

Procter & Gamble Adopts Gay and Lesbian Inclusive EEO Policy

Corporate giant Procter & Gamble, of Cincinnati OH, has taken a giant step towards treating all its employees equally.

In a September 15, 1992 letter to all members of the P&G Operations Committee, Edwin L. Artzt, chairman of the board and chief executive of P&G said "...The Company's equal employment opportunity policy applies to all persons without regard to race, sex, color, religion, national origin, age, disabilities, sexual orientation, or veterans status..."

Artzt ordered his people to explain the policy to all employees of P&G.

"Sexual orientation" did not appear in the company's EEO policy before. The new addition applies only to company employees in the United States. No affirmative action is involved or permitted as regards Gay and Lesbian employees.

The change in policy is due in large part to the actions of one person, Mike Chanak, Jr. Below is Mike's account of the process of change:

"My thanks to Stonewall (Cincinnati) for helping me publicize the news in their recent newsletter. Also, thank you to WAIF-FM, Alternating Currents, and my ex-husband, Dr. Allen Black for making time available for an interview. Thank you to Al for listening to me rant and rave about he need for this policy.

Ed Hicks of the *Gay Nouveau*, thank you for your interest in the story. Also P-FLAG and Diane Townley for their interest and Patti Herrmann and the GCGLC for their long term support and interest in this matter.

"Although I started working at Procter in April, 1985, I came out in a big way in June, 1986 as a result of my desire to be involved actively in the community. (I attended that years Pride parade in Cincinnati and was photographed kissing and hugging the late Bob McNee).

This was the same year I started working on the Alternating Currents, WALF-FM. In 1987, I contacted Lyn Battle, the Company's chief EEO officer, to discuss my concerns around the absence of this policy at Procter.

Over the next two years, I documented the policies of other major companies in this area, forwarded examples of homophobic cartoons posted in the workplace, and supplied copies of

anonymous 'religious hate mail' sent to me.

In late 1989, Lyn Battle felt convinced there was enough evidence to support change. Procter continues to do business with cities and recruit at college campuses that have protection based on 'sexual orientation'.

At a practical level, it was felt that it would be easier to simply amend the Corporate policy, rather than writing

This began the process where additional research was contacted by my brand aligned.

Eventually, the proposal was passed up to Mr. Artzt in the spring of 1992, after receiving extensive approval and review by various management groups. Unfortunately, this effort was also turned down late this spring, without comment.

"In December, 1990, as a part of a business team that had contact with the Gay and Lesbian community, I recommended that it was in our best interests both to publish the AIDS policy and to include sexual orientation in the EEO policy.

My point: We can't sell to people we can't claim.

each college or city with our intent to comply with their rules.

"This proposal was approved by legal, but was nixed by a vice-president 'without comment' in August, 1990. At that time I wrote to the chairperson of P&G, E.L. Artzt, and explained my concerns. Mr. Artzt, through Mr. George Lott, the now-retired head of Corporate Personnel, invited me to discuss my concerns.

I met with Mr. Lott and was reassured that the Company would not discriminate on the basis of 'sexual orientation.'

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My point: 'We can't sell to people we can't claim. This meeting was attended by a large number of business managers of my brand, and I won the support of a particularly progressive female associated director, who felt my recommendations were on target, good for business, good for people.

Back To School

by Dylan Jay

The new school clothes are ready, and the back pack is full of supplies. The alarm clock is set to ring out the end of summer vacation and ring in the beginning of the school year. There is only one problem! I am not the school kid anymore, I am the mommy!

I no longer have the privilege of whining, about having to get up so early. I now have to listen to Nikki whine. I can no longer play hooky by convincing mom that I have a life threatening allergy to chalk dust. I am now on the receiving end of these excuses. I have become one of those boring, old fashioned mothers who must teach my child the discipline and responsibility that I probably still lack.

When Lynda and I brought Anna home from the hospital, we knew that we had at least five years to prepare for school days. However, as many of you may recall, over the summer we became instant parents of my seven year old niece, and we immediately had to take a crash course in the dynamics school.

Since the beginning of this school year, we have been questioning the meaning of the term "free public education". We have spent at least \$200.00 for school clothes (including garage sale items) for this one child, and she still needs a few more items. This does not include back packs and lunch boxes.

Remember the plaid metal lunch boxes that used to cost about two dollars? They have been replaced by ten dollar designer, insulator, lunch totes which are only used when the kid hates the menu for the day. Then there are the second grade school supplies such as crayons, clay, big, fat pencils, second grade paper, and safety scissors. Speaking of safety scissors;

If we are to succeed, we must as Gays and Lesbians claim our rightful place in the business world. This change at Procter is a beginning, not a end."

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