

# Women's WORDS



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### WHAT'S INSIDE

# SUPPORTING SCHOLARS

## CSW's Role in Mentoring and Networking

I remember feeling overwhelmed when I started out in academia and attended my first AEJMC conference. I'm convinced this isn't an unusual feeling, as academia and academic conferences can be difficult to navigate for both newcomers and those seasoned in the profession.



**By Dustin Harp, Chair**

Having people to guide, advise, and support you early in your career and also throughout it makes all the difference. I was lucky enough to have a great mentor in my graduate advisor when I was a master's student (Gigi Durham, who is now an Associate Professor at the University of Iowa). One of our mentoring moments happened when she encouraged me to go to the Commission on the Status of Women members meeting during my first AEJMC conference.

I've been going since, have moved through the ranks of CSW officers, and have met many CSW members throughout these years. The women I have met through CSW have been familiar faces to me at conferences. These women offered me advice and encouragement early in my career as

I searched for a job and they have continued their support as I have navigated the tenure process. The

conversations I have had with these women over the years have also stimulated my intellectual growth.

For me the ways CSW served a mentoring and networking function were informal. But I tell my story to emphasize the importance of mentoring and networking and the significant role CSW can play in a scholar's life. Last August CSW officers and members started a conversation about how the Commission can best achieve these vitals functions in serving its members. At this year's meeting in Boston, I will propose the Commission set up a Mentoring and Networking Committee that would organize some formal ways in which the Commission can serve this role. I envision a group that would use outreach methods (including the Listserv and Facebook) to reach out to members throughout the year and also organize formal mentoring and networking events at the annual meetings.

One networking event (expected to be fun too) is already planned for this year's conference in Boston—an off-site social that will be directly after our members meeting. Please come to our members meeting from 8:30-10 on Thursday evening and then come socialize after. We aren't sure where it will be but will announce the location at the members meeting. Please consider getting involved in CSW too. If you're not ready to consider being an officer, maybe you can help CSW achieve its goals in helping our members through mentoring and networking.

### Consider Becoming a CSW Officer or Committee Member

CSW members will be electing new officers in August. Now is the time to consider getting involved. If you're interested in joining the ranks and have some questions, please email CSW Chair Dustin Harp ([dustinharp@mail.utexas.edu](mailto:dustinharp@mail.utexas.edu)) or any of the other officers. Please also consider serving to help CSW in other ways, for example working with a committee or working on our web page.

# CSW MEMBER NEWS

## Byerly Leads International Study

Presently underway is the first international study using social science methods to investigate the status of women in news industries -- radio, TV, newspapers -- both in journalistic and decision-making ranks in such a way as to generalize findings. Carolyn M. Byerly (Howard University) is pleased to serve as the Primary Investigator for the study, with sponsorship by International Women's Media Foundation, Washington, DC. The study is titled "Global Report on the Status of Women in News Media;" findings should be published in spring 2010.

The massive study involves 18 regional coordinators, approximately 100 researchers, and 500-600 news companies. Please direct questions to Carolyn M. Byerly, [cbyerly@howard.edu](mailto:cbyerly@howard.edu). Byerly notes that several feminist media scholars at U.S. and non-U.S. institutions, some of them active in ICA or AEJMC, are involved in this study.

## FCC Considers Ways of Improving Record-keeping on Women and Minority Data

The U.S. Federal Communications Commission (FCC) announced in mid March that it would re-open consideration of how it collects and manages data on women and minority owners of broadcast media. As someone who has tried to work with their data, Carolyn M. Byerly published a lengthy critique and list of recommendations for improving this data base in 2006. She was able to meet with FCC staff and explore some of these options. The Commission, now under Democratic control, with Commissioner Michael Copps serving as Acting Chair, is expected to move quickly to address many lingering problems related to media ownership and communications policy. If you are interested in details, contact Carolyn M. Byerly, [cbyerly@howard.edu](mailto:cbyerly@howard.edu).

## Parameswaran Visiting Research Scholar

Radhika Parameswaran (associate professor, School of Journalism, Indiana University, Bloomington) is a visiting research scholar at the Annenberg School for Communication, University of Pennsylvania in Spring 2009. As part of her appointment, she developed a new graduate seminar "Gender, Globalization, and Media" and gave a public talk on March 17 based in her ongoing project on discourses of beauty and skin lightening in globalizing India.

Parameswaran and Kavitha Cardoza's monograph "Melanin on the Margins: Advertising and the Cultural Politics of Beauty" has been accepted for publication in AEJMC's Journalism & Communication Monographs. Her co-authored paper [with Kavitha Cardoza] "Immortal Comics, Epidermal Politics: Gender and Representations of Colorism in India" appears in the Journal of Children and Media's February 2009 (Vol. 3, Issue 1) issue. She has an essay "Facing Barack Hussein Obama: Race, Globalization, and Transnational America" forthcoming in Journal of Communication Inquiry's special issue on Obama and the 2008 presidential campaign. She and co-author Sunitha Chitrapu (lecturer, Sophia Polytechnic, Mumbai) have contributed an invited essay entry "Women's Rights and Movement Media in India" to the Encyclopedia of Social Movement Media (Sage Publications, Editor: John Downing). She is the Indiana University School of Journalism's recipient of the Trustees Teaching Award for 2008 and her paper "E-racing Color: Gender and the Transnational Visual economy of India" has been awarded a Top Three paper award (2009) by the Ethnicity and Race Division of the International Communication Association.

# Zeldes Receives \$88,000 Grant; Welcomes New Son

Geri Alunit Zeldes, Assistant Professor at Michigan State University, has enjoyed a busy year both professionally and personally.

On February 4, 2009, she gave birth to her third child, Thomas Samuel.

As part of an interdisciplinary team, she received an \$88,000 grant from the Social Science Research Council to create a course and Web site on Reporting on Islam.

Zeldes also presented three papers in April at the Broadcast Education Association in Las Vegas, one of which received a 2nd place award.

The link to a news release on the grant award also has links to a video teaser of her documentary, *Arabs, Jews & the News*: <http://news.msu.edu/story/6072/> The news release



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## CSW would like to thank the following individuals for reviewing research paper submissions for the AEJMC national convention.

Amanda Hinnant	Ana Garner	Barbara Cloud	Melinda B. Robins
Barbara Friedman	Barbara Reed	Brenda Wrigley	Barbara S. Gainey
Camille Kraeplin	Carol Liebler	Carolyn Nielsen	Catherine Cassara-Jemai
Charles A. Hays	Cory Armstrong	Joseph Bernt	Natalie T.J. Tindall
Dustin Harp	Erika Engstrom	Frank Durham	Gwyneth Mellinger
Jane Marcellus	Jennifer Rauch	Joann Wong	Elizabeth Blanks-Hindman
Julie Andsager	Kim Landon	Kim Lauffer	Kim Piper-Aiken
Kimberly Young	Kwadwo Anokwa	Leanne Pupchek	Linda Aldoory
Linda Steiner	Lisa Paulin Cid	M Hawkins	Margaretha Geertsema
Pamela C. Laucella	Pam Creedon	Peggy Kreshel	Paulette D. Kilmer
Roger Cooper	Ronnie Lovler	Sandy Nichols	Radhika Parameswaran
Tamara Baldwin	Theresa Mastin	Tom Johnson	Spring-Serenity Duvall
Meg Lamme	Ann Jabro	Doug Newsom	Marilyn Greenwald

# BRING ON BOSTON!

## Members Meeting

Curious about CSW? Looking forward to seeing familiar faces?

Our members meeting in Boston will be Thursday evening from 8:30-10. Please come! There are plenty of opportunities to have your voice heard, get involved, or just hear what we've been up to.

### On the Agenda

The tentative agenda includes the following items and issues:

1. Discussion and vote of CSW bylaw changes
2. Officer Reports
3. CSW awards
4. Status report and discussion on CSW outreach (blog, Facebook, Listserv, web)
  - a. Do we want to redesign the web?
  - b. Appoint a new web mistress?
  - c. Include a syllabus exchange?
  - d. Is anyone willing to take this on?
5. Appoint Mentoring and Networking committee
6. Appoint committee for 20 year anniversary planning
7. Vote for new officers

As you can see, we have a packed agenda and we'll have to move quickly through the meeting in order to cover it all. That's what happens when we only meet for an hour and thirty minutes once a year. If you'd like to start the discussion early for any of these items, please use the CSW Listserv: [CSW-L@LISTSERV.KENT.EDU](mailto:CSW-L@LISTSERV.KENT.EDU)

## CURIOUS ABOUT CSW?

**The CSW Social is the perfect place to meet members and learn more about the commission. The social will follow the members meeting at an off-site location to be announced during the members meeting.**

# PROPOSED BYLAWS CHANGES

Do you know what distinguishes the duties of a first-year co-chair in the Commission on the Status of Women from those of a second-year co-chair? Which CSW officer is responsible for advocating women's issues in AEJMC and the academy? How does the commission give its members the chance to present research at midwinter conferences?

Confused? You won't be after this year's meeting in Boston. The CSW executive committee is proposing changes to our bylaws in August that will clarify and enhance the officer's roles. In a nutshell, the new bylaws would:

- Transform the first-year and second-year co-chairs into a Chair and a Vice/Program Chair - titles that make succession clearer and that are more consistent with other AEJMC divisions and groups.
- Establish a permanent Midwinter Conference Chair, a position approved on an ad-hoc basis for 2008-2009 that enabled several CSW scholars to attend the event this year for the first time.
- Stipulate that all officers are expected to serve as advocates for issues related to CSW, to AEJMC, and to women in the journalism and mass communication academy and professions.
- Require that at least one CSW panel at the annual meeting be devoted to women's advocacy, to encourage more members to submit proposals for programming on that theme.



Jennifer Rauch  
CSW Vice Chair/  
Program Chair

In discussions last August about by-laws changes duties (as reported in the fall issue of Women's Words), some members thought that eliminating the second-year co-chair position might diminish the role of advocacy in the committee. On the contrary, we believe that not just one person but each and every officer (as well as members) should be committed to this task.

The officers would like your feedback on these ideas. We'll be posting the full text of the proposed by-law changes to the listserv soon, as well as publishing them in the summer newsletter. We hope you'll join in the discussion at [CSW-L@listserv.kent.edu](mailto:CSW-L@listserv.kent.edu). We also look forward to seeing you at the CSW members meeting on Thursday, August 6, at 8:30 p.m. (which will be followed by an off-site social).

# CSW PARTICIPATES IN MIDWINTER CONFERENCE

The Commission on the Status of Women participated in AEJMC's midwinter conference, which was held March 6 – 8 at the University of Oklahoma in Norman.

Journalists' coverage of political campaigns, the effects of TV shows on young women's self-image, and women's roles in a male-dominated newsrooms in Asia were among the research paper topics presented at Commission on the Status of Women panels at the this year's AEJMC midwinter conference.

The conference, held March 6-8 at the University of Oklahoma in Norman, offered an opportunity for graduate students and professors to discuss their research. Scholars presented seven papers at two CSW panels.

Paper topics and presenters were:

**A 15-year Census of Gender-based Convention Research Preferences, Links and Levels of Inclusion: Scholarship Rates by Women Within AEJMC Divisions, Interest Groups and Commissions (1994-2008).** Edd Appelgate, John Bodle, and Randy Livingston of Middle Tennessee State University

**Girlfriends and Living Single: An analysis of African-American Women in Two Television Series.** Camille Kraeplin, Southern Methodist University.

**Taking the Women Out: Did Gender and Incumbency Make a Difference in the Newspaper Coverage of 2006 Senate Elections?** Lanier Holt, Indiana University

**It's Not Fake . . . It's Just Unrealistic: High School Females' Perceptions of Identity Through Television.** Teri Del Rosso and Hillary Gozigian, Syracuse University.

**Race, Gender and Coverage Levels in Election 2009.** Natalie Flemming and Brad Owen, Baylor University.

**Restricting or Liberating? Female Journalists' Experiences of Managerial Competencies in Traditionally Male-dominated Nepali and Bangladeshi Newsrooms: An Exploratory Study.** Elanie Steyn and Kathryn Jenson White, University of Oklahoma.

**Run Faster, Train Harder, Look Sexier? An Examination of the Pressure Female Athletes Feel to Be Sexy.** Lauren M. Reichart, The University of Alabama.

Natalie Tindall, the University of Oklahoma, and Kim Young, Penn State University, were moderators of the two sessions. Janet Bridges, Sam Houston State University, and Meta Carstarphen, Oklahoma University, served as discussants.



Barbara Barnett,  
Midwinter Chair

# ON THE SCHEDULE:

## CSW Research Programming

There were 25 papers accepted out of the 53 papers submitted to the Commission on the Status of Women for a 47% acceptance rate. Each paper was reviewed by three judges and papers were selected based on the reviewers' standardized scores. The research sessions are listed below:

### **Wednesday 5 PM – 6:30 PM**

*Top papers of the Commission on the Status of Women*

“Behind the Scenes of Women’s Broadcast Ownership,” Carolyn Byerly, Howard University (Top Faculty Paper),

“Gender Differences in Chinese Journalists’ J-Blogs,” Fangfang Gao & Renee Martin-Kratzer, University of Florida (Second Place Faculty Paper)

“Does Gender Influence Students’ Evaluations of College Professors? A Qualitative Content Analysis of RateMyProfessors.com,” Mackenzie Cato, University of North Carolina- Chapel Hill (Top Student Paper)

“Feminist Discourse and “Real” Ideology in The Dove Campaign for Real Beauty,” Dara Persis Murray, Rutgers University (Second Place Student Paper)

“More than just a pretty face? Framing analysis of women and women journalists in Columbia Journalism Review, 1961-1991,” Amber Willard Hinsley, University of Texas-Austin (Third Place Student Paper)

*Discussant: Linda Aldoory, University of Maryland,*

### **Thursday 8:15 AM - 9:45 AM**

*The Glass Ceiling in Communication Organizations: Then and Now*

“The Feminism of Bernarr Macfadden: Physical Culture and the Empowerment of Women,” Kathleen Endres, University of Akron

“Fifty Years Later: Mid-Career Women of Color Against the Glass Ceiling in Communications Organizations,” Donnalyn Pompper, Temple University



“Restricting or liberating? Female journalists’ experiences of managerial competencies in traditionally male-dominated Nepali newsrooms – an exploratory study,” Elanie Steyn, University of Oklahoma & Kathryn Jenson White, University of Oklahoma.

“Women leaders in public relations: A qualitative analysis,” Katie Place, University of Maryland

“Riding the Wave: The Evolution of a Broadcast Feminist, Alison Owings, 1966-77,” Sarah Guthrie, Ohio University

*Discussant: Margaretha Geertsema, Butler University,*

**Friday 12:15 PM – 1:30 PM**

*Scholar-to-Scholar Poster Session*

*Representations of Gender in the Media*

“Patients’ Privacy and the Internet: Where Abortion Rights and the First Amendment Overlap, Deborah Carver, University of Minnesota.

“‘He leads with his head and she follows her heart’?: Maya & Miguel’s representation of gender,” Emily S. Kinsky, Pepperdine University

“Framing Saint Johanna: Media Coverage of Iceland’s first female (and openly gay) Prime Minister,” Dean Mundy, University of North Carolina-Chapel Hill

*Discussant: Erika Engstrom, University of Las Vegas*

**Gender Stereotypes and Women in Politics**

“Look Who is Talking: Candidates’ Self Presentation on Campaign Websites and Viability in 2006 U.S. Senate, House, and Gubernatorial Races,” Jayeon Lee, The Ohio State University, and Kideuk Hyun, The University of Texas at Austin

“Ms. Vice President: Media exposure and voter views on gender stereotypes and women in politics,” Scott Parrott, Brett Harmon, Sarah Belanger, and Sarah Beth Combs, The University of Alabama.

“The Candidates’ Wives: Newspaper Coverage of Cindy McCain and Michelle Obama in the 2008 Presidential Election,” Jenna Swan, Denison University

*Discussant: W. Joann Wong, Indiana University*



**Schedule prepared by  
Stacey Hust,  
Research Chair**

**Saturday 8:15 AM – 9: 45 AM**

*Media, Sexual Violence and Sexual Harassment: Coverage and Effects*

“Television as a Societal-level Influence on Rape Perceptions: The Cultivation of Rape Myths,”  
LeeAnn Kahlor and Matthew Eastin, University of Texas at Austin

“ False Rape and Media Frenzy: Newspapers’ Framing of the Duke University Lacrosse Case,”  
Barbara Barnett, University of Kansas

“Sexism at any altitude? Stewardess Advertising and Second-Wave Feminist Protest,” Katherine  
Lehman, Albright College

“Susan Faludi’s Backlash: A Book’s Role in the Media Agenda for Coverage of Sexual Harassment  
in the Early ‘90s,” Lynette Holman, University of North Carolina – Chapel Hill

*Discussant: Tracy Everbach, University of North Texas,*

**Saturday, 3:15 PM-4:45 PM**

*Self-Body Image, Athleticism, and Sport*

“The Self-Body Image: An Integrated Model of Body Image and Beauty Ideals,” Temple Nor-  
thup, The U. of N. Carolina- Chapel Hill

“Run Faster, Train Harder, Look Sexier? Examining the Pressure Female Athletes Feel to be  
Sexy,” Lauren Reichart, University of Alabama

“A Descriptive Analysis of NBC’s Primetime Coverage of the 2008 Summer Olympics,” Charles  
A. Tuggle & Kelly Davis, University of North Carolina- Chapel Hill

“Sports Reporting and gender: Women journalists who broke the locker room barrier,” Tracy Ev-  
erbach and Laura Matysiak, University of North Texas

“‘I don’t feel like I’m up against a wall of men!’: Negotiating difference, identity and the glass  
ceiling in sports information,” Erin Whiteside and Marie Hardin, Pennsylvania State University

*Discussant: Pamela C. Laucella, Indiana University*

*Want to get connected?*

Join CSW on Facebook!  
Find old friends, meet new members  
and make plans for Boston.

# ON THE SCHEDULE:

## CSW Panel Programming

**Wed., 11:45 a.m.-1:15 p.m.**

*Invited Research Panel*

“Beauty Before the Camera: The Media Beauty Myth”

(co-sponsored with Minorities And Communication)

The media are teaching the public to hate the queen-sized. African American and Latina women are the most likely, as a group to have a higher BMI. For women, weight is a defining, if not the defining, characteristic. Thus, media depiction of negative stereotypes about weight contributes to mistreatment and endorses discrimination against women, especially women of color. Women in the media are regularly held to invalid, non-work-related standards of so-called beauty more than men (though the case is worsening for men) that are an extension of racism, sexism, classism and ageism.

**Moderator: Laura Triplett, California State U., Fullerton**

*Panelists:*

Jennifer Greer, Alabama: “Women, Credibility, and Appearance”

Tom Reichert, Georgia, Michael Nitz, Augustana College, Shuhua Zhou, Alabama, and Steve Smith, Georgia :  
“Prevalence of Sexy Cable Newscasters and Potential Effects”

Petra Guerra, U. of Texas Pan American, “Women Anchors and Weight”

E-K. Daufin, Alabama State University: “Fat is a Feminist Media Issue”

**Wed. 1:30-3 p.m.**

*Invited Research Panel*

“Women, Media and International Politics”

(co-sponsored with International Communication)

This panel will explore the rising implications for and of (inter)national women, media and politics. It brings together scholars and professional journalists who specialize in researching and/or reporting on international women and political issues in various media. Each panelist’s work addresses media coverage or representations of women and their roles in international politics. Each will speak to his/her area of expertise, reporting on the role of the media in the changing dynamics of the public sphere as more women are running for political office and winning. Panelists will also propose their interpretations of the impacts female leadership plus media coverage of female leadership have in a dynamic political environment.

*Panelists:*

Maurine H. Beasley, U. of Maryland, International News Coverage of U.S. First Lady Michelle Obama

Claude Salhani, Editor, Middle East Times, Middle Eastern Women & Media

Bahar Salimova, Network Researcher, International Knowledge Network of Women in Politics (iKNOW Politics),  
The Impact of Online Blogs and Networks on Women in Politics

Margaretha Geertsema, Butler U., Women, news and politics in South Africa

Daniela Dimitrova, Iowa State U., Framing Clinton

Colleen Connolly-Ahern & Nadia Martinez-Carrillo , Penn State, Changing Gears: A Comparison of Coverage of  
Hillary Clinton and Cristina Fernandez Kirchner’s Presidential Bids

**Wed., 3:15-4:45 p.m.**

*Mini-Plenary Session*

“Issues & Agendas of Campaign 2008” / “Framing Women in Politics”

(co-sponsored with Mass Communication and Society)

**Moderator: Denis Wu, Boston U.**

*Panelists:*

Tobe Berkovitz, Boston U., Who set the agendas and how did they do it

-Renita Coleman, U. of Texas at Austin, Visual Images' Influence on Campaigns

-Colleen Connolly-Ahern, Penn State U., Characterizations of marriage and motherhood in press releases of the Palin and Clinton campaigns

Tom Fiedler, Boston University, The disappearance of campaign gatekeepers

Donald Shaw, North Carolina at Chapel Hill, Agendamelding: How voters mix media messages to create compatible community

Tammy Vigil, Boston U., A Steady Message at the Mic: The Rhetorical Power of Consistency and Change in the 2008 Presidential Campaign

Maria Williams-Hawkins, Ball State, Were we looking at the same news?

**Thu., 3:15-4:45 p.m.**

*PF&R Panel*

“Strategies to Attract and Keep Diverse Students and Faculty”

(co-sponsored with Public Relations)

Creating greater racial, gender and cultural inclusiveness in our classrooms and internships, and in the professions for which we are preparing our students, is a goal most of our programs and universities share. We make conscious efforts to hire a more diverse faculty, to recruit a more diverse group of students and to strengthen the diversity of workplaces where our students intern and find jobs after graduation. And we've met with some success, though not as much as we hoped. But now in tough economic times, are further efforts at risk? Without the ability to offer financial incentives, what kind of incentives CAN we offer to make our programs more attractive and appealing to faculty and students who can help us achieve our goal of inclusiveness?

**Moderator: Judy VanSlyke Turk, Virginia Commonwealth U.**

*Panelists:*

Brenda Wrigley, Syracuse

Elizabeth L. Toth, Maryland

Lauri Grunig, Maryland

Thomas R. Martin, Charleston

Hayg Oshagan, Wayne State

**Thu., 5-6:30 p.m.**

*Signature Session*

“Gender, Globalization, and Media: Case Studies and Approaches”

Creating an intellectual space that is under-represented in global media studies, this research panel will scrutinize the intersections between gendered social formations and the material and discursive landscapes of global media culture. Clearly, as feminist scholars have shown, there is considerable racial, gendered, and ethnic variability in the ways in which citizens and consumers get drafted into the global public sphere. Panelists address globalization, its neo-liberal ideologies, and its possibilities and limits for women's empowerment in the context of media culture in the geographic locations of India, Mexico, Ghana, and the United States. Panel presentations will outline case studies of ongoing research and provide a roadmap for future work in the area of gender, globalization, and media.

**Moderator: Radhika Parameswaran, Indiana**

*Panelists:*

Leslie Steeves, Oregon

Janice Peck, Colorado

Gabriela Martinez, Oregon

**Thursday 8:30-10 p.m. - Members Meeting**

**Thursday 10 p.m. - Off-site Social**

**Fri., 8:15-9:45 a.m.**

*Invited Research Panel*

“The Media Ethics Legacy of Cliff Christians: Still Cutting Edge”

(co-sponsored with Media Ethics)

Clifford G. Christians of Illinois is widely known as a pioneer in the relatively young discipline of media ethics. The panel is meant as an opportunity to look at Christians’ work as a force that has shaped the field of media ethics theorizing. As a leading thinker in the field, Christians draws deeply from a range of classical philosophy, theology and feminist and communitarian literature and, as a result his work has simultaneously set the standard for ethics theorizing and has influenced other researchers in the field. To lead a discussion of Christians’ legacy, the panel features three scholars who have unique perspectives on his work. Christians also will be on the panel as respondent.

**Moderator: John Ferre, Louisville**

*Panelists:*

Clifford G. Christians, Illinois at Urbana-Champaign

Mark Fackler, Calvin

Kevin Healey, Illinois

Linda Steiner, Maryland

**Fri., 3:30-5 p.m.**

*Teaching Panel*

“Sex, Myth and Media: Creative Ways to Teach Gender in Media Classes”

(co-sponsored with Gay, Lesbian, Bisexual, Transgender Interest Group)

Students today desperately need to explore and understand issues of gender in mass media. But many feminist faculty members find this a challenge because students are often reluctant to engage in feminist theories or embrace feminist outlooks. The members of this panel will offer innovative approaches to teaching about gender—its varying representations and their implications—in a variety of media. Panelists will consider how a mix of Greek and Roman myths can become a useful vehicle for exploring gender past and present; explore how classic and contemporary, traditional and feminist fairy tales, can highlight gender issues; and explain how Nel Noddings’ ‘ethics of care’ can bring a new dimension to gender-related topics in mainstream media.

**Moderator: Kimberley Mangun, U. of Utah**

*Panelists:*

Maggie Jones Patterson, Duquesne

Romayne Smith Fullerton, Western Ontario

Virginia Whitehouse, Whitworth College

Gary Hicks, Southern Illinois-Edwardsville

**Sat. 11:45 a.m.-1:15 p.m.**

*PF&R Panel*

“The Wind Beneath Our Wings: Organizations that Support and Empower Women Journalists”  
(co-sponsored with Small Programs Interest Group)

Many women know some of the organizations that support, empower and advocate for women journalists, including of course, CSW, but some are not as well known. For example, the Journalism & Women Symposium, which has just been granted a \$50,000 grant from an affiliate of the Ford Foundation; the Women in Journalism Oral History Project; National Federation of Press Women, the Association for Women in Communications, the Association for Women in Sports Media, and Women in Digital Journalism. There are many others. The panel would include representatives from five or six organizations. Topics would include the groups’ missions, how they can help academic women as well as professional journalists and other communicators. The discussion might even highlight gaps in support and allow for new initiatives.



**Schedule Prepared by  
Jennifer Rauch  
CSW Vice Chair /  
Program Chair**

**Moderator: Kim Landon, Utica College**

*Panelists:*

Martha Allen, Director, Women’s Institute for Freedom of the Press, Washington D.C.

Ann Mauger Colbert, Program Coordinator, Indiana U.-Purdue U. Fort Wayne

Ellen M. Shea, Head of Public Services, Schlesinger Library, Radcliffe Institute, Harvard

Marsha Shuler, Capitol Bureau Writer, The Advocate, Baton Rouge, LA; president, National Federation of Press Women (NFPW)

Margaret A. Spratt, Associate Director of Academic Programs, Dart Center for Journalism and Trauma, U. of Washington

**Sat. 1:30-3 p.m.**

*Invited Research Panel*

“White Guys Interrupted: News Media Stumble When the Feminine and the ‘Other’ Join the Race for President”  
(co-sponsored with Critical & Cultural Studies)

This PF&R panel will focus on the 2008 presidential election campaign, especially coverage of Barack Obama, Hillary Clinton, and Sarah Palin. Physical descriptions, stereotypical labels, misogyny, no-win framing, political blogging, comedy content, and other media portrayal tendencies will be discussed.

*Panelists:*

Tracy Everbach, U. of North Texas, “‘Feminine’ versus ‘Feminist’: Media Representations of Hillary Clinton and Sarah Palin”

Neil Foote, U. of North Texas and Chair, National Association of Multicultural Media Executive, “Obama and the Race Card”

Barbara Friedman, North Carolina-Chapel Hill, “Misogyny Online- A View From the Blogs”

# CSW TOP PAPER AWARDS

**The top papers of CSW will be presented during a research session held 5PM Wednesday at the AEJMC National Conference in Boston. All top paper authors will be acknowledged and presented with a certificate of recognition during the CSW members meeting. Top student authors Mackenzie Cato and Dara Persis Murray will also receive cash awards.**

## *Top Faculty Paper*

“Behind the Scenes of Women’s Broadcast Ownership,” **Carolyn Byerly**, Howard University

**ABSTRACT:** Recent research shows that women’s ownership of broadcast stations -- FM and AM radio, and television -- has dropped to the single digits in this era of deregulation and the media conglomeration that has resulted. This paper contributes to an understanding of women’s relationship to media structures by reporting the qualitative portion of a larger study on women broadcast ownership in the United States. Specific goals of the study were 1) to explore how women owners are surviving under deregulation, 2) to identify the barriers that women experience in owning broadcast stations within a decidedly male-dominated industry, and 3) to identify factors that make such ownership possible and allow women to survive. Toward these ends, the qualitative study is based on data from 40 individuals, collected in questionnaires and personal interviews. The study found that women owners are cognizant of the impact of deregulation on their ability to maintain ownership, and that they also recognize a number of other barriers keeping more women from becoming owners. Like women owners, experts on women’s ownership identify lack of access to capital, deeply embedded sexist attitudes and methods of excluding women from advancement, and lack of access to mobility as factors limiting women’s ownership in the industry. Changes in laws and regulatory requirements, and mechanisms to enable access to finances are among the remedies.

## *Second Place Faculty Paper*

“Gender Differences in Chinese Journalists’ J-Blogs,” **Fangfang Gao & Renee Martin-Kratzer**, University of Florida

**ABSTRACT:** The explosion of Internet users and j-bloggers in China makes Chinese j-blogs an area worthy of examination. This study focused on the differences in j-blogs written by male and female Chinese journalists. Topics, formats, reader comments, j-bloggers’ responses, hyperlinks, and multimedia features were examined to gain insight into gender influences on online journalism in China. The findings reveal that traditional social norms for gender influenced the content and format of j-blogs.

## *Top Student Paper*

“Does Gender Influence Students’ Evaluations of College Professors? A Qualitative Content Analysis of RateMyProfessors.com,” **Mackenzie Cato**, University of North Carolina- Chapel Hill

ABSTRACT: RateMyProfessors.com, a rapidly growing online destination for students, now boasts more than 6.6 million user-generated ratings of more than 900,000 college professors. Students use the site's free services to plan their class schedules and rate professors they have taken in the past. Does a professor's gender play a dominant role in students' evaluations? The purpose of this study is to qualitatively analyze students' evaluative postings of college professors on the Web site RateMyProfessor.com. In an anonymous Internet environment created and used mainly by students, do evaluations suggest a gender bias? Examining the evaluative texts posted on a highly trafficked Web site like RateMyProfessors.com is increasingly important; it speaks to the everyday negotiations of gender and the possible perpetuation of gender stratification in the evaluation process of college professors.

### *Second Place Student Paper*

“Feminist Discourse and “Real” Ideology in The Dove Campaign for Real Beauty,” **Dara Persis Murray**, Rutgers University

ABSTRACT: This paper interrogates the representation of women and cooption of feminist discourse around the Western cultural notion of beauty in The Dove Campaign for Real Beauty (CFRB). A semiotic analysis focuses on CFRB's United States advertising. This textual investigation reveals that CFRB employs feminist signs to reference a key binary opposition in feminist politics - liberation and oppression – in the presentation of an ideology of “real beauty.” This messaging attempts to promote Dove as a catalyst to change the societal perception of “limiting and unattainable” female beauty, a position influential feminists support in mainstream media and through corporate partnership. This analysis suggests that “real beauty” is a new stereotype within the dominant ideology of female beauty; the denotative attributes of “thin, young, and blonde” are replaced by “many shapes, sizes, colors and ages,” yet the “real” women are presented to stimulate public dialogue about their physical attractiveness while promoting Dove and its products, resulting in sexual objectification of their image. Moreover, as the definition of “real beauty” embraces self-esteem, CFRB produces an even more demanding, oppressive beauty stereotype for female consumption than the dominant stereotype that emphasizes only physical standards. Ultimately, CFRB supports the patriarchal view of female identity as a consumer through ideological consumption of “real beauty” and economic consumption of Dove products. This analysis provides a history of the relationships between feminists, women in advertising, and the construction of beauty advertising to examine the production structure of CFRB. The findings are contextualized within a feminist political economy framework.

### *Third Place Student Paper*

“More than just a pretty face? Framing analysis of women and women journalists in Columbia Journalism Review, 1961-1991,” **Amber Willard Hinsley**, University of Texas-Austin

ABSTRACT: Women in American society are defined through the media, and journalists are powerful in selecting how women are framed. By studying a prominent trade publication, we discover how journalists may “learn” which frames to use when writing about women in general and in the journalism profession. Columbia Journalism Review was analyzed over thirty years, and three dominant themes emerged – women and female journalists as invisible figures, as wives and mothers, and as victims of discrimination.



# GETTING TO FULL PROFESSOR

## Wisdom from Senior Women Scholars: Two Perspectives

At the 2008 AEJMC Convention in Chicago, CSW and MAC (Minorities and Communication Division) co-sponsored “Wisdom from Senior Women Scholars: Getting to Full Professor,” a panel that featured women who achieved the rank of full professor in recent years. The panelists, Therese Lueck (University of Akron), Mary Beth Oliver (Penn State), Linda Steiner (Rutgers), and Julie Andsager (Iowa) offered their experiences and advice to a standing-room only audience.

To give context to the panel, consider the 2006 American Association of University Professors report titled, “Faculty Gender Equity Indicators” (<http://www.aaup.org/AAUP/pubsres/research/geneq2006>). Regarding gender parity in salary, in the academic year 2005-06 the average salary for women faculty was 81% of the amount earned by men across all ranks and institutions. The report’s authors attribute this difference to two reasons: (1) women are more likely to hold positions at institutions that pay lower salaries, and (2) women are less likely to hold senior faculty rank. For example, at doctoral universities, women make up a fourth of the tenured faculty.



Full professors Julie Andsager, Linda Steiner, Therese Lueck, and Mary Beth Oliver at the panel on wisdom from women scholars, Chicago, 2008.

Regarding the most senior of senior faculty, among full professors at all institutions nationwide, 76% of them were men. At doctoral universities, 81% of full professors were men.

While more women are in full-time faculty positions today than just 30 years ago, as we look at the promotion ladder, we see women basically falling off: gender parity decreases drastically when we consider the rank of full professor, an achievement that requires an even more substantial record than that for tenure and promotion to associate.

Panelists in Chicago shared their own stories of success in the academic world to give us, both women and men, direction and advice on how, once tenure is earned, to move to the next step which serves as one measure of women’s progress not only in higher education, but in our society in general. Therese Lueck and Mary Beth Oliver share their comments from the panel [Note: The above comments and photos are reprinted from the previous CSW newsletter; Lueck’s comments appeared in the Fall 2008 issue of Women’s WORDS.]

# Some Thoughts About Promotion to Full for Female Faculty

By Mary Beth Oliver, Penn State

*Professor Mary Beth Oliver earned her Ph.D. from the University of Wisconsin-Madison in 1991. She joined the faculty at Virginia Tech that year and was promoted to associate professor there in 1996. She then moved to Penn State in 1998, and was promoted to full professor in 2004. Here are her experiences and advice on becoming full professor.*

Not every associate professor has aspirations to get promoted to the rank of full, and this is a decision that is understandable and respectable. With that said, here are my thoughts about the process of promotion for those who do choose to go this route.

First, what are some challenges that are particularly prevalent for women (and people of color) who are thinking about promotion? Perhaps one of the most important challenges is the greater level of family responsibilities that obviously take time away from research. Women (and people of color) are also often asked to shoulder greater service responsibilities, as many universities want “representation” of females and minorities on committees. This, too, takes time.

Further, we may be reluctant to say “no” to requests for our service activities, as saying “no” may be perceived more negatively than when males say “no” to the same requests. And finally, many of the types of activities that women do may be somewhat invisible. For example, students often feel more comfortable talking with female professors, sharing their problems, disclosing their concerns, etc. And although this is a very important part of student-faculty relationships, these sorts of interactions are typically “invisible,” having no line on the vita whatsoever.

But even when we do make time for our research, it may not receive the same level of acknowledgment given to our male colleagues, as females are less likely to “toot their own horns,” to announce their accomplishments, or to publicly celebrate their victories. Finally, it’s important to note that females and people of color often make this journey alone, as there are certainly few-

er role models who have navigated their way through the system than there are for our male colleagues.

Given these challenges, what are some suggestions? My primary suggestion is that you make it known to the administrators in your department and college that this is a goal to which you aspire. I say this because I believe that it’s often assumed that male faculty would like to get promoted to full, but it’s not necessarily assumed that female faculty have the same goals. Given that promotion to full is not mandatory (as is typically the case with tenure), unless it is known that you want to attempt a promotion, years may pass without you ever being “on the radar.” Once it is known that you are interested, get very clear guidelines from your administrators about what is expected and required. There is a great deal of variation in requirements from one university to the next, so clarity and direction are essential. And finally, set a timeline and meet regularly with administrators about your progress. Doing so will help you stay on track and will keep you on the radar.

With these general goals in mind, what might you expect with regards to research, teaching, and service expectations? Before turning to this, let me remind the reader that universities vary in their expectations and requirements, so what follows here is based on my own experiences at universities where I have gone through the process (and that will therefore undoubtedly be different at other universities). In general, though, I believe that the general expectations are “the same and more” than what is expected for tenure and promotion to associate.

In terms of research, plan on doing as much research as you did to get promoted to associate. One difference, though, is that you want to show that your research is programmatic, is influential in the field, and has “matured.” In this regard, you may find yourself taking on “larger” or more ambitious projects than you may have wanted to try when getting promoted to associate, such as writing/editing books or writing grants. You may also find that establishing your reputation as a prominent scholar in the field is

## ADVICE, CONTINUED.

more important, as evidenced in various ways such as citations of your work, invitations to deliver talks, and requests to write essays or chapters.

In terms of teaching, evidence of teaching effectiveness will continue to be as important as it has been in the past. But here again, you will likely find yourself taking on more responsibilities, including the development of courses and the mentoring of graduate students.

Finally, perhaps the greatest change in expectations between assistant and associate professors is in terms of service. Assistant professors are often “protected” from doing too much service, but this certainly isn’t the case at the level of associate; committee assignments increase, professional service becomes more weighty, and mentoring of junior faculty takes on a larger role. You certainly shouldn’t “shirk” these added responsibilities, but you should take caution to make sure that you aren’t taking on the “invisible” tasks while your male colleagues are doing service that is noticed (and rewarded). My suggestion is that you engage in service within your departmental unit that is needed (and shared), but that you also look outside your department and university for service that has greater visibility. For example, you may find that university-level service presents opportunities for networking and collaboration with faculty in other units. Likewise, service such as editorial board membership, leadership roles in professional organizations, and journal editing brings positive visibility and recognition.

I realize that what I have outlined here sounds like a lot of work, and it is! But it’s not impossible work, and it’s work that is well “worth it” for those interested in choosing the path of promotion to full. The academy needs more women and people of color in senior-level positions, and so making it known that you’re interested in this goal is an important first step. It’s up to you to get promoted—don’t wait for it to come to you!

## JOB SEARCH TIPS FOR GRAD STUDENTS

With university budget cuts have come challenges for graduate students seeking faculty positions in communications. Casting your search broadly to find local resources, national networking, and international opportunities may be the key to making yourself competitive on the job market. Below are tips and resources to get your started or to lead you in new directions:

### Tips

Start local. Does your university offer instructional support services or writing center that will assist you in preparing your curriculum vita, teaching statement/portfolio, cover letters, or even fellowship or grant proposals?

Can you create an opportunity for a mock interview or research presentation to help you prepare for campus interviews?

### Resources

*Each of these websites offers job listing, information on fellowships and grants, as well as other resources to assist in job searches.*

AEJMC ([www.aejmc.org](http://www.aejmc.org)), National Women’s Studies Association ([www.nwsa.org](http://www.nwsa.org)), National Communication Association ([www.natcom.org](http://www.natcom.org)), AAUW ([www.aauw.org](http://www.aauw.org)), The Chronicle of Higher Education ([Chronicle.com](http://Chronicle.com))



**Spring-Serenity Duvall**  
Newsletter Editor

# THIRTY-FIVE YEARS OF CSW

*Republished from the AEJMC Summer newsletter*

More than 35 years ago some members of AEJMC determined the need for a committee to monitor women's status in higher education, to promote gender and feminist-based research, and to foster mentoring and networking amongst female and feminist scholars. At the time women were not so visible within the leadership of AEJMC and feminist research remained elusive. From this committee came the Commission on the Status of Women, established in 1990.



**By Dustin Harp, Chair**

Now here we are in 2009, nearing the 20th anniversary of the Commission. It is not hard to find women in leadership rolls (the AEJMC president, president-elect, and vice president are women) and women scholars present their work in divisions throughout AEJMC, sometimes even out numbering the men presenting in a division.

With such positive news and what appears to be gender equity (or a tipping in favor of women in some cases) within AEJMC, why the need for the Commission, some might ask. It is an interesting and on the surface a valid question. The relevancy and mission of CSW, in fact, is something members have been discussing in recent years. As we approach our anniversary it is an appropriate time to do so.

Likely you need only look at your own university to make a case for the continuing need for the Commission. Research shows at universities across the United States women in general are promoted less than men, make less money than men, and hold less endowed chairs than men. This makes a strong case for the mentoring and networking that CSW offers members. To strengthen the case, know that many of the female scholars who have gained visibility in AEJMC are long-time members and one-time leaders of the Commission.

As CSW leadership looks to the future, we are particularly committed to mentoring new scholars and providing an intellectually stimulating place for our more than 250 members. And, as is the tradition within the Commission, we are dedicated to providing a rich space for discussing and presenting feminist and gender scholarship. This year in Boston is no exception.

Feminist and gender scholars will present 25 research papers and numerous other scholars will gather in panel sessions. These scholars along with some professionals from communications fields will discuss, among other topics, issues related to media and body images of athletes, the glass ceiling in communication organizations, and the relationships between media and sexual violence.

If you are in Boston, please come to our sessions, panels, members meeting on Thursday evening, and our social (place to be announced during the members meeting).

## *Editor's Note:*

Quite by happenstance, this newsletter focuses our attention on mentoring - both in the mission of CSW (see Dustin Harp's piece, page 2) and in job searching, as well as the mentoring that takes place in this newsletter (Mary Beth Olivers's comments, page 16). I have been fortunate to find exceptional mentors throughout my education and during my experience as CSW newsletter editor. I look forward to seeing you all in Boston, on the CSW listserv, and on our Facebook page, where even casual conversations may lead to mentoring.



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