ROXANNE SYMKO

WORK ENVIRONMENT

I had situations where, uh, like for exam-I'll give you an example, um, our ad agency came back with th-the idea of this, “Fly Like an Eagle.” And it's the Steve Miller song, um, you know, “fly like an eagle, blah blah blah.” Well, they brought back a campaign with-um-using this song and there were men in the organization who felt like it was inappropriate and so it became more of a- not this is your job and this is what you get paid to do and research it- we research things to death, um, to know that it was not offensive, to know that it was a likeable song, to know that it was memorable. I mean, all of the things you want in advertising. Um, yet, we went through enormous hoops before it was finally, uh, able to be aired. Um, the-there were several situations like that, where, uh, had it been a man that was running the advertising department, I think it would not have been nearly as challenged. Um, so, like I said, I believe, um, certainly no-I never saw open discrimination. Um, but there is definitely, um, the thought among women that you do have to work as hard-you have to work twice as hard if you think you're gonna get recognized. Hopefully, that's gonna change at some point.