

PUBLICATION OF THE AEJMC COMMISSION ON THE STATUS OF WOMEN

Women's Words

Strength in Diversity - Spring 2003

Thursday, June 03, 2004

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Letter from the Editors:

Dear Readers:

Welcome to this first electronic edition of "Women's Words," an online presentation created as much by financial exigency as by the editors' desire for online innovation.

Clearly, this electronic newsletter differs greatly from the splendid hard-copy editions of "Women's Words" Kitty Endres produced last year. We hope this format will serve equally well, and we invite your input at any time to what can be an evolving publication.

We hope you will enjoy reading the contributions that range from news about the "Women Over 40 Award" to Ramona Rush and Carol Oukrop's article on their 2002 Study of Women in Journalism and Mass Communications Education and Linda Aldoory's Call for Papers.

Best wishes for the remainder of the Spring 2003 semester,

Maria B. Marron,
Editor,
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And
Kate Peirce,
Associate Editor,
KP02@swt.edu

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Dear CSW Members,

Happy New Year and best wishes for a healthy and productive 2003!

A lot has been going on within CSW over the past year. First, we have a new slate of officers who are working on various projects for the Commission, such as the 2003 annual convention program in Kansas City and the development of a special Wild Women session, this new electronic newsletter, and working on the process for CSW's three major awards.



Erika
Engstrom

Our officers for 2002-2003 are: Immediate Past Co-Chair Kate Pierce (Southwest Texas State), Second Year Co-Chair Annette Samuels (Eastern Illinois), Program Chair Julie Andsager (Washington State), Research Chair Linda Aldoory (Maryland), Newsletter Editor Maria Marron (Central Michigan), and Secretary Michelle McCoy (Ohio State). So, congratulations to our new officers, and a sincere thank you to our past Newsletter Editor Kitty Endres and last year's Immediate Past Co-Chair Therese Lueck.

Annette, Julie, and I attended the AEJMC mid-winter convention planning meeting in Palo Alto in November. We have some really great sessions on the schedule for Kansas City. We'll be teaming up with a variety of divisions and interest groups for sessions ranging from media coverage of the expanding concept of the family, Third Wave Feminism, and diversity issues in sports media. Thanks to Julie for some "tough love" negotiating!

Until next time,
Erika Engstrom
First Year Co-Chair
engstrom@unlv.edu

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Commission on the Status of Women CALL FOR PAPERS 2003:

The Commission on the Status of Women invites submissions of research papers for competitive paper sessions. The Commission seeks scholarship based on issues of gender and communication. We welcome research papers in which gender is a main focus, that use a variety of approaches and research methods, including, but not limited to, critical, empirical, ethnographic, historical, legal, and semiotic. It is expected that the research will demonstrate a familiarity with feminist communication theory where appropriate. We especially encourage submissions by students.

Submission guidelines: Follow AEJMC uniform paper call. Suggested paper length is 25 pages of 12-point type, excluding notes, references, and figures or illustrations. Please include the AEJMC Copyright Permission Form. Submissions cannot be under consideration for presentation at other conferences or publication by hard copy or electronic journals.

Send submissions and direct questions to: Linda Aldoory, CSW research chair, Department of Communication, 2130 Skinner Building, University of Maryland, College Park, MD, 20742. Please e-mail if you have questions: la74@umail.umd.edu.

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CSW fields timely topics

By Julie Andsager, CSW Program Chair, Washington State University

There's nothing like Kansas City in late July to inspire interest in AEJMC conference programming, and CSW has scheduled stimulating panel discussions that should turn up the heat in the meeting rooms.

First of all, mark your calendars for Friday evening, Aug. 1. We've put Wild Women in the Academy and our CSW business meeting back to back from 5 p.m. to 8:15 p.m. to make these two important events convenient for members to attend. Wild Women, our signature event, will continue the discussion on gender issues in salary, tenure and promotion, and workload in academe " topics that you highlighted as problems in the AEJMC survey conducted in 2000 by Carol Oukrop and Ramona Rush.

Our teaching, PF&R and research panels this year promise to educate and entertain. "Media Coverage of the Expanding Concept of Family" on Saturday at 3:15 will discuss the evolving meaning of "family" and how to teach future communicators to appreciate its diversity. CSW is fielding this panel in part to help get a new gay, lesbian and bisexual interest group off the ground.

"Explaining Underlying Constructs: Teaching About Demographics" is a related topic. Panelists will take a look at what demographics are telling us, if anything, beyond their simple categorizations. (Friday, 8:15 a.m.)

Timely issues form the basis for two PF&R panels, one on sports media's coverage of gender (Saturday, 10 a.m.) and the other on "Women and War: Images and Challenges" (Thursday, 11:45 a.m.). Attend both and see what themes are consistent in these two traditionally male-dominated arenas.

The research panel "Exploring Third Wave Feminism" should be a classic (Wednesday, 10 a.m.). Feminist scholars from CSW and the Cultural and Critical Studies Division are going to review where we stand, in terms of gender research. What a great way to get us into conference mode!

Finally, due to an extra half chip, we tried something that Communication Theory & Methodology Division has done successfully a few times in the past " we scheduled a co-sponsored PF&R panel with CT&M on a topic to be named this Spring. What hot news item will be discussed? Stay tuned.

More information will be posted as it is confirmed.

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Women Say Salary is Key Discrimination Source

The majority of women journalism and mass communications academicians surveyed by Ramona Rush and Carol Oukrop for their updated 2002 *Study of Women in Journalism and Mass Communications Education* point to salary as the leading indicator of sex discrimination.

The initial 1972 study about the status of women in journalism education was most likely the first study in the field of communications anywhere in the world to define and explore what was then only a vague notion - discrimination.

Oukrop and Rush in this article present the selected highlights of the results and make recommendations from their updated study.

The women in the study were members of what was then AEJ, the Association for Education in Journalism. The 1972 study had responses from 101 women, or 74 percent of the AEJ's members. The replicated, updated and expanded study distributed by print and web questionnaires in 2000 had 606 responses or a response rate of 55 percent from AEJMC's 1,100 women members.

The findings from the study are:

- Salary is the leading indicator of sex discrimination; 62 percent made salary far and away the top ranked category.
- The women in the study, no matter what their group identification, chose salary as their major discrimination concern.
- Salary holds in the top three categories; 84 percent ranked it among their top three.
- Promotion held second place in the top three categories.
- Third place varied by group identification, including workload, tenure, leadership
- The older the women, the greater the discouragement by professor, faculty adviser or counselor. The following presents age groups and the percentage of women reporting discouragement:

Age Percentage Reporting Discouragement
20s = 21%
30s = 25%
40s = 32%
50s = 37%
60s = 39%
70s = 55%

- Many of our respondents commented on how marital status and children impact the careers of women, and how tenure policies do not take women's caregiving responsibilities into consideration.

From the 2002 analysis of AEJ/AEJMC official publications 1989-2000, the 1999-2000 *Journalism and Mass Communication Directory* and the 2000 convention program, on the positive side:

In 1972, women made up 11 percent of the membership of AEJ. In 2001, 38 percent of the AEJMC membership was female, and 7.7 percent minority. We're still not at 50 percent, but we have a significant improvement over the 11 percent of 30 years ago. The following percentages show the involvement of women in the last two decades:

AEJMC presidents since 1983:	47% women 15% minority
AEJMC Executive Committee 1999-2000:	43% women 21% minority
ASJMC Executive Committee 1999-2000:	54% women 35% minority
AEJMC Division Chairs and Vice Chairs:	58% women 13% minority

These are the national organization showcase statistics (AEJMC and ASJMC), but back home in the trenches (the individual academic units):

JMC faculty members in 1999-2000:	31% women 9% minority
Top administrators 1999-2000:	25% women 4.5% minority
Secondary administrators 1999-2000:	30% women 7% minority
Assistant professors 1999-2000:	41% women 15% minority
Associate professors 1999-2000:	34% women 9% minority
Full professors 1999-2000:	18% women 4% minority

Of 201 academic programs, 42 (21 percent) appear to meet the 1989 resolution of having 50 percent or more women and minority faculty members and administrators.

Recommendations Based on the Results of the Study:

Recommendation 1 - Establishment of family care facilities. In view of the fact that most universities expect and reward promotion and tenure for their faculty members in a linear progression that inherently discriminates against women, who usually are the caretakers of family

units, we recommend that academic units of journalism and mass communication solicit funds, budget for, and establish cost-share family care facilities on their own, or to share with other academic units. Such family care facilities are desperately needed for eldercare, childcare, or other family care, but they are not provided on most campuses. Constituent academic units should establish the family care facilities for themselves, expecting financial credit from the main universities and funds from alumni and foundations for such purposes. On-site family care facilities should be as much a requirement for accreditation by ACEJMC as are computer labs.

Recommendation 2 - Rewarding Those Who Care to Act, Alerting the Others. Following the intent of the 1989 AEJMC resolution, and in view of the holding pattern indicated by the R3 hypothesis (the Ratio of Recurrent and Reinforced Residuum predicts that women get about 1/3:2/3, or 1/4:3/4 of the available resources), we recommend that official and unofficial organizations and individuals related to, interested in and/or affiliated with AEJMC and ASJMC, including donors and foundations, make it their mission and purpose to praise and reward those academic member units that achieve sex and race equity (the study indicates 21 percent). As one female administrator said about the recommendation, "I feel this is the time to reward positive actions in view of the breakthroughs we expect."

Below we propose: (a) sex and race equity in AEJMC member academic units as established in the 1989 AEJMC resolution, (b) a rotation system for administrators to break the hold that (mostly white) males have on senior scholarship and leadership positions, and (c) a salary gap compression process to alleviate the differences between faculty and administrators (our academic CEOs and COOs). Then, we combine these three processes into one recommendation for more efficient administration by the two Commissions on diversity and equality.

The 50-3 resolution process. Those academic units which consistently and consecutively (suggested time: at least three years) have 50 percent or more white women and minority women and men within their faculties and administrations are those member units eligible for grants, awards, honors, and other financial distributions from AEJMC and ASJMC. A special evaluation and fund/grant system will be established for this purpose and administered by the two AEJMC commissions for diversity.

In a related action, we also recommend that ASJMC use a case-by-case "alert and appeal system" for any member unit that has less than 45 percent of its faculties and administration comprised of women and minorities for more than a 3-year period.

The administrative rotation process. We recommend that top administrators be rotated periodically, at least every five years, with an optional second term if approved by faculty. If any faculty member after serving one rotation elects not to be included within the rotation process, then the rotation will go to the next faculty member in line. The administrative rotation process can be applied only to those who are at least associate professors with tenure. This recommendation presupposes a strong support staff in place, or funding available to put one in place.

Through the adoption of this proposal, faculty can devote their time to teaching, research and service with administrative work as a regular and rotating part of their responsibilities with a known financial incentive available for each participant. If everyone can teach and do research and service, then everyone can take a turn at being an administrator. Diversity, inclusively, and equality should result through this rotating experiential service. Such service will also allow those who find administration to be their forté to emerge from the ranks where their guiding light might well have been suppressed, as well as providing a graceful exit for those administrators who need to get out of the way.

5k - salary gap compression. We recommend that senior level salaries -- including administrative and faculty, full and associate professors -- be brought into proportionate equivalency within and across ranks. The Super Star process, begun some years ago in the journalism and mass communication field, started a salary spiral upward for mostly white males, and it has turned into six-digit salaries for many administrators and tenured males. In the process, a considerable salary gap has been established and maintained in the senior ranks, which has greatly affected career earnings, summer stipends, and fringe benefits including retirement.

In order to start this process, it is recommended that faculty members (starting with white women and minority women and men) whose salaries (including the salaries of administrators with faculty rank) are not within \$5,000 of the mean of their ranks be adjusted upward to that mean.

If we had our "druthers," we would also recommend that AEJMC, ASJMC, and ACEJMC pool resources to "go retro" in providing a one-time financial stipend to retired white women and minority women and men calculated in a formula to include: number of years as an AEJMC member/length of service as a faculty member/tenured professor "best salary" earnings + retirement percentage.

We realize that in these tight economic times, ratcheting faculty salaries up as we suggest may seem difficult, but it's a two-way street. Consider the alternative; bring inflated administrative salaries more in line with faculty salaries, and senior male faculty salaries more in line with female and male minority salaries. This can be done through freezing administrative salaries, attrition, deaths and other usual means without jeopardizing academic programs, student services, etc.

In the past, a salary adjustment process would have been recommended for adoption as part of the accreditation process. However, given that ACEJMC no longer looks at salaries in the accreditation process, and salaries are not requested in the self-study, we suggest that this sub-proposal also be administered as part of the special evaluation and fund/grant system maintained by the two AEJMC commissions for diversity, as noted above. A support staff with a lawyer who specializes in academic affirmative actions should be maintained and retained for these purposes.

A recommendation greater than its parts: A trilogy of equity.

Each of the three sub-recommendations under Recommendation 2 has individual merit for adoption on its own, but the three, when taken together as an interactive package, can assure a distribution of equity unrealized since the inception of journalism education programs.

The distribution of equity then reads like this:

Those academic member units of AEJMC that have 50 percent or more women and minority males within their faculties and administrations while demonstrating salary equity and senior leadership movement are eligible for the financial and other rewards distributed by AEJMC, ASJMC, and other affiliated organizations and agencies. Also, the equity actions of these academic units are to be positively recognized by ACEJMC under the former Standard 12 in the accreditation process in whatever number and content the revised affirmative action standard becomes.

A fuller report of the study maybe found in Rush, R.R., Oukrop, C.E., Bergen, L., & Andsager J. (2003). "Where are the old broads?" Been there, done that . . . 30 years ago: An update of the original study of women in journalism and mass communication education, 1972 and 2002, in Rush, R.R., Oukrop, C.E., and Creedon, P. (eds), *The search for equity : Women in journalism and mass communications education*. Mahwah, NJ: Erlbaum.)

The 2002 study was funded in part by three grants from the Knight Foundation and the Freedom Forum.

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Seeking Equity for Women in Journalism and Mass Communication Education: A 30-Year Update

Editors: Ramona R. Rush, Carol E. Oukrop, Pamela J. Creedon

Preface--Ramona R. Rush

Introduction-Pamela J. Creedon

Section 1: History and Context of Educational Equity

- **Chapter 1--**"But Where Are All the Women?: Our History--Susan Henry
- **Chapter 2--** Timeline and Vignettes Exploring the Status of Women in Journalism and Mass Communication Education-Editors: Kitty Endres, Pamela J. Creedon and Susan Henry. Contributors: Jo-Ann Huff Albers, Carolyn Dyer, Sue A. Lafky, Ramona R. Rush & JoAnn M. Valenti
- **Chapter 3--**The Role of Minority Women in AEJMC from 1968 to 2001-Lionel C. Barrow Jr.
- **Chapter 4--**The Struggle for Racial and Gender Equity: Standard 12 History and the Accrediting Process-Evonne Whitmore

Section 2: The Update: 30 Years of Equity Struggles

- **Chapter 5--**"Where Are the Old Broad's?" Been There, Done That...30 Years Ago: An Update of the Original Study of Women in Journalism and Mass Communications Education, 1972 & 2002-Ramona R. Rush, Carol Oukrop, Lori Bergen and Julie L. Andsager
- **Chapter 6--**Peering through the Glass Ceiling of the Boy's Club: Examining How Masculinity Affects Journalism and Mass Communication Education-Billy Wooten

- **Chapter 7--**The Salary Equity Factor-Kate Peirce
- **Chapter 8--**The Status of Women in Journalism/Mass Communication Education Administration: No Longer So Lonely-Jo-Ann Huff Albers

Section 3: Update on the Equity in the Professions

- **Chapter 9--**Whose News? Progress and Status of Women in Newspapers (mostly) and Television News-Christy C. Bulkeley
- **Chapter 10--**Women of Color on the Frontline in the Mass Communication Professions-Marilyn-Kern Foxworth
- **Chapter 11--**From Making PR Macho to Making PR Feminist: The Battle over Values in a Female-Dominated Field-Pamela J. Creedon

Section 4--Theoretical and International Perspectives on Equity

- **Chapter 12--**Women and the Concentration of Media Ownership-Carolyn M. Byerly
- **Chapter 13--**Three Decades of Women and Mass Communication: A Hypothesis Revisited-Ramona R. Rush
- **Chapter 14--**Theory and Practice in Feminism and Media-Margaret Gallagher
- **Chapter 15--**Trends in Feminist Scholarship in Journalism and Communication: Finding Common Ground Between Scholars and Activists Globally-H. Leslie Steeves

Section 5: Listening to Concerns about Equity

- **Chapter 16--**Women Graduates (and Men Too) Express Reservations About Journalism Education-Katherine C. McAdams, Maurine H. Beasley & Izabella Zandberg
- **Chapter 17--**Communications Research Students: Tomorrow's Academics in Obsolete Worlds?: An International Perspective-Katharine Sarikakis
- **Chapter 18--**Sexual Harassment in Journalism and Mass Communication Programs-Julie L. Andsager
- **Chapter 19--**Reaching Up, Reaching Out: Mentoring Women in Journalism and Mass Communication Education-Judith Cramer, Kandice Salomone, and Emily Walshe

Epilogue-Carol Oukrop

Tribute to Donna Allen: A Life Dedicated to Achieving Equity

The Life and Work of Dr. Donna Allen-Martha Leslie Allen

A Real S/hero for Real People-Ramona R. Rush

Donna, Donna, Donna-Sue Kaufman

Appendix A--Original 1972 Research Report: More than You Ever Wanted to Know About Women in Journalism Education--Ramona R. Rush and Carol Oukrop

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Funds Sought for Women Over 40 Award

Financial contributions are sought for the "Women Over 40 Award" to honor older women in journalism and mass communications education. The award is being established by Professor/Director Emerita Carol E. Oukrop, Kansas State University and Professor/Dean Emerita Ramona R. Rush, University of Kentucky. The Association for Education in Journalism and Mass Communications (AEJMC) will administer the fund. The purpose of the award, once it has sufficient funds to allow an annual dispensation, is to honor women who have given quality and quantity service to teaching, research and/or service in a part- or full-time positions in journalism and mass communication education for a cumulative period of two decades or more.



Ramona R. Rush
the field.

Rush and Oukrop determined in their 1972 research ("More than you ever wanted to know about Women in Journalism") that older women such as tenured associate and especially full professors who happened to be women faced patterns of discrimination greater than others; their 2002, 30-years-later research also revealed that older women received fewer of the resources, especially salary parity. The Women Over 40 Award is the other part of AEJMC's existing Under 40 Award, and a way to say "thank you" for the years of unsung and undervalued contributions to higher education that so many women have given to

Oukrop and Rush encourage others to join in their effort to pay tribute to older women in the field by sending financial contributions to:

The Women Over 40 Award AEJMC Headquarters
234 Outlet Pointe Blvd., Suite A
Columbia, South Carolina 29210-5667

Procedures for nomination for the Women Over 40 Award will be announced later when the fund has been securely established for what Rush and Oukrop fondly call the "Old Broads Award."

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Resource Committee Restarted

CSW's resource committee was revived last summer in Miami. Its purpose is to collect information about sexual, gender and age discrimination and sexual harassment and provide this information to those who wish it. The committee will also provide contact information about members who are willing to provide a support network for CSW members who experience discrimination or harassment. Committee members this year are Maurine Beasley, Maryland, Linda Steiner, Rutgers, and, as immediate past co-chair, Kate Peirce, Southwest Texas State.

The following is a list of web sites that members might find useful:

www.acenet.edu/programs/owhe (Office of Women in Higher Education of the American Council on Education)

www.aauw.org (American Association of University Women)

www.eeoc.gov (U.S. Equal Employment Opportunity Commission)
www.wihe.com (practitioner's newsletter of Women in Higher Education)

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CSW Convention Schedule

Wednesday, July 30

10:00 – 11:30 a.m. – Research Panel

Exploring Third Wave Feminism

Primary sponsor: Cultural and Critical Studies Division

Secondary sponsor: Commission on the Status of Women

11:45-1:15 p.m. – Research Session

Primary sponsor: Commission on the Status of Women

Secondary sponsor: History Division

1:30-3:00 p.m. – Research Session CSW

5:00-6:30 p.m. – Research Session CSW

Thursday, July 31

8:15-9:45 a.m. – PF&R Panel

Topic to Be Announced

Primary sponsor: Commission on the Status of Women

Secondary sponsor: Communication Theory & Methodology Division

11:45-1:15 p.m. – PF&R Panel

Women and War: Images and Challenges

Primary sponsor: History Division

Secondary sponsor: Commission on the Status of Women

Friday, Aug. 1

8:15-9:45 a.m. – Teaching Panel

Explaining Underlying Constructs: Teaching About Demographics

Primary sponsor: Commission on the Status of Women

Secondary sponsor: Media and Disability Interest Group

3:15-4:45 p.m. – Poster Session

Primary sponsor: Communication Theory & Methodology Division

Secondary sponsor: Commission on the Status of Women

5:00-6:30 p.m. – Wild Women in the Academy CSW

6:45-8:15 p.m. – CSW Business Meeting

Saturday, Aug. 2

10:00-11:30 a.m. – PF&R Panel

Beyond Fun and Games: Diversity Issues in Sport Media

Primary sponsor: Media and Disability Interest Group

Secondary sponsor: Commission on the Status of Women

11:45-1:15 p.m. – Research Session CSW

3:15-4:45 p.m. – Teaching Panel

Media Coverage of the Expanding Concept of Family

Primary sponsor: Commission on the Status of Women

Secondary sponsor: Cultural and Critical Studies

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