

Houston Breakthrough Where Women Are News



On November 18 - 21, more than 20,000 American women and men, representing a broad spectrum of ages, educational, racial and religious backgrounds will gather in Houston to evaluate the status of women today. The National Women's Conference is an historic event — hailed as “the most important women's meeting of the century.”

BREAKTHROUGH will be there. . .

A unique advertising opportunity. . .

BREAKTHROUGH will serve a unique role during the three-day conference, as the only newspaper providing complete, daily coverage of convention activities.

- * Big, 48-page issues featuring exclusive by-lined articles by such nationally prominent writers as Gloria Steinem and Shere Hite.
- * Daily press runs of over 30,000 papers, distributed free to all major convention hotels by floors.
- * Additional distribution at all meetings and delegate caucuses at the convention itself.
- * Plus our normal good service to our 5,000 regular readers who live and work primarily in the Houston area.

It's a proven fact that when a major convention comes to town, restaurants, shops, stores, boutiques, clubs and a host of other businesses do more business. BREAKTHROUGH'S exclusive coverage offers Houston area advertisers a special opportunity to reach more than 20,000 visitors who will be on hand for the National Women's Conference.

Some of the people who come to Houston will read the city's two daily newspapers. . .

All of them will read BREAKTHROUGH because BREAKTHROUGH is all about them.

Call us at 526-6686 for an appointment with a BREAKTHROUGH advertising representative, or for more information about our convention advertising program. A rate card is printed in this brochure.

Your advertising dollar will go further in BREAKTHROUGH because BREAKTHROUGH will reach *all* convention delegates, *plus* our regular readership.

The National Women's Conference. . .

The National Women's Conference is indeed an historical event. It is the largest convocation of women ever held in this country, and, certainly, the first such meeting ever to be funded by the U.S. Government. The Board of Commissioners is composed of 46 presidential appointees, and delegates have been elected at special conferences in every state of the union.

NATIONAL COMMISSIONERS

Forty-six commissioners include:

Bella Abzug—Liz Carpenter—
Maya Angelou—Betty Ford—
Lenore Hershey—Coretta Scott
King—Jean Stapleton—Gloria
Steinem

Also, Senators Birch Bayh, Charles Percy;
Representatives Elizabeth Holtzman and
Margaret Heckler.

Goals of the conference include:

- * Recognition of the contributions of women to the development of our country.
- * Assessment of the progress that has been made in promoting equality between women and men in all aspects of life in The United States.
- * A study of the role of women in economic, social, cultural and political development.
- * An opportunity to provide a forum for all women to join in the celebration of their past efforts and to make plans for the future.

A broad range of issues will be covered at the meeting: Homemaker Rights, Child Care, Employment, Education, Teenage Pregnancy, the Equal Rights Amendment, Credit, Women in Elective and Appointive Office, Racial and Ethnic Women, The Arts and Humanities and Strategies for Change

. . .and Breakthrough

BREAKTHROUGH is a monthly, general circulation newspaper, with a special emphasis on women's news and issues. BREAKTHROUGH was created to provide a much needed forum for women in the Houston area, and to offer a newspaper that reports women's news in depth.

During its two-year history, BREAKTHROUGH has earned a national as well as local reputation for its contents. BREAKTHROUGH addresses such vital issues as wife beating, sexual harrassment in employment, the status of Chicanas and other minority women in Houston. A popular recent feature was “The Men on Our Side” honoring Texas men who have strongly supported women's rights during the past year.

Houston Breakthrough
Where Women Are News

What our readers say . . .

"I have nothing but praise for your monthly information-packed newspaper. In many ways, I find Breakthrough a model — you cover every spectrum of news with cogent reporting and provide valuable analysis. Also, refreshing and important is your sense of sophisticated humor!

I believe the national conference will be well documented if you maintain your excellent coverage."
—Cecilia Preciado-Burciaga
National IWY Commissioner
Assistant to the President,
Stanford University

"For women to continue to make progress, a communication system that enables us both to exchange our information and to reach the general public is essential. Breakthrough fulfills both these functions admirably.

—Dr. Donna Allen, Director
Women's Institute for Freedom
of the Press, Washington, D.C.

"I think that the whole question of the rights of women is the single most dynamic political issue that is taking place in America today. Breakthrough provides an important community service by reporting on this issue."

—Fred Hofheinz, Mayor
of Houston

"Houston Breakthrough deserves our full support for its distinguished efforts to bring about equality regardless of sex."

—James C. Calaway, President
Texas Civil Liberties Union

"I feel certain Breakthrough will fill an important void, not only as a focal point for Texas women but as an educational tool for public officials."

—Chet Brooks, State Senator

"I read every article with my own sense of pride that Houston women had the great good sense and gumption to publish such a paper.

—Karey Bresenhan, Houston
businesswoman

"I think Breakthrough is the best women's newspaper in the country."

—Karen De Crow, Past
President, National NOW

Houston Breakthrough
Where Women Are News

Full coverage for your advertising dollar!

- choose daily rates. . .
- or the special "3 days for the price of 2" package.

\$800—full page	
\$640—³/₄ page	
\$444—¹/₂ page	\$233—¹/₄ page
\$127—¹/₈ page	

Houston Breakthrough
P.O. Box 88072, Houston, TX 77004
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The First International Women's Year National Conference will bring over 20,000 people to the Houston market area.

Only one newspaper will publish *daily* convention issues reaching all of these potential buyers . . . 