WAC 162-16-260 Discriminatory language in advertising and recruiting. (1) Unfair practice. The law against discrimination (RCW 49.60.180, 49.60.190 and 49.60.200) makes it an unfair practice for employers, labor unions, employment agencies, or other persons to discriminate on the basis of protected status. An exception is if a bona fide occupational qualification applies (please see WAC 162-16-240). The law against discrimination (RCW 49.60.220) also makes it an unfair practice for any person to aid, abet, encourage, or incite the commission of any unfair practice.

The commission provides the following charts as guidance in avoiding discriminatory language in advertising and recruiting. These are suggested terms only. The commission invites persons who want further assistance to contact commission staff.

(2) **Discriminatory language**. It is an unfair practice to use any word, term, phrase, or expression that tends to influence, persuade or dissuade, encourage or discourage, attract or repel, any person or persons because of protected status. An exception is if a bona fide occupational qualification applies (please see WAC 162-16-240).

DISCRIMINATORY TERMS IN ADVERTISEMENTS:

Man, woman, girl, boy, lady, etc.

Cute, handsome, pretty, clean-cut, attractive

Married, single

Recent graduate, college student (implies preference for youth)

Mother, housewife

Young

Christian, Jewish, etc. Interracial, segregated, Black, White, colored, Oriental, Asian, Mexican,

minority.

SUGGESTED SUBSTITUTES:

Person, applicant, hiree, one, trainee, or a sexneutral job title

Neat, well-groomed, personable, professional

appearance

No substitutes

Degree required, Internship

Part-time, short hours Entry level, beginner,

trainee

No substitutes

Person, applicant, etc.

Other nondiscriminatory terms: Reliable, responsible, efficient, minimum wages, long hours, overtime, able to travel, willing to relocate.

(3) **Job titles.** It is an unfair practice to use a discriminatory job title in any help wanted advertisement, job description, job announcement, or any other notice, statement, or publication, unless the employer has shown that a bona fide occupational qualification applies (please see WAC 162-16-240).

The term "discriminatory job title" includes but is not limited to any job title that contains a gender noun or suffix, such as waitress, foreman, salesman, maid, or counter girl. If the use of a gender neutral job title is not practicable, two alternatives are permissible:

(a) The sex specific job title may be used with its counterpart title (e.g., waiter/waitress);

(b) The sex specific title may be used if accompanied by the designation "man or woman," "male or female," or "M-F" (e.g., foreman, man or woman; tailor, male or female; lineman, M-F).

DISCRIMINATORY JOB

TITLES: SUGGESTED SUBSTITUTES: Server, Cocktail Server Barmaid Busboy, tray girl Busser, Cafeteria Worker Cleaning Assistant

Cleaning woman, cleaning

lady

Draftsman Drafter, AutoCAD

Specialist

Fireman Firefighter Fisherman Fisher Foreman Supervisor

Handyman Miscellaneous Repairer

Journeyman Journey Level Crew, Shift, or Team Leadman

Leader

Longshoreman Longshore Worker Maid Domestic Helper,

Housekeeper

Maintenance man Maintenance Worker

Police Officer Policeman

Repairman Repairer, Technician Salesman, saleslady, Salesperson, Sales Clerk, salesgirl Sales Representative Flight Attendant, Cabin Stewardess, Steward

Attendant

[Statutory Authority: RCW 49.60.120(3). WSR 99-15-025, § 162-16-260, filed 7/12/99, effective 8/12/99.]