

# NAAFA NEWSLETTER

NATIONAL ASSOCIATION TO AID FAT AMERICANS, INC.

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## WHAT PUBLICITY MEANS TO YOU

Marvin Grosswirth, Public Relations

The audience at our first national meeting was told the importance of publicity to each member. We'd like to review that here.

First, of course, publicity helps to attract new members. The larger we are (pun unintentional) and the stronger we are financially (which is not very, at the moment) the better we can make our collective voice heard where it is most important. As NAAFA becomes stronger, so it is better able to fight for your goals, for your rights, and against the injustices committed against you or your overweight friends.

Second, every time a NAAFAn appears on TV, radio, or in print, there are thousands of people who are going to look at you differently. Don't be surprised if you turn out to be one of those people! Do be surprised--although it's not beyond the realm of possibility--if your doctor turns out to be another. The point is that whenever NAAFA speaks, it tries to speak for you. You can be sure we're going to speak every chance we get. For example:

Remember the National Enquirer, that paragon of the "I-Cut-Out-My-Husband's-Heart-and-Served-It-to-My-Lover-for-Lunch" school of journalism? If you haven't seen an Enquirer lately, you will be pleasantly surprised to know that they've eliminated the blood and guts and have become almost respectable. Proof is a recent article they did on NAAFA, based on interviews taken during an informal gathering at the Fabreys'. Also, there were a writer and photographer from Coronet magazine. We're in the Dec. issue, now on the stands. Some of the pictures are nice, others are lousy, and the accuracy of the direct quotes is roughly equal to the Kremlin's description of free enterprise. Check it out at the local library or borrow a copy. It's worth reading (with a grain of salt), but not worth the 50-cent investment.

NAAFAn Robert Markle did a fine article on us for the New York Column. (How do you get that kind of work, Bob? More important,

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## PRESIDENT'S MESSAGE

William J. Fabrey

It was a delightful Sunday afternoon that we spent at the first national meeting (or convention) last Oct. 4 in New York City. To begin with, the 50 NAAFA members and their guests who were present were 35 more Beautiful People in one room than we had ever had previously.

LIFE magazine sent a reporter and photographer around for the second half of the meeting. Shirley Stoler was present; many members got to speak with her, but to my great sorrow, Ira Solomon, our able NAAFA photographer, neglected to get her picture.

Lee R. Steiner, Psychologist, was one of the two guest speakers, and spoke on the topic, "A Psychologist Looks at Weight Control." In general, her comments endorsed NAAFA's position, that the struggle to lose weight permanently is a far more difficult task for most heavy people than is publicly acknowledged by most members of the medical profession. Her talk was so interesting that we hope to run an article about it in an upcoming NEWSLETTER.

The other guest speaker was AGNES A.L. Saylor, who talked briefly on the subject, "One Approach to the Clothing Problem for Women." AGNES, who is an instructor, fashion consultant, and traveling lecturer, talked about the value of having clothing specifically designed to suit the figure of the individual woman. Admitting that this is not always a practical solution for many women, AGNES, who teaches sewing classes, mentioned briefly the merit of women sewing their own clothes. She has a strong sympathy for the style problems of generously endowed women, and can be contacted at 102 W. 85th St, NYC, or at (212) SC4-2092.

Meeting members who Joyce and I knew previously only as names in a membership file or as the writers of letters to NAAFA was a delight. Some came from as far away as Baltimore, Philadelphia, and even California.

## NAAFA IN CORONET MAGAZINE

The December issue, now on the stands for the last four weeks, has a picture story about NAAFA. See comments by Grosswirth.



AGNES A.L. SAYLER



LEE R. STEINER





ABOUT THE CONVENTION:

GRACE LERNER: "I thought it was done in excellent taste, in a warm pleasant way. I didn't care for Agnes Sayler, but I am very familiar with Lee Steiner and I thought her comments excellent. I was surprised to see many people who I wouldn't consider at all heavy."

JOHN G. TRAPANI, ESQ.: "It was all interesting. I was hoping for a larger crowd, but was satisfied with the approximately 50 people. The speakers were very interesting, particularly Lee Steiner, and the question-answer period with her seemed very worthwhile. I think Bill conducted the meeting well, with bits of humor."

IRENE LEVY: "Informative, enlightening, heartwarming, and educational; I enjoyed the experience very much. The entire group radiated warmth. It was a large group with everyone friendly, and no one afraid to extend himself; very unusual!"

BOB MARKLE: "I was impressed by the variety of people, all sizes, ages, educations, and backgrounds; a good cross-section was represented."

CAROLE S. LUBIN: "I found the meeting enjoyable and the people charming and I'm looking forward to future meetings."

BILL AND SUE BLOWERS: "We drove down from Newburgh, N.Y. and we're glad we did!"

CAROL PIESNER: "A surprisingly large group of people of all kinds of backgrounds and intelligence and size who genuinely expressed concern about situations which would be of concern to everyone."

NEIL OSBOURN: "To me as a single male who digs the bountiful female...I certainly felt I belonged, it was the greatest place in the world to be."

EILEEN LEFEBURE: "It was a worthwhile experience and I enjoyed meeting some of the people with whom I've been corresponding."

JOHN CHACE: "The wants and hopes as generated by the members definitely convinced me of the wisdom of the founding of such an organization."

ANN MISENOFF: "It was nice to be able to share feelings - this was a first, it was a unique experience."

LEW LOUDERBACK: "Good to finally get together with other fat people in a sympathetic setting and discuss the subject frankly."

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PUBLICITY (continued from page 1)

how do I get that kind of work?)

I had a marvelous two-hour lunch w Ronald Schechtman, a v.p. at Bond Clothes, in charge of the Big Men's Shops. He has agreed to place NAAFA material in all 22 stores around the country. (Personal: if the prices, styles and service of the other 21 shops compare to those of the N.Y. store, I recommend Bond's highly. End of plug.)

We're talking with a N.Y. store of a national chain of women's large-size shops about running a fashion show, co-sponsored by NAAFA and using models for whom the clothes were designed (instead of a bunch of malnourished urchins). If we can pull it off and if it is a success, we plan to go to other cities with the same idea. Keep your fingers crossed!

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LOUDERBACK LEAVES POST

The resignation of Lew Louderback from the office of Vice-President was received by the Board of Directors this month. Lew cited a heavy workload as the reason, stating that he could no longer do justice to the office. Lew also resigned his position as Eastern Editor, but is retaining his seat on the Board, until a replacement can be found.

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EDITORS CAN BE FRUSTRATED...

I asked myself, which would you, the reader, prefer to see, more pictures, or more text this month? Naturally, the answer is obvious! Being a "Special Convention Issue," pictures of the convention are more interesting. So all the good stuff we have for you will have to wait for other issues. I hope you enjoy the convention coverage this month; the reason we are making such a big deal of it is that it is a first for NAAFA and a first for fat people here in America. Your comments, please!

Meg Gwynne, Editor

NEXT ISSUE

The December issue of the NEWSLETTER will hopefully be out before Christmas. The regular features will be back, such as letters from readers, book reviews, etc. Special articles will bring you up to date about local chapters and computer dating.