

hands to *do* something about movies like *Vice Squad*, *Private Lessons*, and *Playboy Fridays*. They have had to propose new regulations on sexually abusive programming, and are trying to get a new clause into the Broadcasting Act passed by Parliament in order to back up this regulation. We need to pressure governments and agencies to do something about media which offend and exploit women.

#### *A Success Story*

We received an ad for Western Boot Liquidators and complaints from 16 people in Edmonton. The ad shows a young girl standing sideways wearing only a hat, boots, and underwear. Media-Watch sent off the ad and complaints with a note expressing the need for action against the ad. We received the following letter from the Advertising Advisory Board:

*We agree with the complaint completely...in fact, it's being turned over directly to the Advertising Standards Council for handling under Clause 15. The ad probably will not appear again anyway as it seems to have been for a special sale. However, this kind of complaint is still valuable because it provides an opportunity to contact the advertiser and work towards ensuring this kind of message isn't used again. The Edmonton Sun and the Canadian Daily Newspaper Publishers Association are being advised too.*

You can achieve success in getting media changed or removed through complaint action.

When you are launching a complaint, remember: the more people who complain about the same thing, the better; always make sure you include your name and address and that it's readable; include a copy of the ad, article, picture, etc. with the complaint (unless it's a billboard!); if you see something in the media that deserves praise, praise it.

If you would like information, complaint/comment forms, or want to read a complaint to someone and get feedback, phone MediaWatch at (604) 731-0457 or write to us: MediaWatch, 250-1820 Fir Street, Vancouver, B.C. V6J 3B1. We can also send you the address and phone number of the MediaWatch representative in your area.

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## TRANSFORMATION SONGS

Old men wizards rune writers song singers  
I can tell you about transformations

You say you have been slender sword  
bridge over river eagle caught on the wind

I have been twisted out of sheep's fleece  
spun on a wheel bound into blankets

I was six years a servant in a white cap—  
yes missis, no missis, now can I go missis—  
to a woman in a fur coat and the knuckles  
of a scullery maid me twisting my fingers  
for freedom

and transformed on a Saturday afternoon  
into a girl taking the long high Glasgow street  
in my stride—my best friend and I  
in our best coats snapping our fingers  
at all the young men

I have been paddle in butter churn  
curds clotting thin whey squeezed out

I was nine hours a terrified animal  
then transformed into a mother, stirred  
by the sweet tug of a daughter at my nipple  
and my husband changed into something too big  
too coarse to touch her

I have been nine days sick in the belly of a ship,  
sailing for a new country, a better life  
for the children—me become an island,  
cut off from kin and kind with no familiar hand  
to reach for

I have been knitting needle darning egg  
seed poked in soil buried growing

And with the children older and my husband  
sick at the heart I became a supplicant  
for a job, watching their clean hands tap  
clean nails on paper and tell me about the experience  
I did not have

I have been six years a clerk piling paper  
filing folders tapping keyboards—  
but for all that I can still snap my fingers  
at the young men. My daughter swings down the street  
with a briefcase and it buoys my heart to watch  
her stride lengthen

Old men wizards song singers rune writers  
I tell you about transformations

Alice Major  
Edmonton, Alberta