

C *New Directions for Women*, Records, 1971-2000
4031 8 linear feet, 23 rolls of microfilm

MICROFILM (Newspapers only)

This collection is available at [The State Historical Society of Missouri](http://www.shsresearch@umsystem.edu). If you would like more information, please contact us at shsresearch@umsystem.edu.

INTRODUCTION

The records of *New Directions for Women* contain the business records of a feminist newspaper based in New Jersey and published from 1972 to 1993. The records include correspondence, reader surveys, newspapers, indexes, and financial records, as well as material concerning publicity, fundraising, grants, advertising, circulation, and conferences hosted by the publication.

DONOR INFORMATION

The records were donated to the University of Missouri by Paula Kassell on 2 December 1997 (Accession No. 5741). An addition to the collection was made on 20 October 2008.

ORGANIZATIONAL SKETCH

Organized as a nonprofit corporation, the feminist newspaper *New Directions for Women* (*NDFW*) was founded in 1971 after a conference of the same name was sponsored by a coalition of several New Jersey women's rights groups, including the National Organization of Women. The proceeds from the conference were allocated to publish a newspaper that would serve to keep the three hundred women who attended the conference in communication with one another, as well as reach out to other feminists in the state. Paula Kassell was appointed editor and she launched the newspaper from her home in Dover, New Jersey, with the assistance of a volunteer staff.

The first issue of the newspaper appeared in January 1972. The original title of the publication was *New Directions for Women in New Jersey*. New Jersey was dropped from the title in 1975 as the publication sought to reach a broader audience. In 1979, after six years of publishing as a quarterly, *NDFW* became a bimonthly periodical. A cumulative index for the first ten years was assembled in 1982.

After years of struggling to attain financial stability, *NDFW* discontinued publishing in 1993. A second cumulative index covering the publication's last twelve years was published in 1998.

SCOPE AND CONTENT NOTE

The records of *New Directions for Women* contain the business and administrative records of a feminist newspaper. The collection is arranged in the following eleven series:

Advertising
Circulation and Promotions
Publicity and Public Relations

Correspondence
Business and Administrative Records
Financial Records
Fundraising and Grants
Reader Surveys
Conferences
Indexes
Newspapers

The **Advertising** series contains material relating to the sale of advertising in *NDFW*.

The **Circulation and Promotions** series contains records concerning subscription sales promotions and the distribution of *NDFW*.

The **Publicity and Public Relations** series is comprised of materials regarding *NDFW*'s press coverage, advertising campaigns, and essay contests directed at high school students.

The **Correspondence** series mostly contains editorial correspondence along with letters from readers and other business correspondence.

The **Business and Administrative Records** series contains an assortment of records concerning the business and administrative affairs of the publication and include minutes, business plans, guidelines, leasing information, and photographs, along with materials on insurance, tax exemption, and a name dispute.

The **Financial Records** series includes financial statements, auditor's reports, tax returns, and a five-year business plan created just before the publication's demise.

The **Fundraising and Grants** series consists of material pertaining to fundraising activities and grant efforts pursued by *NDFW*. The series includes a number of grant proposals, as well as records pertaining to grants received.

The **Reader Surveys** series contains questionnaires and statistical data for several reader surveys undertaken by *NDFW* during the course of its publication.

The **Conferences** series contains materials relating to the conference that led to the creation of the newspaper, as well as two other conferences which the publication hosted.

The **Indexes** series is comprised of records concerning the creation of two cumulative indexes, as well as yearly indexes produced during the 1970s. The second cumulative index contains a history of *NDFW* written by Paula Kassell.

The **Newspapers** series contains issues of *New Directions for Women* and its forerunner, *New Directions for Women in New Jersey*. While there is a hard copy of the publication's first issue at the beginning of the series, the Fall 1972 issue is missing. Volumes 2 through 22 are on microfilm. For the years 1986 to 1992, there are two copies of each volume. Some of the rolls contain indexes and supplements.

FOLDER LIST

Advertising Series

- f. 1 General, 1973-1993
- f. 2 Correspondence, Nancy Rich, 1989-1990
- f. 3 Advertising study, 1976 August
- f. 4 Ad rate cards, 1974-1986
- f. 5 Ad information, 1990, n.d.
- f. 6 Sales promotions, 1973-1991
- f. 7-11 Special sections, 1987-1990
- f. 12 Ad representative, 1973-1986
- f. 13 Application for listing in Standard Rate and Data Service, 1979-1980

Circulation and Promotions Series

- f. 14-15 General, 1972-1985
- f. 16-35 Subscription sales promotions
 - f. 16 Letters, 1972-1985, n.d.
 - f. 17 Metro Area Supplement, 1989
 - f. 18 Libraries, 1977
 - f. 19 Holiday, 1983-1989
 - f. 20 Women's Resource Center, 1993
 - f. 21-22 New Jersey Education Association Convention, 1972-1976
 - f. 23 Ad exchanges with other periodicals, 1987-1990
 - f. 24-31 Mailing and exchange lists, 1975-1992
 - f. 32-33 Absorption of subscribers from defunct periodicals, 1974-1978, 1991
 - f. 34-35 Bookstores, 1975, 1988-1989
- f. 36 Subscription services, 1973-1984
- f. 37 Subscription renewal reminders, 1977-1983
- f. 38-43 Distribution
 - f. 38-40 General, 1988-1990
 - f. 41 Bookstores, 1986
 - f. 42 Commercial distributors, 1988-1993
 - f. 43 Inland Book Company, 1989-1994

Publicity and Public Relations Series

- f. 44 Correspondence, 1974-1993
- f. 45 Press contacts, 1972-1992
- f. 46-49 Press coverage, 1973-1994
- f. 50 *New Jersey Publisher* article by Paula Kassell, 1973-1974
- f. 51-52 *New Directions for Women* ads, 1987-1990
- f. 53-54 High school essay contests, 1974, 1976
- f. 55 Miscellaneous, 1983-1992, n.d.

Correspondence Series

- f. 56 General, 1973-1998
- f. 57-76 Editorial
 - f. 57-58 1970s
 - f. 59-61 1980s
 - f. 62-63 1990s
 - f. 64-65 Kriegel, Phyllis, 1985-1990
 - f. 66-67 Redmond, Pat, 1989-1990
 - f. 68 Benderly, Jill, 1990-1991
 - f. 69 Freeman, Pat, 1990-1991
 - f. 70-71 Davis, Susan, 1988-1993
 - f. 72 White, Margaret, 1993
 - f. 73 Wenzel, Lynn, 1991-1993
 - f. 74 International, 1991
 - f. 75 Possible book reviewers, 1984-1987
 - f. 76 Form letters, 1982, n.d.
- f. 77 Friends of *New Directions for Women*, 1984-1987
- f. 78-82 Letters from readers
 - f. 78 1979-1993
 - f. 79 Robinett, Jerry, 1984-1993
 - f. 80 Kudos, 1979-1992
 - f. 81 Slams, 1990-1993, n.d.
 - f. 82 Condolences, 1993-1994
- f. 83 International, 1991
- f. 84 Mailings Universal, 1977
- f. 85-86 Business, Catherine Brennan, 1978-1983
- f. 87 Miscellaneous, Phyllis Kriegel, 1984-1985

Business and Administrative Records Series

- f. 88 Issue schedules, 1972-1985
- f. 89 Trade name and incorporation, 1972-1978
- f. 90 Tax exemption, 1972-1978
- f. 91 Copyright, 1979-1995
- f. 92 Unemployment and disability insurance, 1974-1994
- f. 93-94 Liability insurance, 1977-1993
- f. 95 Cy Roth Associates vs. *New Directions for Women*, 1983-1985
- f. 96-97 Leases, 1977-1991
- f. 98-100 Permissions to reprint *NDFW* articles, 1973-1995
- f. 101 Position requirements and job ads, 1990
- f. 102 Printing rates, 1973-1977
- f. 103 Sales of review books, 1974-1977
- f. 104 Worker and Community Right to Know Act, 1986-1992
- f. 105 Feminist businesses, 1972-1979
- f. 106 Directory of national organizations, 1978-1982

- f. 107 Speaker's Bureau, 1978
- f. 108 Chapter for *Women's Periodicals in the United States*, 1995-1996
- f. 109 Business plans, 1978-1992, n.d.
- f. 110 Editorial procedures and style guidelines, 1984-1986, n.d.
- f. 111 Headlines, 1979, n.d.
- f. 112 Magazine ASAP listing, 1984-1985
- f. 113-114 Name dispute with Kennedy Sinclair, Inc., 1975-1983
- f. 115-116 Personnel, 1975-1997
- f. 117 Advisory Council, 1980-1991
- f. 118-121 Editorial Board minutes, 1971-1991, n.d.
- f. 122-123 Trustee Board minutes, 1976-1991
- f. 124 Photographs, 1970s
- f. 125 Back issue orders, 1984-1989
- f. 126 Miscellaneous, 1975-1993

Financial Records Series

- f. 127 Budget, 1993
- f. 128 Cash receipts, 1985-1988
- f. 129 Investments, 1983-1994
- f. 130-132 Financial statements, 1978-1989
- f. 133-135 New Jersey annual reports – Charitable organizations, 1976-1998
- f. 136 Auditor's reports, 1989-1991
- f. 137 Five-year financial plan, 1993
- f. 138-141 Income and expenses, 1972-1992
- f. 142-153 Income taxes, 1973-1994
- f. 154 Royalty statements, 1979-1998
- f. 155-156 Miscellaneous, 1972-1998

Fundraising and Grants Series

- f. 157-158 General, 1976-1993
- f. 159-161 Fundraising letters, 1978-1993
- f. 162 Thank you letters, 1972-1976, n.d.
- f. 163 T-shirt sales, 1976-1977
- f. 164 Twentieth anniversary benefit concert, 1991
- f. 165 Contributions made by Paula Kassell, 1971-1986
- f. 166 Grant efforts correspondence, 1974-1985
- f. 167-177 Grant proposals
 - f. 167 1978-1991
 - f. 168 Wilson Foundation, 1991-1992
 - f. 169 New Jersey humanities grant, 1976
 - f. 170 Light, Deborah Ann, 1986-1990
 - f. 171 Astraea Foundation, 1988-1990
 - f. 172 Harburg Foundation, 1989-1992
 - f. 173 Schaffner, Perdita 1987-1992

- f. 174 Ms. Foundation, 1992-1993
- f. 175 The Windom Fund, 1985-1987
- f. 176 Hunt Alternatives Fund, 1992
- f. 177 The Eastman Fund, 1988-1990
- f. 178-189 Grant materials
 - f. 178 Funding Exchange, 1988-1992
 - f. 179 The Sophia Fund, 1989-1991
 - f. 180 ADCO Foundation, 1987-1991
 - f. 181 Open Meadows Foundation, 1987-1988
 - f. 182 North Star Fund, 1987-1990
 - f. 183 Foundation for a Compassionate Society, 1990-1993
 - f. 184 Harmony Women's Fund, 1992
 - f. 185 Ford Foundation, 1978-1984
 - f. 186-187 Comprehensive Employment and Training Act (CETA), 1975-1979
 - f. 188-189 Local Employment Action Projects (LEAP), 1977-1979

Reader Surveys Series

- f. 190-193 1975
- f. 194-205 1978
- f. 206 1987
- f. 207 Demographics, 1984
- f. 208 Resources, 1974-1976

Conferences Series

- f. 209-210 New Directions for Women in New Jersey, 1971
- f. 211 Feminist Business Vacation, 1973
- f. 212-218 New Directions for Women in Media, 1976
 - f. 212-213 General
 - f. 214 Biographical information on speakers
 - f. 215 Program ads
 - f. 216 Positive Image of Women Awards
 - f. 217 Handouts
 - f. 218 Evaluations

Indexes Series

- f. 219 Yearly indexes, 1972-1977
- f. 220 *New Directions for Women, 1972 to 1981: Ten Year Cumulative Index*
- f. 221 *New Directions for Women, 1982-1993: Twelve Year Cumulative Index*
- f. 222 Paula Kassell's index listings, 1973-1993
- f. 223 Correspondence, 1982-2000
- f. 224 Correspondence, Helen Ryan, 1981-1982
- f. 225 Correspondence, Donna Allen, 1981-1982
- f. 226 Preparing index instructions, c. 1981

- f. 227 Ad and promotional letters, 1983, 1998
- f. 228 Press coverage in feminist periodicals, 1998
- f. 229-230 Expenses, 1982-1983, 1997-1998
- f. 231 Fundraising, 1984, 1992-1994
- f. 232-236 Orders
 - f. 232 Yearly indexes, 1976-1977
 - f. 233 Individuals – Paid and Sent, 1983-1989
 - f. 234-235 Institutions – Paid and Sent, 1983-1984
 - f. 236 Unpaid invoices, 1983-1986

Newspapers Series [Microfilm]

- f. 237 Volume 1, No. 1 (Jan. 1972) and Volume 6, No. 1 (Spring 1977)
- Rolls 1-3 *New Directions for Women in New Jersey*
 - Roll 1 Volume 2, No. 1-4 (Winter-Autumn 1973 and index)
 - Roll 2 Volume 3, No. 1-4 (Winter-Autumn 1974)
 - Roll 3 Volume 4, No. 1-2 (Winter-Spring 1975)
- Rolls 4-23 *New Directions for Women*
 - Roll 4 Volume 4, No. 3-4 (Autumn 1975-Winter 1975/1976)
 - Roll 5 Volume 5, No. 1-4 (Spring 1976-Winter 1977)
 - Roll 6 Volume 6, No. 1-4 (Spring 1977-Winter 1978)
 - Roll 7 Volume 7, No. 1-4 (Spring 1978-Winter 1979)
 - Roll 8 Volume 8, No. 1-4 (January-Autumn 1979) [Missing issue]
 - Roll 9 Volume 8, No. 1-5 (January 1979-Winter 1979/1980) [Corrected]
 - Roll 10 Volume 9, No. 1-6 (1980)
 - Roll 11 Volume 10, No. 1-6 (1981)
 - Roll 12 Volume 11, No. 1-6 (1982 and cumulative index for 1972-1981)
 - Roll 13 Volume 12, No. 1-6 (1983)
 - Roll 14 Volume 13, No. 1-6 (1984)
 - Roll 15 Volume 14, No. 1-6 (1985)
 - Roll 16 Volume 15, No. 1-6 (1986) [Two copies]
 - Roll 17 Volume 16, No. 1-6 (1987) [Two copies]
 - Roll 18 Volume 17, No. 1-6 (1988) [Two copies]
 - Roll 19 Volume 18 (January-December 1989) [Two copies]
 - Roll 20 Volume 19 (January-December 1990) [Two copies]
 - Roll 21 Volume 20 (January-December 1991) [Two copies]
 - Roll 22 Volume 21 (January-December 1992) [Two copies]
 - Roll 23 Volume 22, No. 1-5 (January-October 1993 and supplements)

INDEX TERMS

Subject	Folders	Other	Image
Advertising--Newspapers	51, 52		
Allen, Donna (1920-1999)	56, 225		
Collins, Marjory (1912-1985)	32		

Subject	Folders	Other	Image
Feminism--Conferences	209-218		
Feminism--Periodicals	1-237	r. 1-23	
Feminism--Periodicals--Finance	127-156		
Feminism--Periodicals--Fund raising	157-189		
Feminism--Periodicals--Indexes	219-236	r. 1, 12	
Feminism--Periodicals--Surveys	190-208		
Kassell, Paula (1917-2012)	47, 124, 164		y
Kassell, Paula (1917-2012)	1, 4, 6, 12-16, 18, 21, 22, 24, 25, 27, 34, 37, 44-47, 50, 53, 54, 56-58, 84, 89-92, 98-100, 103, 106-109, 112, 113, 115, 117-123, 125, 126, 133, 134, 155, 162, 165, 169, 186, 210-213, 216, 220-229, 234, 236		
Kriegel, Phyllis	6, 16, 19, 35, 37, 44, 56, 64, 65, 68, 74, 77, 82, 87, 97, 101, 121, 158-160, 167, 168, 170-175, 177-184		
Kriegel, Phyllis	124		y
National Women and Media Collection	1-237	r. 1-23	
New Directions for Women	1-237	r. 1-23	
New Directions for Women--History	221		
Newspaper advertising	1-13		
Newspapers--Indexes	219-236	r. 1, 12	
Newspapers--Public relations	44-55		
Prime Time, New York, New York	32		
Proposal writing for grants	167-177		
Rapkin, Angela	57, 82, 116, 223		
Robinett, Gerald "Jerry" (1920-2008)	79		
Scheinmann, Vivian J.	6, 15, 19, 24-26, 28, 29, 36, 37, 56, 96, 117-120, 122, 123, 157, 159, 161, 166, 167, 185, 188, 189, 194		
Scheinmann, Vivian J.	124		y
Wenzel, Lynn	40, 42, 44, 45, 56, 62, 63, 72-74, 79, 82, 100, 121, 158, 174		
Women in business, 1970s	105, 211		