

**“Tree Rings” of Journalism History: NBC Trade Releases Document the  
Hostile Climate for Women in the Sixties**

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This research study concentrates on a discrete period, the 1960s, reflected in a select collection of NBC trade releases placed in the context of the growing women’s movement and amplified by change agents. While a rich body of literature documents women’s history in journalism, this paper focuses on the language of NBC releases that comprised the constituent elements of an atmosphere that suffocated women striving to work in the industry. It offers another clue in the history of women in broadcasting concerning how the credibility of journalists, as compared to entertainment television personalities, contrasted professionalism with tawdry chauvinism in ways that helped shift momentum for change. The study shows how some women recognized the moment’s importance and aroused others to unify the aims and strategies of the movement. The releases bespoke a sexist network culture, but they also revealed how newswomen engaged patriarchy on their own terms.