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A letter from Jennifer Rauch, CSW Chair



Jennifer Rauch, CSW Chair

As the end of 2009 rapidly approaches, it's a good time for academic women to reflect on all that we've achieved in our personal and professional lives this year, as well as to look forward to all the splendid things that might lie on the horizon.

For AEJMC, this retrospective mood will take center stage next August as we celebrate the 20th anniversary of the Commission

on the Status of Women in Denver. CSW is undertaking a range of new initiatives that underscore what a long way we've come since 1990.

Two decades ago, volunteer-run organizations like CSW didn't have such a vast array of communication tools at their disposal. That's why we formed an ad-hoc committee, led by Spring-Serenity Duvall, at our August meeting in Boston to review our communications strategy and come up with ideas for using the new information environment more effectively. (If you're interested in getting involved with the communication committee, contact Spring at <u>ssduvall@indiana.edu</u>.)

Another ad-hoc group has started putting together

plans to commemorate the 20th anniversary of the Commission of the Status of Women next year. In addition to our usual programming and refereed research competition, we anticipate that the celebration at our August meeting in Denver will include a signature panel examining the origins, progress and future of CSW and the status of women in the academy. The anniversary program could also feature a luncheon or reception, a commemorative publication, and an event to launch our new mentoring and networking group for CSW members, among other activities. If you'd like to help plan the anniversary events, contact me at <code>jennifer.rauch@liu.edu</code>.

If you don't want to wait until next summer to reunite with CSW colleagues and enjoy AEJMC conference proceedings, consider a trip to Oklahoma next semester. CSW members will be participating in the midwinter meeting there in March, thanks to the new midwinter conference chair position that began last year. For more information, contact Tracy Everbach at everbach@unt.edu.

Details on the 2010 anniversary celebration and the new Mentoring and Networking group will be announced in the spring, so keep an eye on the CSW listsery and newsletter to learn more!

Midwinter Conference Update

Update from Tracy Everbach, University of North Texas, Midwinter Conference Chair

The Commission on the Status of Women is participating in the AEJMC Midwinter Conference, hosted by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The deadline was Dec. 1 for submitting abstracts. The conference is March 5-7, 2010. For those of you not submitting abstracts, be on the lookout because I am going to hit you up to review them! General questions about the conference should be directed to Elanie Steyn, conference site host elanie@ou.edu. I hope the hectic fall semester is going well for everyone.



Gaylord College of Journalism and Mass Communication, Norman, Okla. Photo: Wikipedia

AEJMC Dates to Remember

- ◆Southeast Colloquium Paper Deadline Dec. 4, 2009
- ◆AEJMC Winter Meeting Dec. 4-5, 2009
- ◆Midwinter Conference March 5-7, 2010
- ◆Southeast Colloquium March 11-13, 2010
- ◆AEJMC Convention Paper Deadline—April 1, 2010
- ◆World Journalism Education Conf. July 5-7, 2010
- ◆AEJMC 2010 Convention August 4-7, 2010

View more dates to remember online at the AEJMC events calendar:

http://www.aejmc.org/ical/month.php

Commission on the Status of Women Member News

Hust receives research grant

Commission on the Status of Women Vice Chairperson Stacey Hust has received a grant to develop and evaluate a health communication campaign designed to stop sexual violence at Washington State University (WSU).

The study will support the university's Campus Campaign Against Sexual Assault, by correcting misperceptions of social norms about sexual assault held by university freshmen and enabling them to prevent and respond appropriately to sexual assault situations, according to the Department of Education Web site.

Hust, assistant professor at the Edward R. Murrow College of Communication, will partner with Paula M. Adams, Communication Coordinator at WSU's Health and Wellness



Stacey Hust, CSW Vice Chair and grant recipient

Services, during the next two years to examine the media campaign's communication strategies. Hust and Adams have co-chaired the Campus Campaign Against Sexual Assault project since 2006.

"With the ongoing campaign, we have increased awareness among WSU students about services available for victims of sexual violence, but where we'd really like to get to is to have a media campaign that also generates behavior change," Hust

said, in an article by WSU Today Online. "Both theoretical approaches we are testing have the potential to change behavior, and our hypothesis is that they'll be most effective when combined."

Hust is a faculty member in the WSU Consortium for the Study of Communication and Decision Making. Her research explores how the mass media is used for health promotion through entertainment education and media advocacy.

Friedman Wins Awards, Grants



Barbara Friedman, **CSW Secretary**

Barbara Friedman, University of North Carolina, received the Baskett-Mosse Award for Faculty Development from AEJMC to expand a study of news framing of sex-trafficking (coauthored with Anne Johnston, UNC) and to develop a related web-based reporters' resource.

She was also awarded a 2010 summer grant for this research from the UNC School of Journal-Mass Communication. and

For a study of the historical re-

lationship between the 19th - and 20th-century mass media and first ladies as symbolic and literal mothers, Friedman received the Joseph McKerns Research Grant Award from the American Journalism Historians Association.

Duvall to publish gender article

Indiana University School of Journalism doctoral can-■ didate Spring-Serenity Duvall will publish the article, "Perfect Little Feminists?: Young Girls in the U.S. Interpret Gender, Violence and Friendship in Cartoons" in the winter 2010 issue of Journal of Children & Media. The article reports findings from interviews with young girls and was recognized as the Top Student Paper award by the AEJMC Commission on the Status of Women in 2008.

This audience study was part of a larger project, under the advisement of Indiana University associate professor Radhika Parameswaran, that also included a textual analysis of The Powerpuff Girls cartoon program.

Duval is grateful for suggestions for revision from Dr. Parameswaran, reviewers for CSW and JOCAM, and attendees at the AEJMC panel presentation in Chicago, 2008.

Stand strong: Professionals' advice for young women communicators

Find a mentor who really

How can we better enable young women to succeed in the communication industry? While conducting my dissertation research this summer, I asked 45 women communicators what advice they would give a young woman who was just starting in the communication field. Highlights of the responses are listed below: "Seek out mentors.

Mentors: "Seek out mentors. Find a mentor who really believes in you and sees you for who you can be."

for who you can be." Networking: "Network. Always be networking. Network with your peers. Network with people who are more senior than you. You are going to learn so much more that way!"

Confidence: "Be confident." "Know yourself. At the end of the day, it's about your career and what you want out of it."

Ask questions: "One word: ask. You'd be amazed how many

people are willing to help you out or share information if you ask them."

Hard work: "Work hard! It's hard work that is going to get you ahead. Work on a project from start to finish."

Listening: "Listening is probably the most important skill you can develop. There is so much that people say, and unless you are really listening, you won't hear it. believes in you and sees you

Relationships: "Don't burn bridges." "Know that you'll always see people later. Make friends, but make contacts, and almost al-

ways assume that you'll see them again."

Stand strong: "Make yourself an expert. Stand strong. Ground your two feet and stand there! Younger women have thinner skins. My biggest advice is to let it roll off you. Don't hang on to things. Move on and move up!" ~ Katie Place

Introducing the 2009-2010 CSW Officers



Jennifer Rauch Chair

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Stacey Hust Vice / Program Chair

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Barbara Friedman Secretary

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Barbara Barnett Research Chair

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Katie Place Newsletter Editor

University of Maryland E-mail: kplace@umd.edu



Tracy Everbach Midwinter Conference Chair

University of North Texas E-mail: Everbach@unt.edu

Ways to get involved with the Commission on the Status of Women

- Add CSW to your AEJMC membership; reduced rate for grad students (e-mail <u>aejmcmembusb@aol.com</u>)
- Stay informed about CSW by getting on our listserv (e-mail *sjhust@wsu.edu*)
- Join the CSW group on Facebook (http://www.facebook.com/home.php?#/group.php?gid=42859433955)
- Read the CSW newsletter (archives at www.unlv.edu/orgs/cswaejmc)
- Check out CSW panels at the midwinter conference (e-mail <u>everbach@unt.edu</u> for details)
- Contribute an article or announcement to our next newsletter (e-mail <u>kplace@umd.edu</u>)
- Come celebrate our 20th anniversary in Denver next August!

Minutes from the CSW Meeting at AEJMC - August 7, 2009

Officers attending: Dustin Harp, Jennifer Rauch, Stacey Hust, Barbara Barnett, Tracy Everbach, Spring-Serenity Duvall Meeting began at 8:35 p.m.

- 1. CSW annual awards were announced:
- Mary Ann Yodelis Smith Research Award: Elizabeth Skewes, University of Colorado
- **Donna Allen Award for Feminist Advocacy:** Carolyn Byerly, Howard University
- Outstanding Contribution to Journalism Education: Lillian Lodge Copenhaver, Florida International University
- Mary Gardner Award for Graduate Student Research: Erin Whiteside, Penn State
- 2. Top paper awards were announced:
- **-Top Faculty Paper:** Carolyn Byerly, "Behind the Scenes of Women's Broadcast Ownership"
- -Second Place Faculty Paper: Fangfang Gao and Renee Martin-Kratzer, "Gender Differences in Chinese Journalists' J-Blogs"
- **-Top Student Paper:** MacKenzie Cato, "Does Gender Influence Students' Evaluations of College Professors?"
- **-Second Place Student Paper:** Dara Persis Murray, "Feminist Discourse and 'Real' Ideology in the Dove Campaign for Real Beauty"
- -Third Place Student Paper: Amber Willard Hinsley, "More Than Just a Pretty Face? Framing Analysis of Women and Women Journalists in Columbia Journalism Review"
- **3. President Dustin Harp announced bylaw changes that were sent out on the listserv.** She pointed out that CSW members had discussed these on the listserv and officers made changes. The modifications include appointing a chair and vice-chair instead first- and second-year co-chairs, expecting all officers to serve as advocates for women and feminist scholarship, and encouraging a panel at each year's AEJMC conference on women's/feminist advocacy.

Carolyn Byerly asked whether CSW can practice advocacy with public organizations like the FCC or whether it is intended for tenure pursuits within the organization. She noted that some FCC legislation could benefit from women's and minorities' voices. Dustin pointed out that "advocacy" has not been specified in the bylaws. Other board members said it would not be out of line for CSW to take a stance on public issues. The bylaws changes passed unanimously.

Dustin Harp asked the officers to update the members on their activities. She announced that next year, 2010, is the 20th anniversary of CSW.

4. Vice Chair Jennifer Rauch reported that most of the sessions representing CSW at this year's conference were research panels. She added that CSW sponsored two professional freedom and responsibility panels, one on diversity in journalism

education and another on organizations that empower women journalists. She noted that the commission put out a special call for teaching panels at the 2009 Boston conference.

- **5. Research Chair Stacey Hust reported she is still monitoring the listserv, which is housed at Kent State.** She said 250 people are on the listserv. As far as research, this year CSW enlisted 51 reviewers to read 54 papers, 25 of which were accepted for the conference. Half of the papers accepted were student papers. Stacey pointed out that faculty and students compete with each other in our division. She also said we need more reviewers with backgrounds in quantitative methods analysis.
- **6. Secretary/Recorder Tracy Everbach reported she had gone to the AEJMC New Member Breakfast** that morning, where each division, commission and interest group is introduced, and the organizers forgot CSW. She made sure to introduce herself, however. This emphasizes the need for public relations, because many AEJMC members do not know about our commission.
- 7. Newsletter Editor Spring-Serenity Duvall said we need communication broader than the newsletter and listserv, especially to reach younger members. She suggested Facebook and other social networking.
- 8. New officers for 2010 were elected:
- -Chair: Jennifer Rauch, Long Island
- -Vice chair: Stacey Hust, Washington State
- -Research chair: Barbara Barnett, Kansas
- -Midwinter conference chair: Tracy Everbach, North Texas
- -Secretary/recorder: Barbara Friedman, UNC Chapel Hill
- -Newsletter editor: Katie Place, Maryland
- **9.** Dustin proposed appointing a committee for the Denver conference next year to plan a panel and other events commemorating the 20th anniversary of CSW. The officers decided to put out a call for committee members on the listsery. Dustin also proposed a mentoring/networking committee to help with one-on-one communication. Carolyn Byerly of Howard, Teresa Mastin of DePaul and Dara Murray of Rutgers volunteered for this committee.
- **10.** Dustin asked if anyone was interested in redesigning the CSW Web page. Jennifer and Stacey suggested asking for volunteers on Facebook and the listserv. Spring suggested that a class could take it on as a project.
- 11. Spring suggested a communications committee to spread the word about CSW through Facebook and said the committee possibly could be made up of graduate students. She volunteered to chair this committee.

Meeting adjourned at 9:40 p.m. for the social.

Commission issues 2010 AEJMC convention paper call

The Commission on the Status of Women invites submissions of research for competitive paper sessions that are based on issues of gender and communication. We welcome papers in which

gender is a main focus, that use a variety of approaches and research methods, including but not limited to critical, empirical, ethnographic, historical, legal and semiotic. It is expected that the research will demonstrate a familiarity with feminist communication

theory. Examples of relevant topics include: representations of women in the news; the role of gender in newsrooms or classrooms; effects of mass media on women and girls; feminist approaches to teaching and communication; women's use of/

production of media; gender equality in the profession or the academy; etc.

Suggested paper length is 25 pages (double-spaced, 12-point type), excluding tables, references,



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figures or illustrations. The deadline for paper submission is April 1, 2010. Authors of accepted papers must be able to present their papers at the conference that will be held in Denver, Colorado, August 4-7.

We especially encourage sub-

missions by graduate students; the winner of the top student paper will be awarded \$100 and the winner of the second place student paper will receive \$50. Authors of the top papers will be recognized in the con-

vention program and at the CSW business meeting at the convention.

If you have any questions, please contact Barbara Barnett, CSW Research Chair, at <u>barnettb@ku.edu</u>. This paper call is part of

the overall AEJMC call for research papers; all submissions must adhere to the general guidelines put forth by AEJMC. To see the general call of papers, please visit: http://www.aejmc.org/ events/convention/papercall/index.php

CSW issues Communication Committee update, states future goals

In the last year, the officers of CSW have worked to increase the commission's presence on the web and facilitate member networking in between conferences. These efforts have had mixed success: a blog attempt never got off the ground and a Facebook page is getting some activity from its 48 members. These attempts show promise for future endeavors that will benefit members.

At the CSW business meeting in Boston, officers and members brainstormed ideas for improving ways to both connect members with each other and to increase the commission's visibility within AEJMC. These ideas inspired the creation of a Communications Committee with two main goals:

1) Update and expand the commission's current website. The CSW website (located at http://www.unlv.edu/orgs/cswaejmc/) serves as an online archive for the commission, but

with a little work could become a more productive and useful tool for members and non-members.

2) Develop the CSW Facebook page as a vehicle for networking and mentoring among members. The key role of the Facebook page may be to bring young scholars and graduate students into the commission and to keep members posted on news beyond the newsletter. Search Facebook Groups for "Commission on the Status of Women (AEJMC)" to join and help make the page a dynamic online gathering place.

In the coming weeks, we will be selecting a volunteer web designer to work on the CSW home page. Please visit the Facebook page discussion board to contribute your suggestions for improving the website. A few items for consideration:

- Do you have a color or theme preference?

- What features or items should be added to the page?
- If we play off the theme of "Women's Words" for an interactive graphic, what are the words that should be used?

As we continue to grow CSW's presence online, we hope to foster communication that is productive and useful for members. Your input on this process will help us achieve these goals. Please visit the Facebook discussion board to offer your ideas for updating the CSWwebsite or send your suggestions to me at ssduvall@indiana.

