



## Campus News



Ronnie Koenig, a former editor-in-chief of Playgirl magazine, read a dialogue about her life for students Tuesday in the Umunhum Room. JOSH STURGIS / DAILY STAFF

### Playgirl revealed by former editor-in-chief

By Rebecca Villaneda, Daily Staff Writer  
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Former editor-in-chief of Playgirl magazine, Ronnie Koenig, performed a one-woman show about her experiences at the magazine and being replaced by a gay man.

Koenig hardly introduced herself before spilling into her routine of vivid accounts of her days with Playgirl.

She described how A-list celebrities turned down her requests for posing in the magazine. And run-ins with the overweight owner of a neighboring liquor store, who did want to pose naked.

"She was so interesting, and she reminded me of Margaret Cho, the comedian," Caroline Le, an undeclared freshman, said. "It was a great learning experience for me because I am researching the topic of women in the media."

Koenig was invited to speak in light of Women's History Month.

"Koenig wants to push the envelope about what women wanted in the porn industry," said Dawn Lee, coordinator of events held in the Mosaic Cross Cultural Center.

"While she was with Playgirl, she acquired insight on gender roles, pornography and issues dealing with feminism," Lee said.

The Umunhum room was packed with an audience that laughed at her as she mocked the publisher of the magazine who owned many other adult publications.

Koenig said she walked into his office the day she interviewed, and the walls were lined with pictures of naked women.

"It was hard to be serious with boobs staring at me," she said.

Koenig made comparisons of male versus female pornography. She said when it is a female, it is natural and sexy and a great move for her career. As opposed to a male actor's career where it would not be beneficial because he might be perceived as gay. She also said Playgirl accepts advertisement from almost anyone, and most advertisements were very sleazy.

A woman in the audience asked Koenig if there is a market for women who read adult magazines. She said there is a small contingency, and there have been women who have become more blunt with their feelings toward sex.

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Another question asked was why she was let go from her position at Playgirl. "There is a high turnover rate there, first of all," Koenig said. "But also I think they used a woman in this position as a stepping stone. Then wanted a male for the long term."

Koenig's background is in theater, and these days she finds herself writing for soap operas, and she wants to some day start a rock band.

"Magazine writing was a fun segue into other things I want to do," she said. "It paid the bills."

After her performance was over and all questions were answered, audience members came up to her and expressed their thoughts.

One woman even told her she had been practicing the drums and was wondering what kind of music she liked.

Koenig said, "I'd tell you let's start a band if we weren't on opposite sides of the coast."



From left, Caroline Le, an undeclared freshman, Diem Vu, a junior majoring in nursing, and Elaine Hsu, a freshman majoring in business marketing, attended a dialogue reading by former editor-in-chief of Playgirl Magazine, Ronnie Koenig, Tuesday in the Umunhum room. JOSH STURGIS / DAILY STAFF