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### Myth America in the Workplace

U. S. News & World Report

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YELLOWSTONE RENEWED ■ NEEDLESS MEDICAL TESTS

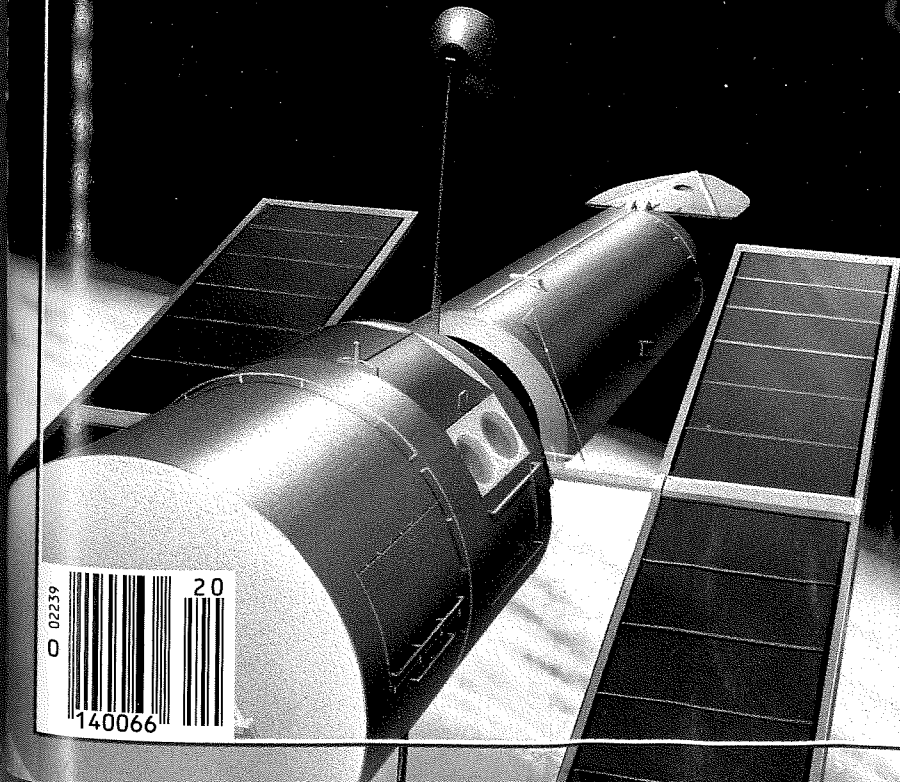
# U.S. News & WORLD REPORT

MAY 15, 1989

\$1.95

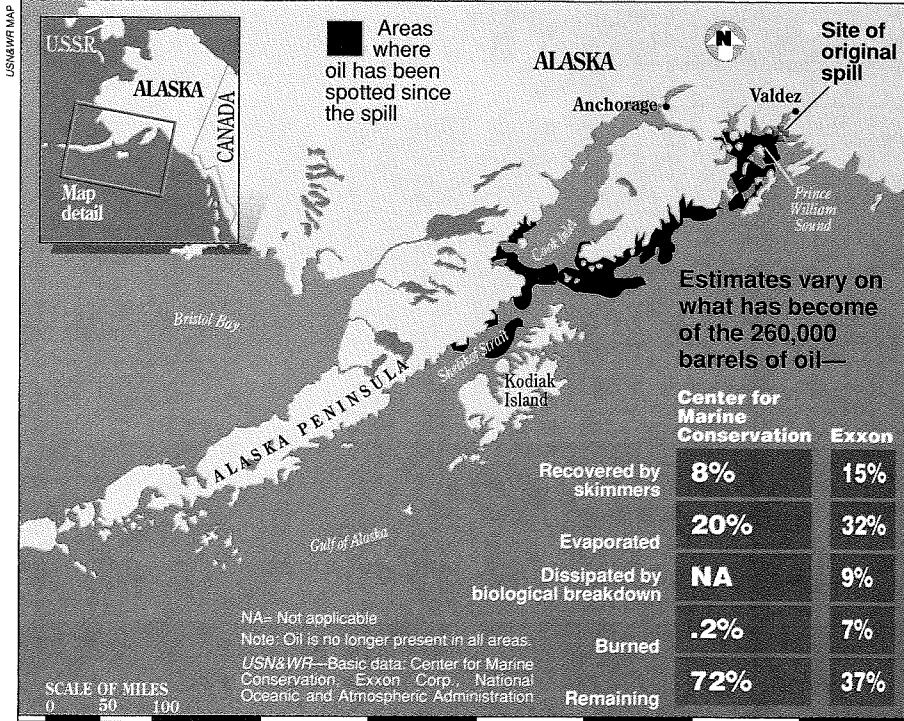
# OUTER SPACE

**NEW MISSIONS,  
NEW DISCOVERIES**



The Hubble Space  
Telescope scheduled for  
launch December, 1989





ENVIRONMENT

**Disturbing numbers**

- Since the Alaskan oil spill on March 24, the toll of destruction continues to mount. Though confusion surrounding the cleanup makes an accurate tally difficult, the environmental and economic impacts appear huge:
- Square miles of ocean affected: 2,500 to 6,000.
  - Stained shoreline: 300 to 800 miles.
  - Miles of shoreline Exxon promises to clean up by September: 300.
  - Cleaned to date: 1.3 miles.
  - Deer killed by eating oiled kelp: 300.
  - Otters killed: 3,000 to 4,000.
  - Birds killed: Scores of thousands.
  - Preferred cleanser for birds and otters: Dawn dishwashing liquid.
  - Exxon's estimated cleanup costs and legal claims: \$500 million.
  - Covered by insurance: \$400 million.
  - Number of Exxon credit cards returned in protest: 10,000, or 1 percent.
  - Amount Exxon saved by not building the Exxon Valdez with a second hull: \$22 million.
  - Exxon's 1988 profits: \$5.3 billion.
  - Filings against Exxon: 31 lawsuits, 1,300 claims, as of April 25.

THE ECONOMY

**The fine art of fine-tuning**

When the best and the brightest of John F. Kennedy's New Frontiersmen came to Washington in 1961, they were convinced they could cure the nation's economic woes by so-called fine-tuning. Just manipulate the federal budget deficit to offset swings in the business cycle, and recessions would be history.



King Fahd

Reports last week suggested that fine-tuning finally appears to be achieving its promise. Only it is the monetary managers, not the budget writers, who are making it work. A Labor Department survey indicated that the unemployment rate rose to 5.3 percent in April from 5 percent in March, and the Federal Reserve Board concluded that the economy is growing at a "moderate, sustainable" pace, with price pressures diminishing.

A slowing economy is what Chairman Alan Greenspan and the Fed want. They have been hiking interest rates for a year to ease growth. The Fed's goal is to curb inflation, now about 6 percent. If, as the new job stats suggest, growth is indeed easing, that means interest rates won't

have to go up more. Higher rates would raise the risk of a recession later on.

As the New Frontiersmen of the '60s found, however, fine-tuning is not a science. No matter how expert Greenspan's crew is at its craft, the unexpected is to be expected. Also last week, Saudi Arabian King Fahd urged fellow oil producers to push prices up sharply. If the King has his way, the Fed may find it has no choice but to hit the brakes even harder.

THE SEXES

**Myth America in the workplace**

"You know how women are." So juror Earl Williams explained the long deliberations in the Oliver North case by nine women and three men. Williams may have been too busy settling North's fate last week to hear that the Supreme Court had struck a blow against such stereotyping. Rights of women are violated, said Justice William Brennan, when presumptions about gender play "a motivating part in an employment decision."

Some executives will find it hard to shed long-held views about the sexes. Many employers see men as competitive and self-confident, women as weak and passive. Such "cherished and time-honored" perceptions are "based in myth," the American Psychological Association told the Court. Justices sided on that point with Ann Hopkins, who was denied a partnership by Price Waterhouse after her

aggressive style was derided as "unladylike." Still, the Court gave the firm a new chance to prove it had legitimate reasons for its decision.

The ruling will help professional women pursue "second generation" bias complaints over lost promotions blamed on subjective judgments. Women who lose out on factual grounds, such as a proved inability to travel, will not prevail.



Hopkins

The case leaves many issues for future litigation. "What if a law firm's client demands a male attorney?" asks Maria Blanco of Equal Rights Advocates, a San Francisco firm. Even if it rids many employers of their sexual myths, the Hopkins case may not require the same of every client.

TELEVISION

**Farewell, trash, goodbye, Nielsens**

It is a television axiom: Networks rely on sponsors, sponsors demand viewers, and sex and violence boost ratings. So what happens when sex and violence scare away the sponsors? ABC wrestled with that question in a painful way last week. In a first for network TV, it yanked a prime-time scheduled show, "Crimes of Passion II," for lack of a sponsor. Later, it scuttled another crime