

Women's Words

A newsletter for the AEJMC Commission on the Status of Women

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Together, we can affect change: A message from the CSW chair

Each year, hundreds of papers are presented at the national conference of the Association for Education in Journalism and Mass Communication. Hundreds more are presented at other national, regional, and local conferences. Some of these papers are then published in peer reviewed journals related to our fields. If an author is fortunate, a journalist or blogger will take an interest in the study and a media story will be produced. If an author is even more fortunate, the story will be picked up and carried by dozens of media outlets. But, as we all know, this type of coverage is the exception and not the norm.

It doesn't take too many years in the academy before one hears something like: "Publish! Publish! Publish -- so that five people and your mother can read your work." There's a number of versions of this saying, but they all point to the same problem -- how do we make sure that our research is read/heard/seen (and dare I say appreciated) by members of the public?

Although this isn't a new question, I do believe it is central to the work we do as members of the Commission on the Status of Women. Over the years, I've seen CSW members present research that will influence individuals' daily lives. For example, during last year's conference Gina Chen, Sherri Williams, Nicole Hendrickson, and Li Chen, all from Syracuse University, presented their research titled, "Mammy Revisited: How Media Portrayals of Overweight Black Women Affect how Black Women Feel about Themselves." Their findings are relevant to media consumers and producers. I firmly believe that part of our advocacy as CSW members is simply ensuring that research, like this, receives a wide audience.

Barbara Barnett, CSW Vice Chair, agrees. "I think research can be a starting point for advocacy. In my work on media coverage of infanticide, one of the things I've always stressed is that we have to understand better the reasons women hurt their children--especially the stresses of caretaking--if we are to prevent these crimes. I believe feminist theory is necessarily about feminist action. The theories help us understand so we can take action to improve women's lives."

Of course, to have the greatest impact research

findings need to be broadly disseminated to individuals who can help make decisions.

I don't think I'm writing anything new, and yet, when I send out requests for announcements of recent publications, I'm lucky to receive one or two such announcements. So, this year one of my goals as CSW chair is to help our members find beneficial ways in which they can publicize their research findings. To this end, I've established two goals for our membership.

Goal 1. Identify ways in which we can announce the publication of our research. We'll continue to have a recent research column in the newsletter, and I'll continue to send requests for announcements of your publications. I think we need to do more, however. I'd like to propose that between now and July 2011 we communicate via email or the listserv to develop other ways to share our research news. For example, what if we used the discussion board on the current Facebook site to ask for potential collaborators

for research projects? What if we announce our publications via our website so that other members could check them out from their local libraries? I encourage you to contact me at sjhust@wsu.edu with your ideas. Ideally, we'll have a plan in place by the time we meet during the national conference in August.

Goal 2. Signify our commitment to CSW researchers and their work by attending panel and research paper sessions at the national AEJMC conference. I'm a firm believer that change starts at "home." Let's work together to make sure that CSW members present their research to a full room of interested and engaged fellow researchers. Let's attend each session (even those that start at 8 AM) ready to talk about research that has the potential to change **our lives**. Let's provide feedback and ask critical questions so CSW researchers head home with a list of possible revisions, so that they have an increased chance of having their work accepted for publication. Let's begin advocating for **our cause** by supporting our fellow researchers and helping to ensure that the field benefits because of our investment.

Imagine, if we reach these two goals, in five years, our members may be able to say, "Publish! Publish! Publish -- so that together we can affect change." - Stacey J.T. Hust, Chair, CSW

"Let's begin advocating for our cause by supporting our fellow researchers and helping to ensure that the field benefits because of our investment."

The Commission on the Status of Women encourages research and programming on the status of women in journalism and communication education and seeks to balance inequalities in the academic community.

Changing lives: Tools for teaching gender and communication

Each semester that I teach one of my favorite courses, Women & Minorities in the Media, I face the same dilemma: How can I possibly cover everything? A chance discussion with my dean recently, however, provided a classic teaching moment – for me, the teacher: Don't try, he told me. Just make sure you provide your students with the tools they need to achieve your goals for the course. According to L. Dee Fink, director of the Instructional Development Program at the University of Oklahoma, many college professors use a content-centered approach to decide what they want students to get from a course: "I want students to learn about topic X, topic Y, and topic Z." While that is an understandable way to manage this task, it often leads to an overemphasis on "understand and remember" types of learning, Fink writes in "A Self-Directed Guide to Designing Courses for Significant Learning."

Although these goals are important, when professors take a "learning-centered" approach to course building, they tend to identify other, higher-level course goals. So instead of asking themselves what they want students to get out of a course, Fink recommends that teachers ask: "What would I like the impact of this course to be on students, two to three years after the course is over? What would distinguish students who have taken this course from students who have not?"

Fink writes that when students think about what they take away from a course that is truly significant, they usually emphasize such skills as critical thinking, learning

how to creatively use knowledge, or changing the way they view themselves and/or others.

Yes, every class requires some "understand and remember" content. A recent "response" paper from a student in my Women & Minorities in the Media course described his reaction to the book *Random Family: Love, Drugs, Trouble, and Coming of Age in the Bronx*, by Adrian Nicole LeBlanc. "It is something new to me," he said, referring to the challenges faced by the book's young Latino characters. "And to be honest, it is something I had never really thought about."

Yet to comprehend the "why" behind the characters' lives and choices required other types of learning, such as critical thinking and the creative application of material from the course. For instance, one student applied the concept of intersectionality - or the idea that people can be disadvantaged in multiple, intersecting ways – to emphasize the many ways the book's characters were marginalized: by ethnicity, socio-economic status, lack of education, unstable family situations, and stereotyped gender roles.

Teaching a gender and media course may not require covering every seminal feminist writer on the topic. Students should be exposed to great work and ideas in the field. More importantly, they need to acquire conceptual tools to help them be more critical media consumers, as well as ethical media professionals, throughout their lives. - by Camille Kraeplin

"What would I like the impact of this course to be on students, two to three years after the course is over?"

CSW members present papers at AEJMC Midwinter Conference

Commission on the Status of Women members stayed busy throughout the AEJMC Midwinter Conference March 4-5 at the University of Oklahoma in Norman.

Things ran smoothly thanks to our local host, Elanie Steyn, who also won the top paper award from CSW for "From the Fall of the Iron Curtain to the Rise of Invisible Nets: An Exploratory Study into the Challenges and Opportunities Facing Female Media Professionals in Post-Soviet Bulgaria," co-authored with Kathryn Jenson White, also of University of Oklahoma. Other presenters in the CSW session were: Lawrence Strout, Mississippi State University, "Norma Fields: Mississippi Pioneer Journalist;" Kenneth Merrill, Aidan Bryant, Emily Dolan and Siying Chang, Syracuse University, "The Male Gaze and Online Sports Punditry: A Case Study of the Ines Sainz Controversy;" and Hebatalla El-Semary and May Al-Khaja, United Arab Emirates University, "Family Violence in Gulf Drama and its Impact on Emirati Females' Relationship with Their Families." Margaretha Geertsema

Sligh of Butler University was the discussant for the paper session, and midwinter conference chair Barbara Friedman, University of North Carolina, was the moderator. Sligh also presided over a panel, "Stoking the Research Fire," on which Friedman served; the two were co-panelists for "Gearing Up for the Job Hunt."



Elanie Steyn, Top paper winner

A highlight of the conference was dinner at the National Weather Center and a tour afterward of the multi-million dollar facility, which houses classrooms, labs and offices for OU's weather and climate programs and the National Oceanic and Atmospheric Administration (NOAA).

An interview with Gloria Campos, veteran broadcast journalist

Camille Kraeplin, a CSW board member, recently interviewed Gloria Campos, a veteran broadcast journalist and leading news anchor with ABC affiliate WFAA (Channel 8) in the top five Dallas-Fort Worth media market. Campos answered questions about the results of an experiment conducted by researchers Leila Samson and Elizabeth Grabe of Indiana University. They found that an emphasis on the sexual attractiveness of female news anchors distracted from male subjects' ability to recall news content.

In the experiment, 400 study participants were shown one of two newscasts featuring the same 24-year-old female anchor. In one newscast, the anchor wore a tight-fitting dark blue jacket and skirt that accentuated her waist-to-hip ratio. In the other newscast, she wore a shapeless, loose-fitting dark blue jacket and skirt. Male participants were able to recall significantly more information from the "unsexualized" anchor. In addition, they viewed the "sexualized" anchor as less suited to report on war and politics.

Kraeplin: What do you make of these findings?

Campos: I'm not really surprised, to tell you the truth. I'm still struck when people e-mail me about what I'm wearing. It makes me wonder: "Aren't they listening to what I'm saying?" Perception is so much a part of our business, and people perceive male anchors differently than female.

Kraeplin: We've all heard the stories about broadcast news management's emphasis on hiring attractive female reporters and anchors. What do these results suggest about that strategy?

Campos: I certainly think that at my level – in a top 5 market – there's more to it than looks. But appearance has always been a part of the [broadcast news] business. I think that's why people were shocked that Oprah has been as successful as she has. People have gotten used to a strong woman imparting information. [But] there's always pressure to look your best, have your hair done, keep the weight off.

Kraeplin: Can female anchors, especially young women who have not yet established a solid professional reputation, learn anything from these study results?

Campos: Young women are dressing in a more revealing way, but that's the style now. I've noticed more bare arms, more dresses on [female] news anchors themselves. I've always been told you never wear a sleeve shorter than your elbow. And a woman told me that. Viewers always know who the new person is, they know who the younger people are. If you're new and young and coming into a TV station . . . you would help yourself by dressing more conservatively.

- by Camille Kraeplin

Grad student spotlight: Mary Gardner Award Recipient Carolyn Edy

Carolyn Edy, a Roy H. Park Ph.D. fellow at University of North Carolina, Chapel Hill, and recipient of the 2010 Mary Gardner Award for Graduate Student Research, represents another rising star in the field of gender research.

Edy's interests in gender and communication began at an early age. She grew up believing she and her brothers were equals, reading *"Free to Be You and Me"* and books about girls who became police officers and firefighters. When she took an introductory "sex and gender" class in college, she continued to be amazed and startled by what she learned. "That class, along with a study-abroad program in Kenya, opened my eyes to inequities all around me, as well as those globally and historically," Edy said. "I've continued to be interested in the history of women journalists, who were so well-poised to influence gender discourse as they overcame professional barriers."

As Edy completes her dissertation on women war correspondents and the "woman's angle" of

World War II, she offers advice to other graduate students who are interested in gender research. She recommends that students focus on research questions that are most exciting and most fascinating to them - not necessarily on questions that are "hot topics." Edy explained, "If you are fired up about a subject, that energy will sustain you and your work and will make it easier for you to engage others in your work as well."

Conducting the historical research for her dissertation has opened Edy's eyes to myriad unexplored areas of gender and communication. "I'm inspired by the fact that, especially because of its interdisciplinary nature, this area of research seems to hold so much potential for projects that really make a difference in people's lives," Edy said.

Edy recently accepted an assistant professor of journalism position at Appalachian State University in Boone, N.C. for the following academic year. In her free time, she enjoys kayaking or hiking with her daughter and dog.



Carolyn Edy, after accepting Mary Gardner Award

Call for applications: The AEJMC CSW 2011 Awards

The deadline for receipt of applications for all awards is May 15, 2011

Call for Mary Gardner Award for Graduate Student Research

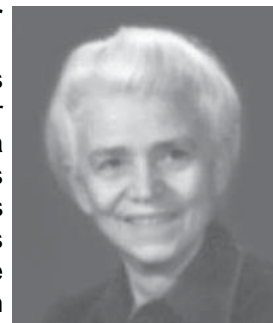
Graduate students who conduct research on women in journalism and mass communication are invited to apply for the Mary Gardner Award. This award is designed to fund research that has the potential to make an excellent contribution to the scholarship on women and journalism and mass communication. The award honors Mary Gardner, professor emerita at Michigan State University and the first woman elected president of AEJMC. Applicants send four copies of a three-to-five page description of the project and its potential contribution and the application's qualifications for undertaking the project. A three-person panel judges the applications. \$250 awarded to the winner.



its potential contribution to the scholarship on gender and the media and a brief one-page description of the applicant's qualifications for undertaking the project. A three-person panel, including a past recipient of the award, judges applications. \$500 awarded to the winner.

Call for Donna Allen Award for Feminist Advocacy

The Donna Allen Award recognizes feminist advocacy by a woman or group. This award honors Donna Allen, founder of the Women's Institute for Freedom of the Press in Washington, D.C. Submissions should demonstrate how the nominee's feminist media activism promotes the rights and freedoms of women and minorities across the world. Nominees need not be AEJMC members. \$100 awarded to the winner.



Call for Outstanding Woman in Journalism and Mass Communication Education

This award honors a woman who has represented women well through excellence and high standards. Nomination letters must detail that individual's contributions to journalism and mass communication education. \$100 awarded to the winner.

DIRECTIONS FOR APPLYING: Please send applications electronically to Dr. Stacey Hust, CSW Chair, sjhust@wsu.edu. Please feel free to contact Dr. Hust at sjhust@wsu.edu or 509.335.3696 if you have any questions.

Call for Mary Ann Yodelis Smith Award for Feminist Scholarship

Applications are invited for the Mary Ann Yodelis Smith (MAYS) Award which funds feminist scholarship that has the potential to make significant contributions to the literature of gender and media. First presented in 1995, it honors Mary Ann Yodelis Smith, a past president of AEJMC and long-time advocate for women in the academy. Applicants send four



copies of a five-to-seven page description of the project and

CSW schedules AEJMC 2011 conference panels

The Commission on the Status of Women will sponsor or co-sponsor seven panel sessions at this year's AEJMC annual conference.

Panels will explore women's roles in the professions and in academia, feminist teaching practices, and media coverage of women in politics.

CSW's signature panel, "Gendered bodies, gendered sports, and the male gaze," will be Thursday, Aug. 11, from 1:30 to 3:30 p.m. CSW is co-sponsoring the panel with the Sports Communication Interest Group.

Other panels are:

- "Covering a Palin presidency? Researchers predict news coverage." The panel, co-sponsored with the Communication Theory and Methodology Division, will be Wednesday, Aug. 10, from 8:15 to 9:45 a.m.

- "Mad men, working women, and history," co-sponsored with the Cultural and Critical Studies Division. This session

will be from 10 to 11:30 a.m. Wednesday, Aug. 10.

- "We walk alone: The isolated journey of women of color and junior faculty in academia." Co-sponsored with the Minorities and Communication Division, this session will be from 11:45 a.m. to 1:15 p.m. Aug. 10.

- "Coverage and representation of women during international sporting competitions." The panel, co-sponsored with the International Communication Division, will be presented from 8:15 to 9:45 a.m. Thursday, Aug. 11.

- "Dis-illusioning the F-word in the classroom," will be held from 10 a.m. to 11:30 a.m. Saturday, Aug. 13. CSW is the sole sponsor of this session.

- "Visual journalists reporting in Asia," will be presented from 11:45 a.m. to 1:15 p.m. on Aug. 13.

CSW's business meeting will be from 6:45 p.m. to 8:15 p.m. on Thursday, Aug. 11. Referred research paper sessions will be held on Thursday and Friday.



CSW Member Accomplishments and Announcements

Maurine H. Beasley, professor emerita, Philip Merrill College of Journalism, University of Maryland College Park, was the featured speaker at a forum, "We Make Our Own History," held at the Franklin D. Roosevelt Library, Hyde Park, New York, on March 27. She discussed her new book, "Eleanor Roosevelt: Transformative First Lady," published in October by the University Press of Kansas. It was a February selection of the History Book Club.

The Global Report on the Status of Women in News Media has been published and can be accessed at: <http://iwmf.org/pioneering-change/global-research-on-women-in-the-news-media.aspx> This was the two-year consuming passion of **Carolyn Byerly**, professor, Department of Journalism, Howard University. 150 researchers in 59 countries collected the data and worked in other aspects of the study. Appendix A of the report lists the report's personnel. Byerly's article, "Behind the Scenes of Women's Broadcasting," was published in the February 2011 issue of the Howard Journal. It was first presented at AEJMC in 2009 and won the top faculty paper award.

Laura Castaneda has been promoted to associate director of the USC Annenberg School of Journalism, effective in August.

E. K. Daufin, professor, Alabama State University, received the AEJMAC Division 2010 Outstanding Leadership Certificate. She performed and gave a speech about ASU's previous president's accomplishments at its university founder's day celebration in February, 2011. Additionally, she hosted her university's recent Ida B. Wells annual lecture.

Camille Kraeplin, associate professor, was named director of Southern Methodist University's new Fashion Media minor. In addition to providing training in fashion journalism, photography and public relations, the minor will examine fashion from a historical and cultural perspective, and expose students to courses that approach consumer culture, body image and related issues with a critical eye.

Marian Meyers of Georgia State University was presented with the Gender Scholar of the Year Award for 2011 by the Gender Studies Division of the Southern States Communication Association at its annual meeting in Little Rock, Ark.

Maggie Jones Patterson, Duquesne University, was promoted to full professor for fall 2011.

Margaretha Geertsema Sligh was recently tenured and promoted to associate professor at Butler University. She is also serving as the interim program director for a new program in Media, Rhetoric and Culture at Butler's College of Communication.

"The Death of an Imam," the 16-minute film directed and co-produced by **Geri Alunit Zeldes**, assistant professor, School of Journalism at Michigan State University, will receive in April a Best in Festival Award at the Broadcast Education Association's Media Arts Festival. The work is being recognized with the top award in the Mixed Video competition. The work is also a featured selection at the Capital Film Festival in Lansing, Mich. Her half-hour film, "The Kings of Flint," in which she co-directed and co-produced, aired in February on WKAR-TV, a PBS station in East Lansing, Michigan.



Commission on the Status of Women unveils new website design

After many months of work to redesign and move the CSW website, we are happy to announce that the new page can be found at: <http://aejmc.net/csw>. Almost all of the material from the old website has been moved to the new location and much more information has been added. The goals for the coming months include adding more content and resources so the site can be a vibrant source of information for members.

Perhaps most importantly, the site is now powered by software that allows for fast updates so the page can stay current.

The site is still a work in progress, so please visit, explore, and send feedback or contributions to Spring Duvall, springd@usca.edu. Randy Reddick has been an indispensable aid in this process and we are also grateful for Marsha Ducey's contributions.

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