">②</p> <p>GAUDIUM'S PAGE, EVENING NEWS - Val Hennessy, SOUNDS, N.M.F., FRINGE POLITICAL PAPERS, RADIO LONDON, NATIONWIDE, LOCAL PRESS, TIME OUT.</p> <p>62e We should embargo all publicity until we have the publication date and other things sorted and until the collective decides what to do. Audrey from Inter Action has extensive experience of dealing with the press and is willing to talk to us about it. We should set up a meeting with her.</p> <p><u>Non - Postal Sales - Priority</u></p> <ol style="list-style-type: none"> 1. Selling in Youth Clubs - ♀ Youth Workers mailing asking them to sell copies and talking about the magazine. Val Carpenter will tell us what will be best to put in the mailing. 2. Bookshops - where young ♀ go. We decided to contact major distributors who distribute to alternative bookshops to get some feedback as to whether these bookshops would accept the magazine. See talk list. 3. ♀'s Centres and ♀'s conferences in the near future. <p><u>Non - Priority outlets</u></p> <ol style="list-style-type: none"> 1. libraries 2. gigs and ♀'s gatherings <p>Obviously what we as individual collective members can sell on the streets, at political events etc. can sell will be very important.</p> <p><u>CONTRACT with M.I.Y.</u></p> <p>To be signed drawn up when the final production budget is sorted out and agreed.</p> <p>M.I.Y. will require a copy of our editorial policy. <u>WHY?</u></p> <ol style="list-style-type: none"> 1. Even if it is part of Inter Action policy with M.I.Y. projects 2. As a result of the Observer article we will be under a lot of pressure from the press at large
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Shocking Pink, Minutes, Sat 11th October 1980 (2 of 3)

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We will need an editorial policy ^{in relat to} of aims and content which can be used as a basis both for us to refer back to and to answer press questions on.

M. I. V. REQUIRES:

a statement of

1. range of topics being dealt with - this needs to be a comprehensive list including topics we would like to raise in further issues.
2. a description of the Page of the magazine
3. a political statement of what we hope the magazine will do.

We broke into 2 groups to discuss this

- ① Natalia, Julia, and Joanne
- ② Jane, Mona, Dianne and Chris.

We will put these ideas to a meeting soon.

DATE OF THE NEXT MEETING: meeting to discuss distribution with some of the Skills panel at INTERACTION MONDAY 13th OCT. 6.00 p.m.

TASK LIST

① Budget

1. Pre-Printing costs.
 - LETRAZETT - trying to get it for nothing JOYANNE
 - PRINTING UP BOARD - ditto JOYANNE
 - COU QUIN - ditto JOYANNE
2. Printing costs
 - Winnin in Print costs to be pinned up
 - run on costs 1000/2000
 - reprint costs JOYANNE

② DISTRIBUTION PLAN

- 300 COPIES SPARE RIB advert DIANNE
- Invitation to Val Carpenter to attend meeting on Monday CHRIS
- ditto Lucy Whitman and Sue Hennings DIANNE
- Full-time Distributors to SALLY
 1. find out about distribution to alternative bookshops
 2. to arrange a workshop on packing for postal distribution and also pricing for bulk distribution.
- Contact Rising Free + P.D.C. to find out about distribution to alternative bookshops SALLY
- librarians - contact Val Pratt about distribution to Libraries JANE

③ COPYRIGHT

- Visit Platimers Hall to register the mag. and find out about copyright laws. CHRIS
- ④ Contact Sally about the next meeting JANE
- Contact Lucy about Sunday afternoon KONA.

Shocking Pink, Minutes, Sat 11th October 1980 (3 of 3)

SPECIFICATIONS.

1. A4 FORMAT
2. 16 or 20 PAGES (DEPENDING ON WHAT WE CAN AFFORD.)
3. POSSIBLY 15 PHOTOS = HALF-TONES. NOT INCLUDING ~~15~~ PHOTO-STORY.
4. 80 gsm opaque (not transparent) paper throughout, including cover. WHITE
5. Cover - 2 COLOURS ATLEAST. Also extra colour inside.
6. An initial print of 3,000 - possible with Print run on, to be costed ~~at~~ per 1,000. Also possibility of re-print. (Also to be costed).

Pre Printing Costs

Mailing list	£32
Typesetting	£35
Xerox	£1.60
Photos	£5.60
Photo screening	£5.00
cow gum	70p
Total	£79.90

Printing Costs

16 page		A4	20 page (cheaper paper)	
0/w 3000	£298.00		0/w 3000	£325.00
Ink changes	£ 44.00		Ink changes	£ 44.00
Finishing	£ 45.00		Finishing	£ 45.00
Posters 100	£ 15.00		Posters 100	£ 15.00
Total	£402.00		Total	£429.00
Overall Totals			Overall Totals	
16 page	£481.90		20 page	£508.90
Difference. £27.00				

Income

Magazine	2/3 Mailing	23p	£460.00
	1/3 cost price	20p	£200.00
	Total		£660.00
	Plus from mailing		£33.00
Total Income			£693.00
Minus Costing			<u>£508.90</u>
			<u>184.10</u>
			<u>211.10</u>

Shocking Pink, Spare Rib ad cropped, 1980

What are you doing on June 27?

Come to the
SPARE RIB /
SHOCKING PINK
benefit

WOMEN ONLY
MORE INFO NEXT MONTH

live music.. disco

COVER DESIGN BY PAT KAHN. IMAGES BY INGRID EMSDEN,
LIN TOBIAS, JUDY ROBERTSON AND CARLOS REYES.

REVIEWS

42 Books: *Working-Class Wives* — their health and conditions in the 1930s, a sceptical look at *The Sceptical Feminist*, *Sula* | — a new Black American novel and children's books
Flashback: *Gaining Momentum* photography exhibition
Music: The expansive *Sisterhood of Spit*
TV: *Tiswas* 'anarchy' and *Swapshop* 'worthiness' and *Sorry*, a play about rape
Theatre: A round-up of the Women in Theatre season in

Thoroughly modern misses launch a magazine

By VAL HENNESSEY

SEVENTY schoolgirls are joining together to launch a new teenage magazine.

Lisa Bahaire, 14, a pupil at Camden School for Girls, says most teenage magazine material is presented with appearance in mind by older men with their own vision of what

three A-levels and says she doesn't want advice on how to defuzz her arm-pits or how to cook a candlelit supper for two.

"I'm sick of reading about love, beauty and star signs," she said.

"The editors of these magazines treat us like zombies. Now we've decided to do something positive and are going to produce an attractive alternative magazine."

The new group wants a magazine with features about careers, experimental lifestyles and coping with sexist attitudes.

The girls want information about their bodies, motherhood, politics, contraception and current affairs.

Lisa said: "At our first meeting we all decided we still want to read about ourselves instead of being dictated to by condescending older writers."

And the group is not anti-boys. In fact they believe that boys have

Lisa Bahaire (left) plans the first edition of the young magazine with Jane Connor.

Picture VERNON DURRANT.



The first issue this year using funds raised by jumble sales and the girls, who have led the Young Women's Magazine group, to call it Sugar and Spice or Little Wimmen. They met in London last week to discuss eight magazines, and decided that jumble sales material is preferred with appearance glamour and it is written by older men with a more realistic view of what the girls should be

NAGGING

she said. "The ideal is of Pink girl wears fish skirts and high heels and works in an office fetching cups of tea. She has a steady boyfriend but is saving her money until marriage. She has a nagging Mum, an over-protective Dad and a friend with whom she shares her Best Girl. She has a steady boyfriend but is saving her money until marriage. She has a nagging Mum, an over-protective Dad and a friend with whom she shares her Best Girl. She has a steady boyfriend but is saving her money until marriage. She has a nagging Mum, an over-protective Dad and a friend with whom she shares her Best Girl."

Hearing tests for new-born babies

CRADLE fitted with electronic sensors has been developed to test hearing of new-born babies. It could be a major breakthrough in preventing deafness from becoming restricted. It has taken up three years to develop. By then, many babies are already back-

doesn't want advice on how to defuse her ambitions or how to cook a candlelit supper for two.

"I'm sick of reading about love, beauty and star signs," she said. "The editors of these magazines treat us like mummies. Now we've decided to do something positive and are going to produce an attractive alternative magazine."

The new group wants a magazine with features about careers, experimental lifestyles and coping with sexist attitudes.

The girls want information about their bodies, motherhood, politics, contraception and current affairs.

Lisa said: "At our first meeting we all decided we still want to read about fashion and make-up, but the articles must be written with the assumption that it's fun to improve your appearance for your own pleasure and not just to attract boys."

"We've decided to use ordinary girls to model clothes and we'll write about cheap chainstore garments and point out that you can buy marvelous clothing in jumble sales and manage to look terrific with a little imagination and a little money."

"We plan to publish money-saving recipes. We'll also have comic strips, the photo sort with balloons coming out of mouths, and we want to write most of the material

Lisa Bahaire (left) plans the first edition of the young magazines with Jane Connor. Picture VERNON DURRANT.



ourselves instead of being dictated to by condescending older writers."

And the group is not anti-boys. In fact they believe that boys have a tough time in modern society ("but no way as tough as girls"). Their magazine will remind its readers that there is more to being a teenage girl than making yourself attractive and available.

The group will welcome older women ("in their twenties") to help with distribution and fund-raising.

PROGRESS

Several girls anticipate parental opposition to the scheme and Jane confessed that her mother would prefer she spent her spare time helping handicapped children rather than becoming involved in a feminist magazine.

All the girls agreed: "If any of us have hassles with parents, a deputation will visit them and explain our aims and progress."

Another of the girls, Mary Wollstonecraft, said: "We're just starting to get the message across that a girl's destiny is not to spend the rest of her life mending some bloke's socks and moaning about her hair. Our new magazine will just be the beginning."

The group's next meeting will be held in June at the Women's Arts Alliance at Camden.

All interested young women are invited to go along with suggestions.

THE BOMB: WOULD YOU SURVIVE



Nearly 50% of Londoners expect a nuclear attack on the capital in their life time. Would you survive? How would London cope with millions of lethal radiation for weeks afterwards? Find out tonight at 10.30pm on Thames.




10.30pm TONIGHT ON ITV.



9 NOVEMBER 1980

OBSERVER



Blows the wind to-day, and the sun and the rain are
flying,
Blows the wind on the moors to-day and now,
Where about the graves of the martyrs the whaups are
crying,
My heart remembers how!

*The Pentland Hills (first verse)
by Robert Louis Stevenson*

Places in poems
see page 48

SERVER YOUNG OBSERVER YOUNG OBSEI

PRE-
T

very pleased to the winners of our hic competition. The s 'My favourite pet', ere allowed to photo-animal you'd like to e and look after. We hundreds of entries dges spent a difficult ying to decide on the

inner of the 11 and group is Karel i, 10, from Southsea, 12 to 16s is Melanie 4, from Great Shel-y each win an ITT Camera 402/T, a roll l photographic album, e equipment needed ter a cat or dog from pet care products.

runners-up are: Amanda 12, Watford; Timothy Mold; Mary Hutchison, rgh; Gail Jackson, 14, ; Peter Johnson, 16, y Lee, 11, Kensington; ith, 11, Glasgow; Lucy 10, Hampstead; Abigail Leeds; Michael Sutton, one; Helen Whipp, 11, lison Woodhead, 15, lge.

h win copies of Sher-e books, grooming pro-cat or dog and a photo-am.

ould like information, contact Sherley, who ber of free leaflets on ng subjects: 'A puppy nily?', 'Rid your pet', 'Protect your pet blesome fleas', 'How an's best friend' and - care in later years'. e any of these large stamped envelope to: Sherley's Bureau, Ashe Lab-d., Ashetree Works, Road, Leatherhead, 22 7JZ.



week's puzzle. The all in the sentence rn the page upside-extra help. Solution

Denys Parsons rings genuine prickly place of entertain-The top letter is 8 after



'SHOCKING PINK' IN BLACK-AND-WHITE

A group of young women, fed up with the diet of romantic fantasy fed to them by teenage magazines, are publishing their own alternative called *Shocking Pink*.

'Pink is a girl's colour, but we want to shock people out of their complacency,' say the collective that grew out of a young women's conference held last winter. About 20 of them form the editorial core, making decisions together. 'We've had enough of the stereotypes, the main aim of which is to get off with the boy of your dreams. School and careers are swept aside and trivialised by magazines.'

The group, who meet at

weekends and evenings, are aged from pre-teens to early 20s. They have built up a mailing list of nearly 300 others who are contributing ideas and help. *Shocking Pink* is being helped by Inter-Action's Make-It-Yourself scheme and the first run of 3,000 copies will circulate this month.

The collective (who don't want to be called 'girls' and who would rather not be individually named) have scores of letters to prove that remedies for acne and how to attract the opposite sex are not the solution for all young women. A 13-year-old says in her articulate letter to *Shocking Pink* that she does not want a problem page

Nobody knows yet if the scouts actually existed, or if they had a base where Miss Sutcliff puts them, at Castellum near Edinburgh. The story is based not on fact, but on an inspired hunch.

She had the same sort of hunch when she set 'The Eagle of the Ninth' in Exeter. When she wrote that book, no traces had been discovered of any Roman garrison in the town. The archaeologists said it was unlikely. Now, 25 years later, they are digging up relics of the Second Legion's garrison all over Exeter.

Roman Britain is a kind of second home to her, she says. 'It's a delicious feeling of "Ah, here again!", although I am also slightly ashamed of how happy I feel among the Romans. The Greeks are infin-

or gossip about stars, to be told what to wear or who to have crushes on.

She, and the other readers, will be able to write their own fiction. The content of the first issue includes a changed-role story, with a female taking the initiative, set in a disco in 2980. There's a photo-story 'done over a weekend when the collective got together' and a 14-year-old from Belfast has written a personal account of danger in Northern Ireland. Since then, she has had her skull fractured by a rubber bullet. A black teenager describes her experiences when she was watching a National Front demonstration.

itely more worthwhile, but with them I remain an onlooker - fascinated, but not involved. If one believes in reincarnation (and I'm not at all sure that I don't - it's rather a nice thing to believe in) you could say that the times I feel best about are the times that I was born into.'

Reincarnation doesn't do all the work, of course. There is a massive amount of research, too. What did the Roman soldiers eat? How would supplies come in? How would they forge a sword blade, build a wall? She gets much useful information through her membership of a wargames society which specialises in early history. Members commanding Lilliputian armies fight out imaginative reconstructions of early tribal battles, before the

But, because they want to represent a wide range of readers, the collective believe in explaining their standpoint. They offer an interpretation of sexism that every young woman will appreciate: 'It's about being told to do the housework because you're a girl; told you can be a nurse but not a doctor; being expected to do a craft like needlework instead of woodwork.'

The collective want ideas, stories, photographs, drawings and subscriptions. The first 16-page issue costs 20p (send a postal order and a stamped addressed envelope to *Shocking Pink*, 4 Essex Road, London W3). *Ann Hills*

unfair invention of gunpowder.

Fiction does have an odd way of turning to fact with Rosemary Sutcliff. The Frontier Wolves in her new story get their name from the wolfskin cloaks which they wear on top of the regulation dark green army issue cloaks. This was a piece of imaginative embroidery by the author, which fitted in with the wild image she created for her semi-brigands.

Later, one of her fellow wargamers turned up some evidence that Roman patrols had indeed used such cloaks, as the wolf-heads broke up the tell-tale silhouette of Roman war caps on the skyline.

Perhaps in another 25 years, the archaeologists had better start digging again round Castellum. . . . *Anna Pavord 87*

Shocking Pink, Time Out, November 13 1980

News

Girls In The Pink



Teenage? Female? Tired of being viewed as early advertising fodder? Sick of 'What can I do to win Dave back from my best friend Am?'

Help may be at hand. Next week *Shocking Pink* hits the streets.

The new 20p magazine comes from a collective of 12 young feminists between 15 and 20, the Young Women's Magazine Group (YWMG).

The YWMG produced the magazine after, in the words of one member, concluding that the young female market was flooded with 'crap'. It is the product of collaboration with 400 other young women across the country.

Shocking Pink's first issue includes an argument in favour of lowering the age of consent, suggests a party to celebrate one's first menstruation and provides a photo-strip on being gay and coming out at school...

The YWMG believes that if it can sell 3000 copies the paper can cover costs and planning on the second issue can go ahead. The first one had plenty of pitfalls.

Interaction, the group run by Ed Berman, withdrew a loan it had provided under its 'Make It Yourself' scheme a few weeks before the magazine was due to print. Interaction stated that until 'divisions' within the collective were sorted out it was impossible to continue working with them.

The collective deny any 'splits' and suspect Interaction got an attack of cold feet when they saw the content.

'We think they were expecting the same 'stories' as the existing magazines simply with a bit of role reversal,' explained the YWMG spokesperson. 'There was never any time when they hinted that if they found the content controversial they'd pull out, so we just weren't prepared for their decision.'

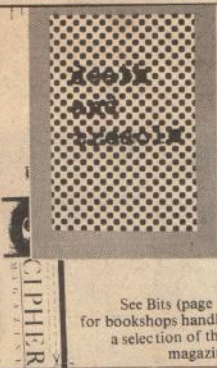
In the end: 'We'll sell it on the streets, we'll sell it on the barricades, we'll sell it on the beaches!' (*Penny Valentine*)

Shocking Pink is available through mail order at 40p including p&p. Cheques to Young Women's Magazine Group (YO) at 4 Essex Road, W3.

ALTERNATIVE MAGAZINES

Exploding Magazines

Big/Small/Tack/Gloss/New/Not-so-New:
There's more on the magazine racks than meets the eye. Overleaf MOG JOHNSTONE surveys a few of the current contenders...



See Bits (page 54) for bookshops handling a selection of these magazines.



Publishing the Reader: What to Say and Do
The fine fall of the show is almost completed and words fall on us in separate bursts for your kind appreciation and advice.



i-DENTIKIT -
performer speaks in a quiet voice as he speaks and closes his book.
Penny: Penny Penny... Penny Penny... Penny Penny!
Penny Penny! Just a moment... I thought your proper name was Charles?
Charles: So it is... but tonight I'd rather be a proper name than a proper Charles... We will!
Change the penny dial into the clock by altering the book's function and do a few days of penny penny after introducing the figure. Right, from the book movements in the dialing movement. On the book press we find Penny the book.
I suggest he's got something to say to say... as well as work. Not... just Quick... Quick... Quick!

This is what little girls REALLY like



SHOCKING PINK is the alternative *Jackie*; afloat since '79 as "a magazine made by and for" an independent group of young women under 20. Their third issue is a bumper — it includes a West Indian reader's datebook of British race riots; an excellent discussion on sex and power in relationships; the Au Pairs' Lesley and Jane interviewed in the Ladies'; plus *SP's* usual deft parodies of *Jackie's* photostories and plugs. Excellent Contacts' pages, and film / book reviews relevant to the magazine's stance and readership. The good news is that full employment has made some space in the *SP* production / editorial team, and for new contributors to the mag itself. Contact the group at: **SHOCKING PINK**, c/o 90 Cromer St, London WC1.

—**CYNTHIA ROSE**

Shocking Pink Letter (1 of 2)

Shocking Pink,
4 Essex Road
ACTON
London W3

Dear

Most of you haven't heard from us for a long time. We're very sorry about this, but we've been having a few problems financially. As there are about 300 women on our mailing list, the cost of stamps alone is £35 every time we write. We are looking for ways of overcoming this problem, as its important that we keep in touch.

We, that is the main group of about 20 young women, have been quite busy since you last heard from us. As mentioned to you before, we had approached 'Interaction', a community arts centre in London, for help (equipment, space etc) and funding for the first issue. And until the beginning of this month, everything appeared to be going smoothly. The content was coming together, and the distribution had publicity was also good, but when we started asking for a contract for the loan, barriers were put in our way. There seemed to be pressure on us to change our content, yet we were told specifically before that Interaction would not have a say in our content. We all realised that they did not want to loan us the money, and we eventually recieved a formal letter from them which said that our production schedule was not workable, and some other feeble excuses. We know that this is not true, and we are still keeping to the same schedule with the help of some donations. (Further donations would still be very useful, though)

SHOCKING PINK : This name was decided by taking a vote from all the people on the mailing list.

It is a 20 page magazine, with a face value of 20p. It is however unfortunate that single issues bought through the post will cost 40p, including postage and packing.

The content includes both articles and drawings sent in from young women and some done by members of the collective. The writers range from 12 to 19 years.

LAYOUT: It is very hard to give a brief page by page explanation of the content of the magazine, as it will appear messy and unclear. What we can say is that it contains stories, a Photo-story about a young lesbian coming out at school, music, fashion, poems, cartoons and covers racism, the problems in Ireland, the age of consent and other issues, the majority being written as personal viewpoints or experiences. For instance, there is a spread by some young women describing a party they had to celebrate their first period.

We all hope on the collective that you enjoy the magazine, and will write to tell us what you think of it.

PRE-PRINTING AND PRINTING COST: (These costs are approx.)

Pre-printing costs include the mailing list, type-setting, xerox, photo-screening, and small extras, total: £44.

Printing costs for an original print run of 3,000, with other 1,000(s) reprints. It includes ink changes, binding and finishing, at 20 pages. Total: £525.

This means an overall cost of about £569.

Shocking Pink Letter (2 of 2)

PUBLICITY: Spare Rib: Advert Oct. issue.

Article in Newshorts in Nov. issue.

Youth Clubs have a number of publications, one, 'Members Only' contains an article, another, called 'Youth Club', contains an advert. We have a definite half page article in the Nov. 9th issue of the Observer colour supplement.

We have had articles in the New Standard (London evening paper), and Time out, and are hoping to have one in the Guardian, and maybe some of the other dailies.

These articles are very important, and we hope they will get to a large number of young women.

DISTRIBUTION: The bulk of the distribution of the magazine will come through postal sales, although we hope this will change for latter issues. Others will be sold at youth clubs, gigs, meetings, and book shops.

We will be sending you a questionnaire, asking for constructive criticism of the magazine, help, etc. We want to try to avoid the breakdown in communication that happened this time, and have had various ideas on how to do this. For instance:

As we are producing the next issue hopefully by Feb., it would be useful to us if you could say whether you would be interested in producing it with us.

It may not of course be London based this time, any ideas?

Small groups set up around the country to write etc.

Reader's groups.

If you are interested, please let us know. We'd like to get the young women on the mailing list in the same areas in contact with each other, so could you tell us if you mind having your name and address circulated to others on the mailing list.

QUESTION: Do you want to buy the magazine???

Yes - great. How many??

One copy costs 40p, including postage and packing. For bulk orders, please write giving us details, and we'll work out the cost. All cheques or postal orders to be made out to "The Young Woman's Magazine Group".

Please note that it is written in the constitution of the magazine's bank account that any money made by the magazine will go back into producing the next issue. None of us are making any money.


Thanks for reading this very long, boring letter. Hope you enjoy the magazine. See you soon,

In Sisterhood,

The Shocking Pink Collective XXQXX

Shocking Pink ad for badges for Issue 2 (designed by Sally) in Spare Rib 1981.

Place, London WC2.



new!! ★ ★ ★

Tasteful pink + green badges now available from 4 Essex Rd, London W3. 20p + postage.

★ ★ ★ ★ ★ ★ ★ ★

2nd edition of the alternative magazine by and for young women now available from above address, 36p inc p+p. Donations welcome POs + cheques payable to Young Women's Magazine Group.

There will be an open meeting for Young Women interested in joining the *Shocking Pink* collective at The Women's Centre, 90 Cromer St, London WC1 (Kings Cross tube) on Sunday August 2 at 3pm.

Shocking Pink flyer – call for contributors for issue 3

THINK
PINK

Shocking Pink! An "Alternative Young Women's Magazine"

NEED YOUR Ideas, Articles, Poems, Drawings
ANYTHING!

FOR ISSUE N°3. Please send all contributions to:
Shocking Pink
90 Cromer St. Women's Centre,
90, Cromer St. London WC1

by the end of September.

Shocking Pink Letter to subscribers

THE LATEST FROM SHOCKING PINK - AT LAST....

Dear Young Women,

You may have been wondering when Issue 4 of Shocking Pink is coming out. Well - its up to you.

The present Shocking Pink collective feels that, for various reasons (full time employment, other heavy commitments, or just having been on the collective for too long etc.) its time that a new group of young women either continue Shocking Pink, or, start a new alternative young womens magazine with the remaining Shocking Pink funds, and with practical help - ie., the passing on of all the layout and production skills we've learned in the last three years - from us.

As an alternative young womens magazine, Shocking Pink has always had a policy of not printing anything racist, sexist, or anti-lesbian, and has always been by and for all young women: black, white, working class, middle class, lesbian or heterosexual, able-bodied or with disabilities.

At the moment, the collective is based in London, but if a group of young women anywhere else are interested, theres no reason it shouldn't move.

Would interested women please get in touch with us via 90 Cromer St., London W.C.1 as soon as possible so that we can organise a meeting to discuss this.

Thanks,

Love from Shocking Pink



Shocking Pink, Letter from Connexions, 7 February 1983

Peoples Translation Service

4228 Telegraph Ave. • Oakland, CA 94609 • (415) 654-6725

7 February 1983

Dear Shocking Pink,

I am writing on behalf of Connexions, an international women's quarterly. I have enclosed a copy of our latest issue. In this issue we included an article from Girls are Powerful by Shocking Pink staff members. I think it is the best article in this issue.

We would like to know if you'd be interested in exchanging subscriptions with us? Also ads?

Please let us know what you think of the issue. We hope to hear from you soon.

Sincerely,

Patty
Patty Ruppelt for Connexions

• Newsfront International • Connexions • Interlink Press Service •

Shocking Pink Badge

