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More women now work to support family  
By DON TIEBER

By JOAN FLEISCHER TAMEN

**T**wenty-six years and a record 20 Wimbledon Tennis titles later, Billie Jean King says she still wakes up sometimes thinking that she hasn't played that match yet.

"That match was not about tennis. It was about social change," King told an audience of diversity and human resource professionals in Miami on Wednesday. "I felt I was going to die if I didn't win."

But in one of the greatest moments in sports history, King empowered women and educated men when she defeated Bobbie Riggs in that illustrious Battle of the Sexes tennis match in 1973.

Many credit that moment with not only helping female athletes but also boosting efforts to win recognition for women in the United States for achievements in other areas.

The tennis great, who now lives in Chicago and runs her own business, was a keynote speaker at Working Mother's Workplace Diversity Conference at the Hotel Intercontinental. King helped present results of the *Marginalia*, Slims Opinion Poll 2000, a national study on women's issues.

Some interesting findings from that study:  
The proportion of women working to support their fam-

times more than doubled over the past 20 years, from 19

JobTalk

**1** from employers: benefits, rewarding tasks, feedback and incentives.

The Virginia Slims Opinion Poll was commissioned by food and tobacco giant Philip Morris Cos. and this year surveyed 2,177 women and 826 men. The comprehensive look at changing trends and attitudes among men and women is done every five years.

The first ever Virginia Slims Opinion Poll was done in 1970, at the height of women's movement, said Josephine R. Holtz, vice president of research firm Roper Starch Worldwide.

These are the factors that affect us all every day, work, worldwide, which conducted the survey.

In the 1970 survey, a majority of those surveyed said family and relationships.

thought an American woman would be in the White House by 2000. Respondents then also said most women

A key finding of the 2000 survey was a convergence of  
should put pleasing their husbands at the top of the "to  
do" list.

gender roles. Men are coming to value many of the same things that women do, especially how to successfully com-

combine family and work. Men, 82 percent, and women, 84 percent, favor increased sharing of child-rearing responsibil-

ibilities in greater numbers than ever before, Holz said.  
*Joan Fleischer Tamen writes for Sun-Sentinel, South Florida.*

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