

**THE FLORIDA NEWSPAPER WOMAN OF 1970**

**By**

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The purpose of the study is to determine the status and stature of the newspaper woman in Florida in 1970, particularly as she sees herself-- in her profession and in her life as a whole. The basis of research was a questionnaire submitted to 270 newspaper women of Florida, including 185 members of the Florida Women's Press Club, sponsor of the project. The study also included historical research of early woman journalists particularly in Florida, to place the woman of today in perspective. Findings of the survey indicate the newswoman of Florida is happy in her work and can earn a sizable salary, even though opportunities for advancement are not as favorable as are those for men. Many women who were surveyed believe the matter of sex is less important than individual characteristics in the job picture today.

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