Women make up a mere 4% of game programmers

Yearly Game Developer salary survey of 2012
Women make up around 25% of programmers over all.

You might be thinking this isn’t bad right?
WRONG
Truth?
It’s worse now than ever before.
The percentage of computing occupations held by women has been declining since 1991.

And if you look at just the number of programmers and not the whole field? It’s worse.

**In 1987, 42% of American programmers were women**
Programming was even considered women’s work

April, 1967 issue of Cosmopolitan, "The Computer Girls"

If it doesn't sound like woman's work -- well, it just is...."
Women programmed almost all of the earliest computers as part of war efforts. Comput “her” was even a common idea – the job of human computer was *reserved* largely for women.

“Human computers in the NACA High Speed Flight Station "Computer Room", Dryden Flight Research Center Facilities” 1949
Why this dramatic switch?
The personal computer and all of the advertising that went right along with it
It was an expensive item so it was targeted at the family bread winner. The advertising took sexism to a new level. It created the impression that computers were not “for” women.
We're looking for the most original use of an Apple since Adam.

What is the name of Adam do people do with Apple Changer?
You tell us.
In a thousand words or less.
If your story is original and intriguing enough, you could win a one-week all-expense paid trip for two to Hawaii. Which is the closest we could come to paradise.

Win fabulous prizes for creative writing.

To enter, drop by your nearest Apple dealer and fill out an entry blank. Fill it out. Then write an article, it's limited to 1000 words or less, describing the unusual or interesting use you've found for your Apple.
A jury of independent judges will cast the deciding vote for the grand prize: a week for two, airfare included, a quest for Hawaii.
The judges will also choose additional winners, two each from eight categories.

Who's keeping up with Commodore?

The Commodore EXECUTIVE 64.
A personal, portable computer with outstanding graphics, colour, music and astonishing computing capability, all in an easy-to-carry case.
The Commodore EXECUTIVE 64 is designed for the mover of this world. Designed to give you the power. Power at your fingertips. The power of 64K memory. The power to keep up.
In the office. At home. Or in your home away from home.

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3 Orca Road, Lane Cove NSW 2066, 621-427-4880
Please send more information about the Commodore执行 64.

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The first personal computer for under $200.

The Sinclair ZX80.
A complete computer—only $199.95 plus $5.00 shipping.

Now, for just $199.95, you can get a complete, powerful, full-function computer, capable of supporting other personal computers of similar power. It is

In the Sinclair ZX80, the computer that independent tests prove is faster than all previous personal computers. The engineer that “Personal Computing World” gave 5 stars for its performance.

The ZX80 sets a new way computer. It can be programmed in BASIC, the world's most versatile language. In just a few minutes, you can be creating complex programs with confidence.

Sophisticated design makes the ZX80 easy to learn, easy to use.

We've packed the revolutionary computer onto seven, more powerful LSIs including the Z80 microprocessor, the fastest of the family. This makes the ZX80 the world's first truly portable computer (9.5” x 9.5” x 1.0”) and a more than 15x more powerful than its nearest rival. The ZX80 also features a touch sensitive, wipe-clean keyboard and a 25-character by 24-row display.

Yet, with all this power, the ZX80 is easy to use, even for beginners.

Your course in computing...
The ZX80 comes complete with its own 156-page book to computing. The manual is perfect for both novice and expert. For every chapter of theory, there’s a chapter of practice. The manual is easy to understand and enjoyable.

The ZX80’s advanced design features.

Sinclair’s 4K Integer BASIC has performance features you’ll find only on much larger and more expensive computers. These include:

- Single-trip entry. Key words (RUN, PRINT, LIST, etc.) have their own single-key entry and are stored as a single character to reduce typing and increase memory space.
- Automatic error detection. A cursor identifies errors immediately to prevent wasting your time.

Two New Reasons to Choose Our TRS-80® Portable Computer:
A Video Display and Disk Storage!

Price includes TV and cassette connectors, 10 dB audio, and 150-page manual.

The TRS-80 Model 100 is a portable computer with a built-in video display and a built-in disk drive. With these two features, you can create and store your programs on disk, then transfer them to a larger computer for further development.

The TRS-80 Model 100 is a portable computer with a built-in video display and a built-in disk drive. With these two features, you can create and store your programs on disk, then transfer them to a larger computer for further development.

ORDER YOUR ZX80 NOW!

The ZX80 is available only from Sinclair, a leading manufacturer of consumer electronics worldwide. We’ve already sold tens of thousands of units in Europe; we expect the same demand here.

To order by mail, use the coupon below. For fastest delivery, order by phone and charge to your Master Charge or Visa.

The ZX80 is backed by a 60-day money-back guarantee, a 60-day limited warranty, and an extended service contract is available for an additional charge.

sinclair
Sinclair Research Ltd., 475 Main St.,
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What kind of man owns his own computer?

Rather revolutionary: the whole idea of owning your own computer? Not if you're a diplomat, printer, scientist, inventor... or a kite designer, too. Today there's Apple Computer. It's designed to be a personal computer: to uncomplicate your life. And make you more effective.

It's a wise man who owns an Apple.

If your time means money. Apple can help you make more of it. In an age of specialists, the most successful specialists stay away from uncreative drudgery. That's where Apple comes in.

Apple is a real computer, right to the core. So just like big computers, it manages data, crunches numbers, keeps records, processes your information and prints reports. You concentrate on what you do best. And let Apple do the rest.

Apple makes that easy with three programming languages— including Pascal—that let you be your own software expert.

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Time waiting for access to your company's big mainframe is time wasted. What you need in your department—

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Apple Computer. It's less expensive than timesharing. More dependable than distributed processing. Far more flexible than centralized EDI. And, at less than $2500 (as shown), downright affordable.

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How's your love life?

A little fluff around the edges?
every so often it's a good idea to
interlude. Interlude is
the most stimulating computer game ever conceived.
It combines a computer interview, an innovative
programming concept, and a one of a kind manual to
turn your love life into exciting, adventurous, fun.

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romantic... playful... outrageous... a fantasy... Interlude is:
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With over 100 Interludes, you can satisfy all levels of interest and desire. Each Interlude is fully
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Apple
The Computer and the World

Interlude
The Ultimate Experience.
And this advertising ramped up to an extreme in gaming in the 90’s. Gaming was depicted as something only little boys or men did. The ads are either male dominated or disturbingly misogynistic.
GARGOYLE'S QUEST

GRAPHICS SO REAL
YOU'LL FORGET IT'S ONLY A GAME

Dazzling graphics and excellent sound bring a whole new dimension to the Game Boy! Enchantment and excitement await you in Gargoyle's Quest. Prepare to do battle as Firebrand, the last Guardian Gargoyle of the Ghoulist Realm. You must act quickly to defend your world against an invading army of Destroyers.

Fight your way through enemy forces to reach the dimensional portal that leads to your home world. Once there, the true nature of the quest begins. The King of the Ghoul Realm has been kidnapped and it's up to you to save him. Blast the attackers with fiery breath as you fly through their defenses. Unravel the mysteries of this multilevel universe to succeed in conquering the Destroyers and freeing the captive King.

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(In case you didn’t notice.)

There is a beautiful, naked woman on this page.

When you’ve got Sega Saturn’s triple 32-bit processing power, nothing else matters.

Sony’s a bunch of has-beens and in this day and age money can buy 32-bit! Now’s no time for hesitation, when you’re deep into Sega Saturn, everything changes. With 16-bit, you’re having a party. Now it’s time to step it up a notch. When you’re ready to play, there’s only one place to go, Sega Saturn. Because when you’ve got Sega Saturn’s triple 32-bit processing power, nothing else matters.

SEGA SATURN

Ready for action.
she really wants it
However women make up nearly half of all gamers
This year at the Game Developer’s Conference I was in the PlayStation booth with my new Vita game, Crystallon. Men asked me constantly if there was someone who could tell them about my game....
What do Vita ad’s look like?
What we have here is an image problem
How do we fix it?

UNDO THE DAMAGE
WE WOMAN UP
We build healthy communities of female gamers developers.
And we help each other

LEARN & CREATE
We give each other free classes both online and in person.

We meet and play and talk about games.

We function like a mesh network.

And we are just getting started.
We ran 33 hours of free c++ game development classes this summer.
Our anonymous feedback survey results
"CLF is a precious gem that is embedded with a promise to change the ratio in the tech industry."
"I do not have a tech background and usually feel intimidated by coding. This environment was comfortable for me to learn in."
"I'm working on stepping out of the shadows of my male peers, and deeply appreciated having a supportive circle of women around me."
"You've exposed us to the power of programming! It shall spread through our bodies like radiation and mutate us into... programmers!"
JOIN US AND CHANGE THE GAME
Because game development can look like this
Want a chapter in your town? Start one and hook into our network in New York.

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