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Hello, everyone! I am the new newsletter editor for Women's Words. It has been great getting to know some of you through contributions you have sent to me for this very full newsletter for Winter/Spring 2007. This issue contains announcements of publications, promotions, and possibilities as well as a fascinating feature article, "Always the Bridesmaid, Never the Bride," by Katherine Kostiuk (University of Missouri-Columbia). I encourage you at any time to send me material you would like to see in the newsletter. Many thanks to Dawn Paine for her fabulous job designing and laying out this newsletter and Erika Engstrom for her support. I look forward to meeting many more of you as the year goes on. HAPPY SPRING!

Debra Merskin

INDEX:

Women's WORDS is published by the Commission on the Status of Women, Association for Education in Journalism and Mass Communication. Articles for Women's Words are welcome.

Silent Auction A SUCCESS IN SAN FRANCISCO

By Erika Engstrom

Feminist and media collectibles were on display again this year, as the CSW Silent Auction was held in San Francisco to again raise money for the Mary Gardner Graduate Student Research Award. Auction organizers Julie Andsager and Erika Engstrom staffed the array of books and woman-oriented goodies on the fourth floor balcony of the convention hotel, with CSW member Michelle McCoy assisting with directing passersby and auction goers, and CSW "honorary" member extraordinaire Fred Williams again ensuring the venue and table set up and donating a slew of books which netted more than \$100.

Tables of auction items and enticing candies brought in eager bidders, several of whom made their hopeful claims for Fred's eclectic selection of books, including *The Wendy Williams Experience, The People vs. Clarence Darrow*, biographies of Georgia O'Keeffe and Bob Dylan (which brought in \$20 and \$24, respectively), and Tyler Perry's *Don't Make a Black Woman Take Off Her Earrings*. Adding to our slate of items was a signed copy of the newest edition of Women in Mass Communication, donated by Pam Creedon.

Collectible packages included Smart Women logo items, including a coffee mug with the logo "Smart Women Thirst for Knowledge" and lip balm proclaiming "Smart Women Protect Free Speech" (obtained from a company started by a woman who wanted a better balance between career and motherhood), Schoolhouse Rock magnets and holiday ornament, and a Nancy Drew assortment of a journal and notecards featuring classic book covers such as *The Secret of the Old Attic*. Other neat stuff included an action figure of author Jane Austen, which created a bidding war (it finally went for \$22), and the perennial auction favorite of a Rosie the Riveter collection.

A discontinued and hard-to-find 2002 Barbie for President doll brought in the highest item bid at \$30, and made for a very happy Ed Horowitz of Cleveland State University, who entertained us with his contagious enthusiasm about using the doll as teaching tool. "I find it so interesting how nearly

doll as teaching tool. "I find it so interesting how nearly everyone who comes into my office asks me about her or makes some comment," reports Ed. "I also bring her to class when I teach political socialization and talk about the different political influences upon children. We often discuss ideas related to women in power, but surprisingly, the discussion centers on Barbie's outfit." (This holiday season, Ed has asked for a George Bush doll so Barbie won't be lonely.)

After several hours of accosting conventioneers and getting people to outbid each other, and popping in and out of the CSW members' meeting, we finally counted our take, packed up and looked forward to recuperating. Somehow we had survived yet another auction. We want to thank everyone who bid, and those who "upped" their bids and made additional contributions to the Mary Gardner Graduate Student Research

Award. The total take this time around was \$335, a chunky return on the pared-down number of just 17 items.

We especially want to thank Rich Burke at AEJ headquarters for lugging the very heavy credit card machine all the way across the country just for our auction. And we offer our most humble gratitude and love to our very dear Fred Williams, without whom we could not have succeeded yet again. Stay tuned for news on our next venture into the world of CSW fundraising! You can still donate to the CSW Mary Gardner Graduate Student Research Award, a competitive award which funds graduate student research. Contact AEJMC headquarters for information on how to contribute at www.aejmc.org or (803) 798-0271. For information about how to apply for the Mary Gardner and other CSW awards, visit www.unlv.edu/orgs/cswaejmc.



This 2002 edition of the Barbie for President limited edition doll went for \$30, and made for a very happy bidder!

IANE AUSTEN:

Jane Austen still has what it takes in the 21st century, netting a tidy profit from this highly desired action figure!

ne Acustes

ACTION FIGURE

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Checking in with CSW

BY VON WHITMORE, CSW CHAIR

In a popular song from a few years ago, the singer was "checking in to see what condition his condition was in." In light of some of the probable changes on the horizon for the Association for Education in Journalism and Mass Communication, it may be appropriate at this time to do the same. That is, check in with the Commission on the Status of Women.

If you were queried about the status of the Commission on the Status of Women what would be your response? Alive, well, and flourishing? In need of intensive care or barely clinging to life support?

Where does CSW stand within AEJMC and in the academy? In the coming months we will need to be able to answer questions like these, concisely and clearly, so that the Commission's name continues to resonate throughout AEJMC as something that has value.

Winds of Change

You will soon be reading about a self-study that AEJMC is about to undertake. Under the leadership of President Wayne Wanta the organization will engage in a year long exercise designed to explore ways to put it on even surer financial footing, to raise the visibility level and to possibility restructure the way AEJMC is currently organized. Everything will be on the table for discussion and consideration. From interest groups to divisions and commissions, this close read may result in a shake up from the ground up. We need to collectively ensure that CSW will be able to withstand such scrutiny.

A History Lesson

In 1990, the Commission on the Status of Women evolved from AEIMC's ad hoc Committee on the Status of Women. The new standing brought with it a seat on the organization's executive board, voting, and programming rights. The new designation also brought an enormous responsibility. The primary charges of the Commission are to advocate for women's issues and to monitor strides in the hiring and participation by women and minorities within AEJMC and in accredited journalism schools across the country. Through the years CSW has taken these responsibilities seriously, resulting in the establishment of four major awards to recognize the achievement of women. The inclusion of feminist scholarship in journalism schools as well as programming at the annual AEJMC convention were made possible by leadership from the Commission. Support from CSW members has led to the election of thirteen women as AEJMC presidents. As vice president, Barbara Hines will be installed as AEJMC president in August 2008, making her the fourteenth woman to hold the position. In fact, I would dare say that there is not a woman

holding any elected or appointed position within AEJMC that does not owe thanks in part to the pioneering and current work and support of the Commission on the Status of Women.

From Good to Great

While CSW is far from resting on its laurels, this may be a good time to evaluate how to take the Commission to the next level. We have made a good start with the program offerings for the 2007 convention. The research chair also promises to make strides in the CSW paper submission rates and to try to increase submissions that truly reflect feminist scholarship but also methodologies that are inclusive of quantitative and qualitative strategies.

For my part, I'd like to see CSW members more engaged in conversations covering a range of topics such as whether we should resurrect the "Wild Women of the Academy" sessions, particularly in including feminist issues in curricular offerings. CSW has tried a syllabi exchange and we'll take another stab at sharing syllabi for feminist courses this spring. There are also plans to establish a regular listserv rather than an email distribution list so that CSW members who wish to participate can be kept apprised of pertinent information.

Podcasts anyone?

It is also important that we undertake an oral history project with interviews of some of the founding members of the Commission such as Ramona R. Rush and Carol Oukrop so that the their insights about the struggle will be available for the next generation of CSW members and leaders. I plan to undertake the CSW leadership audio history project and invite others to participate. I would also like to receive other ideas regarding what we all should be doing to ensure the Commission's continued place as a stand-alone entity within AEJMC.

What's the Status of the Commission on the Status of Women?

In case you're wondering how I would answer the above question, it would be a resounding alive, well, and going strong. Thanks to Cory Armstrong, we will probably have some of the best programming at the 2007 convention that we have seen in a while. There is also excitement in the air about the new AEJMC procedures for online research paper submissions. Predictions are that the changes will result in increased submissions for groups like CSW.

In short, I am optimistic that this will be one of the best years ever for the Commission on the Status of Women, regardless of whatever future changes may be in store for AEJMC. We are a strong, vocal, and vital group within AEJMC. With the help of all CSW members we can make the Commission even stronger. I invite you to join in the process.

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ANNOUNCEMENTS:

1. Rising from the Wilderness: J. W. Gitt and His Legendary Newspaper -- 'The Gazette and Daily' of York, Pennsylvania will be published this spring by

York County Heritage Trust (combined historical society/library-archives/museum). Dr. Mary A. Hamilton, the author, is a retired associate

professor of journalism at St. Bonaventure University.

The book, begun as a dissertation at Michigan State 30 years ago, turned into a biography of Gitt (1884-1973) that "carried me through two sabbaticals as well as countless summers of research and writing." Hamilton said. "I had been a reporter at the Gazette in the mid-1960s, covering everything from county courts and planning boards, to Martin Luther King's famed 1965 march from Selma to Montgomery, so I knew it was legendary. But I wanted to learn more about the man from small-town America who wound up on Nixon's enemies list because of his unwavering criticism of U.S. foreign polidy and support of the anti-war and civil rights movements at home."

The Gazette's particularly legendary "second editorial" page published many black-listed writers during the McCarthy era of the 1950s along with better known journalists such as I. F. Stone and George Seldes (and later our own Dr. Donna Allen as co-founder of Women Strike for Peace). Gitt himself already had become so personally involved in the 1948 presidential campaign of Henry A. Wallace, FDR's third-term vice president, that he practically turned his paper's news pages into a house organ of the Progressive Party. This editorial decision invoked internal and external disapproval and initiated an FBI watch that lasted almost until his death with the conclusion that he had never been a communist.

"I was determined that Gitt and the Gazette's story be publicly recorded in the annals of American journalism," Hamilton said. "After a go-round of nearly four years from a certain university press, I met last summer with the YCHT's publications committee and have been treated with nothing but respect ever since. I realize that being retired means I no longer need the approval of a major university or commercial publisher, but I recommend other CSW colleagues take a similar route if they are able to do so."

For more information, contact the author c/o School of Journalism, St. Bonaventure University, St. Bonaventure, NY 14778; or the York County Heritage Trust, 250 E. Market St., York, PA 17403. (Projected price: \$24.95)

2. Just published and available for adoption—Critical Thinking About Sex, Love, and Romance in the Mass Media: Media Literacy Applications

(2007, Lawrence Erlbaum Associates) edited by CSW members Mary-Lou Galician and Debra Merskin. The book is a distinctive "reader" of original chapters by 30 scholars that fills a void in existing media scholarship by exploring the media's influence on perceptions and expectations in relationships, including myths, stereotypes, and prescriptions. Featuring fresh voices as well as the perspectives of seasoned veterans, contributions span all media forms (cinema, TV, books, magazines, online, songs, and even advertising) and utilize a variety of methodological approaches, including feminist scholarship.

Students are highly motivated by the relevance of this topic in their own lives, and this volume invites readers to become activists for media consumer empowerment. It is also a valued resource for researchers. Chapters include close analysis of Maxim and Cosmo covers, popular song lyrics over the decades, the "Sopranos," "Golden Girls," The DaVinci Code, "Queer As Folk," Internet relationships, and reality TV shows.

The reader can either serve as a companion to Galician's Sex, Love, and Romance in the Mass Media (2004, Lawrence Erlbaum Associates) or as a stand-alone text. For more information email Mary-Lou Galician at DrFun@realisticromane.com or Debra Merskin at dmerskin@uoregon.edu.

3. Maurine H. Beasley, professor of journalism, University of Maryland, College Park, was the keynote

speaker for the Gender and Media section of the third International Women University President's conference held in August 2006 at the Communication University of China in Beijing and Nanjing. Her topic: History and Development of Media and Gender Research in the USA. Her book, *News Zero: The New York Times and The Bomb* (published in English by Common Courage Press, 2004) will be translated into Japanese and published in Tokyo. It is a retrospective and critical analysis beginning with the dawn of the atomic age. This volume is timely with the proliferation of nuclear weapons and threats of their testing and use.

4. Kim Golmbisky (USF) and Kristy Sheeler (IUPUI) coedit a joint newsletter for the URL for the the

Women's Caucus and the Feminist & Women's Studies Division of NCA. Women's Voices is at the Website http://www.iupiu.edu/~ncafws.

5. From Michele Weldon (Northwestern)

Worked on the redesign of the undergraduate core curriculum at the Medill School of Journalism, and launched the all-new,two-quarter foundations course in January, for 200 students, Editing & Writing the News 1&2. Spoke on a panel on promoting your book at the Journalism & Women Symposium September 9 in Sun Valley, Idaho along with author Alicia Shepard, literary agent Gail Ross and literary publicist Cyndi Hughes. Keynote speaker at "Invest in Yourself" for Chicago Women in Publishing annual fall kick-off September 21. Keynote speaker at Take Back the Night of Northern Will County at annual event October 5. Speaking for Northwestern University's Center for the Writing Arts, "So you Want to Write A Memoir" February 8. Received one of the 20 Heroes Award from Between Friends, a non-profit advocacy agency dedicated to stopping violence against women in Chicago. Was also the keynote speaker at the event in October. Also, best of all, recovered from breast cancer surgery in November; thankfully, stage 1, caught on a routine mammogram. So don't skip yours.

6. From Cory Armstrong CSW Program Chair, University of Florida Although it seems as though our trek to San Francisco for AEJMC was just last week, we are already finalizing the programming for the 2007 AEJMC convention. We're going to have a fabulous slate of teaching, research and PF&R panels, so I hope you all will plan to attend the convention Aug. 9-12.

Most notably, we have taken the lead in a mini-plenary this yea, for, I believe, the first time in CSW history. The title is "The State of Women in the Media: Content and Leadership Across Platforms," and it is scheduled for 3:15 to 4:45 p.m. on Aug. 9. The co-sponsors are Minorities and Communication, Visual Communication and Media and Disabilities. It should be a wonderful discussion. As an aside, Jane Fonda (yes, the actress) is scheduled to be one of the panelists, which should bring in a few spectators.

CSW has taken the lead on two other discussion panels to be presented:

- Our signature panel: Inverting the inverted pyramid: Using feminist theories to teach journalism, is schedule at 5 p.m. Aug. 10, just before our members meeting at 6:45 p.m.
- "The Feminization of Broadcasting," which is co-sponsored with the Radio and Television Division, is scheduled for 1:45 p.m., Aug. 11.

In addition, we are co-sponsoring panels with the Newspaper, International Communication, Minorities and Communication, and Management and Media Economics divisions. The titles for these panels are not finalized yet, but look for CSW programming on the slate at AEJMC. We are covering a wide variety of topics this year.

Decisions for panels were difficult this year, as we had nearly 20 submissions with quality ideas. For those who did not have a panel accepted, I hope that you will resubmit in the future—several great proposals were out there.

Finally, I hope that you are readying your CSW research paper submissions as we have a number of research times available at the convention, including a scholar-to-scholar poster session on Saturday afternoon.

Please let me know if you have any specific questions, and I hope to see you there!

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FIRST AUTHOR

CYNTHIA FRISBY PRESENTED
AN EARLIER VERSION OF THE
BRIDAL MAGAZINE STUDY AT
THE AEJMC CONVENTION
IN 2005. SHE AND
ENGSTROM BOTH EARNED
THEIR DOCTORATE DEGREES
FROM THE UNIVERSITY OF
FLORIDA'S COLLEGE OF
JOURNALISM AND
COMMUNICATIONS.

Frisby and Erika Engstrom, associate professor at the University of Nevada at Las Vegas, studied mainstream bridal magazines published from 2000 to 2004. Their study was a follow-up to Chrys Ingraham's study of bridal magazines from 1959 to 1999, published in Ingraham's book *White Weddings*, that found few African-American brides in the magazines. Frisby and Engstrom wanted to determine if recent trends toward multiculturalism and cultural sensitivity had led to changes since 1999.

The covers and advertisements of 57 randomly selected issues of *Bride's*, *Modern Bride* and *Elegant Bride* published from 2000 to 2004 were analyzed. Frisby and Engstrom did not find a significant improvement in the portrayal of African-American women: fewer than 2 percent of the advertisements featured African-American brides, and not a single magazine analyzed had an African-American bride on the cover. Images of African-American bridesmaids were more common.

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ANNOUNCEMENTS

(continued from page 4)

- **7. Susan Weill** received tenure and promoted to associate professor at Texas State University in the School of Journalism and Mass Communication. Congratulations, Susan!
- **8. Caryl Rivers,** Boston University. Has a new book, to be published in Spring 2007 by University press of New England *Selling Anxiety: How the News Media Market Scare Stories to Women*. Caryl, along with co-author Rosalind Barnett of Women's Studies Research Center at Brandeis, published in "Outlook" in the *Washington Post* "The Myth of the Boy Crisis" and we pointed out that while minority urban boys and rural white boys were lagging badly in academics, suburban white and Asian boys were doing very well. She says, "Too many people were responding to girls' success with hysteria, as if boys were failing while girls were succeeding. We presented a more nuanced picture, but got tons of e mails calling us nasty feminists who hated boys."
- **9. Kim Golombisky**, Unitersity of South Florida, represented CSW on the panel "AEJMC, ICA, ORWAC, OSCLG, & NCA: Forging a Historic Alliance and Agenda for Women in Communication" at NCA in November, bringing together women's communication organizations. Thanks to Kim, as well as the other panelists: "ICA Feminist Scholarship Division." Marian Meyers, Georgia State University, "Organization for Research on Women and Communication." Erin Reser, Simpson College, "Organization for the Study of Communication, Language, and Gender." Laura Ellingson, Santa Clara University, "NCA Feminist and Women's Studies Division." Robbin Crabtree, Fairfield University, and "NCA Women's Caucus." Pamela Tracy, Longwood University
- **10. Cindy Lont**, George Mason University, wrote and produced "Women's Representation in the Media: Content, Careers and Criticism." This fast paced DVD with visuals of past and present media and interviews with Maurine Beasley, Junior Bridge, and Sheila Gibbons works well in women and media, and women's studies courses. The DVD has won two awards: The Crystal Communicator Award and the Gracie Award (named after Gracie Allen). To order a copy for your school, contact First Light Video (firstlightvideo.com).
- 11. The Alaska Journal of Commerce and the Anchorage Chamber of Commerce recognized Joy Chavez Mapaye

with Alaska's Top 40 Under 40 award. The award names Mapaye as one of state's top young leaders younger than age 40 who have demonstrated professional excellence and a commitment to their community. Mapaye is an assistant professor in the Department of Journalism and Public Communications at the University of Alaska Anchorage. She is also a part-time reporter at KTUU-TV NBC in Anchorage.

12. New website:

Women's Caucus and the Feminist and Women's Studies Division of NCA @ http://www.iupui.edu/~ncafws/

13. Voices: The Newsletter of the FWS Division and the Women's Caucus. Editors Kim Golombisky and Kristina Sheeler have put together an outstanding issue, filled with great stories and informational items.

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COMMISSION ON THE STATUS OF WOMEN, AEJMC

Business Minutes

San Francisco, CA • August 4, 2006

The meeting was called to order by recorder Cory Armstrong, who was filling in for second-year co-chair Teresa Mastin.

APPROVAL OF MINUTES

Copies of the minutes were distributed and approved with no objections.

OLD BUSINESS

CSW has \$1,292.86 in its general operating account. The Maryann Yodelis Smith Award has \$25, 532.17. The Donna Allen Award has \$6,859.82 and the Mary Gardner Award has \$5,154.36.

Carol Oukrop announced that AEJMC passed a resolution supporting racial and gender equity in schools. More information can be obtained through the organizational business meeting.

The future of the newsletter was discussed. After serving as newsletter editor for several years, Maria Marron stepped down members discussed the best format for the newsletter. Most said they enjoy the hard copy but would also find a PDF formatted electronic version acceptable. Michelle McCoy volunteered to have Cuyahoga Community College pay for the design of newsletter issues, which is estimated at \$200 per issue. Erika Engstrom said that UNLV's server would still house the division Web site. Members were strongly encouraged to contribute content to the newsletter.

NOMINATION AND ELECTION OF OFFICERS:

Immediate Past Chair – Teresa Mastin Second-Year Co-Chair/Advocacy – Evonne Whitmore First-Year Co-Chair/Management – Brenda Wrigley Program Chair – Cory Armstrong Research Chair – Dustin Harp Recorder – Jennifer Rauch Newsletter Editor – Debra Merskin

NEW BUSINESS

Many cities were considered for the 2010 convention. CSW decided that Denver would be the first preference.

The Council of Divisions reported that 2007 paper submissions will be electronic. Training and specifics will be given at the midwinter meeting. Also, the COD asked that each call for papers be specific about the number of submissions an author can make to the division and whether an author of a submitted paper can review papers in the division.

Research Chair Brenda Wrigley reported that we had 31 paper submissions for the 2006 conference and 16 were accepted for a 52 percent acceptance rate. We had 4 research panels with 4 paper contained in each.

Recorder Cory Armstrong reported that the new member breakfast went somewhat well and that two AEJMC members requested membership information.

Erika Engstrom reported that \$335 was raised from the Silent Auction. She stated that unless someone volunteered to take over the auction, this would be its final year.

Julie Andsager, Teresa Mastin and Cory Armstrong will be conducting an online survey of AEJMC members about the role of CSW in the organization. Members supported the idea and asked to include questions about submitting papers,

as submission numbers have declined over

the past two years.

The NCA Women's Caucus is hosting a roundtable discussion with representatives of the major women's organization at the NCA 2006 convention, Nov. 15-19. Kim Golumbisky will report back to CSW with information.

AWARDS

Mary Gardner Award for Graduate Student Research

Recipient: Debi DeMare, University of Florida Title: Dissertation addresses how women in recovery from anorexia negotiate media messages.

Mary Ann Yodelis Smith Award for Feminist Scholarship (MAYS)

Recipient: Marie Hardin, Penn State University Title: Navigating the "macho" culture: A longitudinal study of factors in the career decisions of women in sports journalism.

Jan thanked the organization.

Donna Allen Award for Feminist Advocacy Not awarded this year.

CSW 2006 Outstanding Woman in Journalism and Mass Communication Education Judy VanSlyke Turk, Virginia Commonwealth University

THE MEETING WAS ADJOURNED.

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Thank You

to our many writers and contributors. Your efforts mean that Women's WORDS continue to be heard throughout the nation.

Printing and distribution of Women's WORDS generously provided by: Greenspan College of Urban Affairs, University of Nevada, Las Vegas.

Design sponsored by **Michelle McCoy** Tristate Community College

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These are the officers of the Commission on the Status of Women from October 1, 2006, until September 30, 2007.



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"We are proud to sponsor Women's Words and support the Commission in advancing feminist research in all areas of communication study." Commission on the Status of Women Greenspun College of Urban Affairs, University of Nevada, Las Vegas Box 453007, 4505 Maryland Parkway, Las Vegas, NV 89154-3007

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