

SUMMER 2005

# Women's WORDS

*Strength in Diversity*



*Donna Allen*



*Danna Walker*

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## Work of 19th Century Women Reporters **WANTED**



**Nellie Bly**  
1864 - 1922  
Pioneer Woman  
Investigative Journalist

An associate professor at Central Michigan University is seeking help in locating obscure women reporters - particularly from the 1800s - whose writings need to be shared.

Dr. Carole Eberly, who teaches in the Department of Journalism at CMU and who is a former student and colleague of Michigan State University's late Dr. Mary Gardner, is working on a two-volume series that highlights the work of women print reporters from Colonial times to the present.

Eberly, who took over the Women and the Media course for four years when Dr. Gardner retired from MSU, is compiling the works of more than 200 women. Her first volume will cover more than 80 women

reporters from the Colonial era through the 1920s.

"I've been interested in this project ever since the 1960s when I was the only female reporter at the Statehouse in Lansing," Eberly said. "I had a book called *A Treasury of Great Reporting*, but there were only two women in it and about 100 men.

"Surely, I thought, there must be some good reporting done by women."

Teaching the course on Women and the Media had introduced her to many women reporters who were overlooked or dismissed by other scholars and journalists. But she had a suspicion there were many more out there whose writings were worthy of inclusion in an anthology.

Eberly has spent the last 10 years slowly picking up information. But it wasn't until her sabbatical last year that she had a chance to travel around the country to unearth the writings of these women.

"I know I could get - and did - a lot of information from the Internet," she said. "But there is nothing like seeing the stories in print in the original newspapers. Also, I would find one woman and two more would pop up in my research."

So while she is now putting the pieces of the first volume together, she wonders if you know of any obscure women - particularly in the 1800s - whose writings need to be shared? If you do, please contact her at [eberl1cm@cmich.edu](mailto:eberl1cm@cmich.edu).

Also, if you are interested in writing an introduction to the book, please e-mail her.

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## — LETTER FROM THE EDITOR —

May 31, 2005

### Dear Colleagues:

I have thoroughly enjoyed collaborating with CSW colleagues such as Kate Peirce, Erika Engstrom, Julie Andsager, Pam Creedon and Therese Lueck, to name but a few, in producing this newsletter.

I know it is always possible to improve the quality of the newsletter. I had hoped to include more articles in this edition, for example, but time restraints prohibited me from realizing that ambition. Features on the sandwich generation of female journalism and mass communications faculty, on the challenges of tenure and promotion and on the trials and tribulations of "foreign" jmc faculty were on my to-do list. But there just wasn't time . . .

As all of you are too well aware, women continue to face considerable challenges in the professoriate and in the jmc discipline. A glance at the salary gap story or a look at the story by Danna Walker on her limited-time presentation at the American Journalism Historians' Association convention will tell you that.

Women continue to be both overlooked and omitted. Where there is not conscious exclusion, there often is unwitting omission. Julie Andsager's piece on how to get involved in AEJMC attempts to point you in the direction of inclusion. But the recent appointment of "the leaders of five of the nation's most prominent journalism programs" (to cite Katharine Q. Seelye, *The New York Times*, "5 Leading Institutions Start Journalism Education Effort," May 26, 2005) seems to point to elitist exclusion. Although the initiative itself is laudable, and Carnegie and Knight deserve praise for their willingness to sponsor this effort, the execution is not. Not only does the three-year, \$6 million "effort to try to elevate the standing of journalism in academia and find ways to prepare journalists better," not include even ONE female journalism/mass communications academician but also it does not involve even ONE representative of a flagship or regional state-supported or -affiliated university. Rather, notes the *Times*, it includes "Nicholas Lemann, dean of the Graduate School of Journalism at Columbia University; Orville Schell, dean of the Graduate School of Journalism at the University of California, Berkeley; Loren Ghiglione, dean of the Medill School of Journalism at Northwestern University; Geoffrey Cowan, dean of the Annenberg School for Communication at the University of Southern California; and Alex S. Jones, director of the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University."

Given that accredited journalism/mass communications programs comply with the tenet of diversity in the Accrediting Council on Education in Journalism and Mass Communications and that journalists are expected to be aware of diversity in this age of multiculturalism and globalization, one might question



*Maria Marron*

how what the *Times* has referred to as "the unusual collaboration" emerged. Certainly, there appears to be no semblance of diversity in this august consortium of journalism leaders. Nor indeed does there appear to have been any discussion in forums of relevant journalism educating bodies – the Association for Education in Journalism and Mass Communication or ACEJMC or even the Association of Schools of Journalism and Mass Communication unless there have been behind-closed-door meetings to which no one but Ivy League and select journalism "leaders" have had access.

For the many of us who work in institutions that more closely resemble Ford than Cadillac, there is no inclusion.

Would it have hurt the Carnegie Corporation and the Knight Foundation to include representatives of state and regional institutions? To include journalism leaders who are women and people of color? To include academicians from mainstream and accredited state-supported or -affiliated journalism programs?

What do such initiatives say about the future of journalism education? About the future – and relevance – of accreditation to journalism programs in public institutions? About the thousands of us who are on the highway in Fords and not Cadillacs?

I don't have any answers, but I certainly have lots of questions. I hope you do too.

Best,

*Maria B. Marron*



*Michele Weldon*

*Feminist  
Advocacy*  
IS THEME OF  
SIGNATURE SESSION

Feminist Advocacy in 21st Century Media, the topic of this year's CSW Signature Session, promises to be a powerful and empowering discussion.

Michele Weldon, the 2005 Donna Allen Award winner, and Martha Leslie Allen, executive director of the Women's Institute for Freedom of the Press (and Donna's daughter), are the speakers.

The panelists are advocacy experts. The WIFP publishes *Voices for Media Democracy*, its monthly newsletter, and a continuing book series on restructuring world communications, among many other activities. Prof. Weldon is working on her third book, *Humanistic Journalism*.

The Signature Session is scheduled from 3:15 to 4:45 p.m., Thursday, Aug. 11. Former CSW head Therese Lueck will moderate.

As always, this session is the highlight of CSW programming for the conference. The Silent Auction will start during the panel, and the members' meeting will follow immediately afterward in the same room. Be sure to attend.

## Weldon wins Donna Allen Award

Michele Weldon, "a spectacular mix of educator, journalist, author and feminist advocate," according to a nomination letter, is the 2005 recipient of CSW's Donna Allen Award for Feminist Advocacy.

Weldon is the author of *I Closed My Eyes: Revelations of a Battered Woman* (1999), a memoir about her survival in a marriage to a physically abusive husband, and *Writing to Save Your Life: How to Honor Your Story Through Journaling* (2001). Her forthcoming book is titled *Humanistic Journalism*.

An assistant professor in the Medill School of Journalism at Northwestern University and a member of AEJMC, Weldon serves on the board of directors of Journalism and Women's Symposium (JAWS); as a committee member for the Association for Women Journalists; and on the advisory board of numerous organizations advocating for battered women and children.

As a columnist for the *Chicago Tribune*, she wrote on women's issues for 13 years. Her work has appeared in the *Tribune's* Womanews and in *Newsday*, as well as many other outlets.

Weldon has appeared on Oprah. As a speaker, she is endorsed by Amnesty International. In 2003, she was invited to the White House when the president announced new funding to combat domestic violence.

## Silent Auction Shapes Up for San Antonio

The silent auction to benefit the Mary Gardner Graduate Student Research Award coincides with the CSW Signature Session on Thursday, Aug. 11. Last year's auction was a huge success, and CSW is already gathering choice items for your delight! Here's a sneak peek at just some of the items up for bid in San Antonio:

- **Autographed first edition** of *The Fountain of Age* by Betty Friedan
- **Place setting of "Votes for Women"** suffragette china
- **"Jessica the Journalist"** collector's item doll

Be sure to bring your checkbooks to San Antonio and bid high! There will be more to tease you on the CSW website as the convention approaches ([www.unlv.edu/orgs/csuaejmc](http://www.unlv.edu/orgs/csuaejmc)).

San Antonio

### Help Needed

The auction will be set up from 2 to 3 p.m. and then conducted over two sessions – the CSW Signature Session and subsequent members' meeting – from 3:15 to 6:30 p.m. Several members will be needed to answer questions and to keep an eye on the merchandise. Volunteers also will be needed to help with the check-out as buyers come to pick up their prizes.

Once you know your scheduled time for panels and papers, please consider helping the Commission with this important event. If you have questions, please contact Julie Andsager.

# How I Became Controversial At the AJHA Convention

BY DANNA WALKER

Those who know me well know my phobia about public speaking. It's a fear I have been grappling with for years, and at times I conquer it. Other times, it remains one of my biggest obstacles. Of course, entering academia has forced me to try to carry on despite my fear because communicating one's ideas face-to-face is important to becoming a respected scholar. As a graduate student, I gave presentations and appeared on panels with mixed results, from my point of view. A couple of presentations went particularly well, but always these talks have required hours of preparation.

By fall 2004, I had just about milked my dissertation for all of its elements in conference presentations and at other "appearances," and I was ready to start writing formal publication submissions and move on. I felt I had escaped unscathed, my most controversial presentation being my actual dissertation defense. A respected faculty member who witnessed it conceded it was "gendered" due to my feminist topic, the life and work of Dr. Donna Allen, founder of the Women's Institute for Freedom of the Press. Some on the committee didn't see the point. Even now, feminist research remains controversial in journalism academia (as if you didn't know).

Then, I won an honorable mention award for my dissertation from the American Journalism Historians Association – an honor that required that I accept the award in person at the association's convention in Cleveland. I almost didn't enter due to that requirement but, then, what were the chances I'd win?

I admit I didn't prepare for hours for this one. I was thinking I was almost home free from my dissertation – at least from talking about it. Anyway, I only had to speak for 10 minutes or so, and I expected the usual small-conference room audience. I wrote something up for the general audience I expected instead of the feminist-oriented one I was used to. It was pretty superficial, and, thinking in retrospect, sort of half-hearted. I wanted to lie low, give my



*Danna Walker*

talk, learn whatever else I could at the convention and be home – free.

Imagine my surprise when I walked into the large ballroom where the awards were to be presented. I wasn't expecting such a big crowd. I was introduced to my fellow prizewinners – all guys. You'd think I'd be used to being the only woman by now. I've only been in journalism for 30 years, covering police stories, editing war stories, writing about arms control and policy. I used to never notice the sparse female presence in the room, just wondering why I often felt out of place. But now I notice, and I wonder when it will stop happening. When I'm 80? When my daughter is over 50, like me?

So, we were told to keep our presentations as brief as possible – 10 minutes – as they had added a tribute to the late media historian Dr. Margaret Blanchard, after whom our prizes are named. "Fine with me," I thought, looking nervously out at the crowd. I could get by with probably eight minutes. We were told we would go in alphabetical order, and I knew I would be last, which made me even more nervous.

The top prizewinner went first, and he gave a rousing and captivating presentation, talking for about 15 minutes. The second speaker was even better; he talked for 15 to 20 minutes, and the third speaker was better still – and he took maybe 20 to 25 minutes. All three were stunning presenters – polished, prepared, and even funny, if a bit rambling. Some of their topics were even feminist ones.

Time was growing shorter and shorter. Then, AJHA's David Abrahamson who was sitting beside me, nudged me. I turned to look at him and he had his hand on a sign that



read "3 minutes." I turned back around. Then, I realized he must be trying to tell me something. I leaned over and asked him if he wanted me to talk for three minutes? He smiled, but before he could say anything, it was time for me to go on stage.

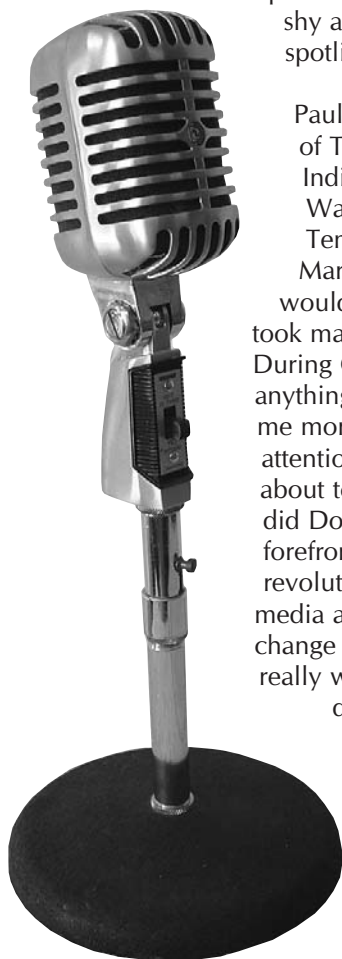
## Restricted to Three Minutes

So, in my nervousness, I said the first thing that came to mind: "I've got three minutes to talk! (Yay! I was thinking this will all be over soon.) Wouldn't the subject of my dissertation, Donna Allen (the outspoken feminist who thought men often guilty of talking too much), see the irony in that?!" Ha, ha.

Except, of course, the women in the audience didn't see the humor in the situation at all – understandably, if you think about it. They've been fighting for their voice in the AJHA and other organizations for decades. All they could see was that their candidate in this competition by default – me – was last to be invited to the podium. Their candidate got less time. Their candidate didn't say her piece, while those others – those guys who were newly minted Ph.D.s just like her – went over their time. The women in the audience were strong in numbers but they were thinking how typical it all was; they knew too well the long history of girls not speaking up, girls being too

concerned about others (and others' precious time), and girls being too shy and retiring to claim the spotlight.

But these women – Paulette Kilmer of the University of Toledo, Ann Colbert of the Indiana-Purdue program at Fort Wayne, Carolyn Kitch of Temple, Maurine Beasley of Maryland, and many others – would have none of that, and they took matters into their own hands. During Q & A, they asked me anything they could think of to allow me more time as the center of attention: "What would Donna say about today's presentations?" "How did Donna bring women to the forefront of the technology revolution?" "How did women media activists like Donna Allen change media?" They seemed to really want to know the details of my dissertation, not just the broad overview. I had completely misjudged my audience, or perhaps misjudged the interest in my work. I had sold myself short yet again. But that wasn't the end of it.



After the event, the women gathered around me to console and commiserate. How awful that I had gone last! How unfair that my time was so short!

I had to admit to them, of course, that they misunderstood what had happened. I was last because my name began with a W. And it turned out that Dr. Abrahamson had only accidentally nudged me with his "3-minute" sign, and he didn't hear me ask him if it was meant for me.

## I Became Controversial

Nonetheless, the women were ready for action. I was in the middle of it whether I liked it or not. How ironic that I became controversial because I was too used to not speaking up, too used to being concerned about others (and others' precious time), and too shy and retiring to hog the spotlight.

After I stood and unwittingly represented all that was wrong with the patriarchal status quo, the women of AJHA spirited me off to their own luncheon event named in honor of Dr. Allen, the subject of my dissertation. Yes, lunch, and I had written about the luncheon's namesake. It was a perfect fit. I could sit and listen to someone else at the podium, submit to being looked after and not have to talk.

As I settled in with my salad in front of me, a chocolate-chip blondie calling my name, and my hands finally not shaking, the luncheon organizer came over, leaned down and said: "We've been waiting for our luncheon speaker. But it doesn't look like she's going to show up. Since you were shortchanged on your presentation, would you mind coming up to talk to us?" The women near me chimed in, "Oh yes, please do!" "What a great idea!"

Somehow, now, with these women looking at me expectantly and my chocolatey confection in my hand, I easily jumped to my feet. I thought of our long and shared history of trying to take our place in the social order, politics, academia, and at the microphone, and their generosity in bringing me into the fold. I thought of Donna and how much she would have liked this moment. She probably would have seen it as divine intervention. In fact, knowing her, and where she likely sits now, maybe it was divine intervention. "No problem," I said, smiling, as I stood up to walk to the podium, grateful for a do-over after earlier giving Donna short shrift. I had no reason to be defensive for presenting feminist research.

And, the questions from the audience of women scholars came, and kept coming, on topics ranging from Donna's penchant for working from 4 a.m. to 10 p.m. to the gendered nature of the discourse of news. I stood at the podium for as many minutes as it took for me to discuss each and every one.

**Dr. Danna L. Walker is a lecturer at George Washington University and at the University of Maryland University College.**



# Coverage of Women in U.S. Media Slightly Up:

## Secretary of State Gets Much Attention

The overall share of coverage of women in U.S. media increased by a small margin in the first quarter of 2005 compared to 2004, the Media Tenor Institute's analysis of news coverage in seven opinion-leading media between January 2004 and March 2005 has found.

The analysis, based on each count of any individual's being mentioned for at least five lines (print media) or for five seconds (TV news) attributes the slight increase to the success of the new Secretary of State, Condoleezza Rice, and other women working in Congress and in President Bush's cabinet. Their success leads to the more frequent appearance of women at the center of political news coverage.

Since the nomination of Rice to her new post in November 2004, she has received extensive media attention, especially during her official visits to countries in Europe, the Middle East, Asia, and also to Mexico over the course of the last months. As a result, the amount of her coverage in the first quarter of 2005 alone already equals that of the entire last year (296 appearances in 2004, 294 in the first quarter of 2005.)

When it comes to business coverage, women are all but invisible. The total share of coverage of female protagonists in the *Wall Street Journal* did not exceed 11 percent in the last 15 months, the analysis indicates.

Of all analyzed media, *Newsweek* and *Time* featured the largest share of female protagonists in 2005, with a 21 percent share in *Newsweek* and an 18 percent share in *Time*. One potential explanation for these relatively high numbers, compared to other media, is the broader variety of news items covered by the magazines. However, TV news broadcasts, which cover a similar breadth of issues, featured a significantly smaller share of female protagonists. Overall, it should be noted, the news coverage in all of the analyzed media continues to fall far short of reflecting the population's gender parity.

Basis: All mentions of individuals for at least five lines or five seconds (total: 159,153) in news reports in seven U.S. media, 1/1/2004 - 3/31/2005. *The Wall Street Journal*, *Time*, *Newsweek*, ABC World News Tonight, NBC Nightly News, CBS Evening News, Fox News Channel Special Report with Brit Hume (Data from Fox was coded starting on 7/1/2004).

Isadora Badi of the Media Tenor Institute for Media Analysis is the source of the press release which has been modified only in part for this story and which is mostly used verbatim. The Media Tenor Institute is an independent, non-partisan organization. For the past 10 years, Media Tenor has analyzed the leading media worldwide on a daily basis. Please visit Media Tenor on the Internet at [www.mediatenor.com](http://www.mediatenor.com). Ms. Badi may be contacted at [i.badi@mediatenor.com](mailto:i.badi@mediatenor.com). Phone: (704) 248-7726.

# Male/Female Salary Gap Persists

This report, prepared by Erika Engstrom who served on the AEJMC Task Force on Diversity (headed by Lee Barrow) as CSW's second-year co-head in 2004, shows that the male/female salary gap in journalism/mass communications persisted in most faculty ranks in 2002-2003.

The data presented in Tables I and II below are from the ASJMC 2002-2003 Faculty Salary Survey, conducted by Dr. Lee Becker and Dr. Tudor Vlad, University of Georgia. Questionnaires were sent to 197 ASJMC members in the U.S., with a return rate of 61 percent (120 programs). Administrators reported actual salaries for 2,089 of 2,108 faculty lines. Faculty salaries are standardized for nine-month appointments; administrator salaries reflect total annual salary. Standard deviations are rounded, as are percentage differences.

## Male and Female Salaries

As shown in Table I, overall, the ASJMC data show that male faculty tend to earn slightly more than female faculty. For example, for administrators, full professors, and instructors, men's mean salary was approximately 6 percent higher than females' mean salary. Mean salaries for men and women associate professors appear nearly equal. Standard deviations can range from more than \$30,000 for administrators and around \$8,000 for assistant professors. Means for all ranks show that females overall earn 11 percent less than males. However, "total" means as indicated in Table I are accompanied by rather large standard deviations for both sexes.

Differences in salary may be a function of years in the profession and years in rank, at least at the level of administrator (associated with senior rank) and full professor. At the associate level, we do not see this imbalance. Though one would expect years in rank not to have an effect on mean salaries at the assistant and instructor levels, males again show a slight increase over female salaries.

Rank	Overall	Male	Female	% difference
Administrator	\$96,735 SD 33,000 n = 103	\$98,372 SD 34,000 n = 72	\$92,934 SD 30,000 n = 31	5.6%
Full Professor	\$74,810 SD 18,000 n = 514	\$76,255 SD 18,000 n = 354	\$71,611 SD 17,000 n = 160	6.5%
Associate Professor	\$57,537 SD 8,000 n = 602	\$57,594 SD 10,000 n = 359	\$57,454 SD 10,000 n = 243	.24%
Assistant Professor	\$47,532 SD 8,000 n = 548	\$48,188 SD 8,000 n = 305	\$46,708 SD 8,000 n = 243	3%
Instructor	\$40,186 SD 12,000 n = 267	\$41,426 SD 13,000 n = 122	\$39,143 SD 11,000 n = 145	5.8%
TOTAL	\$58,914 SD 20,000 n = 2,034	\$61,472 SD 21,000 n = 1,212	\$55,141 SD 18,000 n = 822	11%

## Male and Female Salaries: New Appointments

A comparison of male and female salaries among new appointments during 2002-03 as shown in Table II below reflects higher male salaries, especially at the assistant and instructor levels.

At the full professor level, the small number of new hires and the large standard deviation of female salaries must qualify the 9 percent difference in mean salary. In the sub-sample of 10 new administrators, females' mean salary was 25 percent more than that of male administrators. This may be a function of the level of administration to which females were appointed (such as dean, rather than chair, for example).

Excluding this small subset of administrators, however, newly appointed male faculty still earn more than female faculty. This difference appears smallest at the associate professor level, at which males' mean salary was 3 percent more than females' mean salary. Factors such as type of school (Research I vs. Research II, or private, for instance), might account for these differences among new hires; perhaps males more so than females are recruited and hired by Research I schools, which may pay more. A further breakdown of job title and rank might reveal discrepancies between specific teaching areas.

Rank	Overall	Male	Female	% difference
Administrator	\$105,751 SD 28,000 n = 10	\$92,003 SD 27,000 n = 4	\$114,917 SD 27,000 n = 6	25%
Full Professor	\$84,444 SD 16,000 n = 9	\$88,500 SD 10,000 n = 4	\$81,200 SD 20,000 n = 5	9%
Associate Professor	\$55,917 SD 9,000 n = 12	\$57,125 SD 12,000 n = 4	\$55,313 SD 8,000 n = 8	3%
Assistant Professor	\$46,465 SD 8,000 n = 90	\$47,925 SD 9,000 n = 45	\$45,004 SD 6,000 n = 45	6.5%
Instructor	\$37,624 SD 11,000 n = 49	\$39,132 SD 12,000 n = 24	\$36,177 SD 9,000 n = 25	8%
TOTAL	\$50,082 SD 21,000 n = 170	\$49,954 SD 18,000 n = 81	\$50,198 SD 23,000 n = 89	.05%

## Comparison to National Means

The gap between male and female salaries as shown by the ASJMC survey data is comparable to recent data from the American Association of University Professors. For example, the AAUP Annual Report on the Economic Status of the Profession found that in 2000-2001 male professors earned an average of 6.5 percent more than females at public institutions, and 5.9 percent more than females at private institutions (AAUP, 2001a).



# In Most Ranks in 2002-2003

A comparison of the ASJMC results and male and female mean annual salaries for all Carnegie-ranked institutions (excluding two-year colleges without ranks) from the AAUP's 2003-2004 Annual Report on the Economic Status of the Profession are listed below. Overall, the ASJMC salaries are lower than the AAUP salaries, and differences between male and female salaries in journalism/mass communication tend to be less pronounced. However, the AAUP figures obviously encompass a wider array of fields. The AAUP report acknowledges that its data cannot control for factors such as gender differences in the distribution of faculty across disciplines (for example, salaries in the sciences and business are often higher, and fewer women faculty are in these disciplines) (AAUP, 2004).

Rank	Continuing Faculty			New Appointments		
	Male	Female	n	Male	Female	n
Administrators	70%	30%	103	4	6	10
Full professors	69%	31%	514	5	4	9
Associate professors	60%	40%	602	8	4	12
Assistant professors	56%	44%	548	50%	50%	90
Instructors	46%	54%	267	51%	49%	49
Total	60%	40%	2,034	48%	52%	170

Rank	Male	Female	% diff.
Full Professor	\$76,255	\$71,611	6.5%
Associate Professor	\$57,594	\$57,454	.24%
Assistant Professor	\$48,188	\$46,708	3%
Instructor	\$41,426	\$39,143	5.8%

Rank	Male	Female	% diff.
Full Professor	\$91,002	\$80,452	13%
Associate Professor	\$64,801	\$60,280	7.5%
Assistant Professor	\$54,722	\$50,533	8%
Instructor	\$39,378	\$37,868	4%

Note: AAUP report does not list male and female frequencies; 1,146 institutions reported data. AAUP report also lists lecturers separately; ASJMC survey does not.

## Unequal Gender Distribution: The Persistent Problem

In addition to salary, the Commission must revisit the inequities in the numbers of male and female faculty. Overall, the entire sample of the 2002-03 ASJMC survey consists of 59 percent (1,293) men and 41 percent (911) women. These figures are comparable to data from the U.S. Bureau of Labor Statistics, in that women made up 44.9 percent of post-secondary educators nationwide in 2003. Since the "gender switch" of the 1970s, when more females enrolled in journalism and mass communication programs (Creedon, 1989), one would expect that in 30 years women would have achieved more equity in numbers in a previously male-dominated field. However, that is not the case, especially at the administrator, full, and associate professor levels. Only at the instructor level, which often does not require the credentials needed for professorial jobs, and which does not demand the salary of full-fledged faculty, do females outnumber males. Here is the breakdown by gender for the 2002-03 ASJMC survey:

## Conclusion

Based on the 2002-03 ASJMC survey data, the greatest gaps in salary appear at the full professor, administrator, assistant professor, and instructor levels. However, for continuing faculty at the associate professor level, we see that male and female mean salaries appear practically equal. When one looks at the salary distribution for new hires that year, we see that among the 10 administrators, females tended to earn more than men; this difference as mentioned might be due to the specific posts to which these particular females in that particular year were appointed. Overall, however, males at all levels, except for continuing associates, appear to still earn more than females, even at the entry level, where new hires would be expected to start on equal footing.

Regarding the number of men and women faculty represented in the ASJMC sample, the number of males and females appears most equal at the assistant professor and instructor levels. However, as rank increases, the number of females decreases. The gender distribution within the ASJMC survey sample continues to reflect the AAUP's (2001b) conclusion that women are most well represented at the assistant professor level, and least visible at the full professor level.

In that salary increases are associated with tenure and promotion, and merit increases and cost of living adjustments accumulate with years in rank, the recruitment, retention, and promotion of women serve as key factors in achieving equity in salary as well as in population. This tendency for females to "drop out" at the associate and full levels indicates that attainment of senior and post-senior (full and administrator) rank, and, thus, potential for higher earnings, serves as a serious challenge for female professors. Increased mentorship opportunities that support women's progress toward successful tenure and promotion, and advancement to administrative positions, is recommended as a means by which gender equity, at least in our sector of the professoriate, can be achieved.

## Additional Sources

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# SERVICE MEANS WORK AND RECOGNITION:



*By Julie Andsager*

## Start at the Division Level in **AEJMC**

If you pay attention to happenings in AEJMC, you may notice that you often see the same names repeatedly – people who are officers at some level, or who are bestowing awards or serving on committees.

That's because those members who have been active for a long time at various levels of the organization run AEJMC. It's much like faculty governance at our universities: The more you serve, the more known you become. The more known you become, the more likely you are to be asked to serve. The people whose names we see so frequently have spent many years working for the organization.

If you want to become one of those people, it's generally quite easy to get started – but be forewarned: Once you get started, it can be difficult to stop! National service is seductive because it looks great on your C.V., and directors or chairs are usually supportive of your work with AEJMC because putting your name out there also means increasing the visibility of your institution. And, frankly, working with colleagues at other universities is (usually) great fun.

The place to become involved is at the division/interest group/commission level (I'll use division as shorthand from here on). When you've found a division that fits your interests, attend its members' meeting at the convention every year. Don't be shy: Tell the officers you'd like to get involved. CSW, for example, is always looking for members who want to help out.

The amount of time (and sometimes travel) required by divisional roles varies quite a bit, and there are ways to dip your toe in the service pool without losing your whole foot. Ask the division head for a role that will allow you to learn the inner workings of the division. Assuming you do that job well, you can probably expect to spend several years filling divisional roles that involve more responsibilities and time.

### COMMITTEE TYPES

Beyond the divisional level, there are two kinds of committees in which to become involved. One type is appointed by the president – watch the AEJMC newsletter in the winter for the call for committee volunteers. Obviously, if you've done some work for your division, you are more likely to be selected for these committees.

The second type of committee comprises the three standing committees – Research, Teaching, and Professional Freedom & Responsibility – and the Council of Divisions. Members of the standing committees are elected to three-year terms. A nomination form appears annually in a fall AEJMC newsletter. You can self-nominate or have others nominate you – or be surprised when someone anonymously puts your name forward.

If you become head of a division, you're automatically a member of the Council of Divisions. This is the group that actually puts the conference program together and looks out for the divisions' interests. Additionally, though, there are two offices in the CoD for those who want to do more service; the chair and vice-chair are elected from the pool of outgoing CoD members to serve for consecutive two-year terms.

Furthermore, the second-year head of CSW also sits on the AEJMC Executive Board, so our interests are always represented.

So there you have it... a variety of ways to use all that excessive free time you've got on your hands. (Just joking!) One word of caution, though: Wait till you've been out of doctoral school for a year or two before becoming involved in AEJMC service. It's important to establish your research program and teaching legs before you branch out.

# 2005 AEJMC CONVENTION

## COMMISSION ON THE STATUS OF WOMEN

### Wednesday, Aug. 10

**TIME: 8:15 – 9:45 a.m.:**

Session Title: Women and Perceptions of Power: Breaking the Gender Ties that Bind  
**Presiding/Moderating:**  
 Moderator: Lillie Fears, State University, Arkansas

#### TITLES OF PAPERS & AUTHORS:

*Passing it on: The Reinforcement of Male Hegemony in Sports Journalism Textbooks*

**Marie Hardin**,  
 Penn State University  
**Julie E. Dodd**,  
 University of Florida  
**Kimberly Lauffer**,  
 Towson University

*Women Sportscasters and Barriers to Success*

**Theresa Billiot**,  
 Southern Illinois (Student)  
**Max V. Grubb**, Kent State

*Limiting the Warrior Woman on Prime-Time: Using Content Analysis to Examine the Ambiguous Messages of Empowerment and Containment*

**Jennifer M. Fogel**,  
 Syracuse University (Student)

*A Woman's Place in 2004 Election Coverage: Stereotypes and Inroads*

**Therese L. Lueck**,  
 University of Akron  
**Discussant:**  
 Kim Golombisky,  
 University of South Florida

**TIME: 1:30 – 3 p.m.**

Session Title: Finding Feminist Voices in the Global Village  
**Presiding/Moderating:**  
**Theresa Mastin**, Michigan State

#### TITLES OF PAPERS & AUTHORS:

*Women Correspondent Visibility on Network TV News*

**Joe Foote**,  
 University of Oklahoma  
**Cindy Price**,  
 University of Wyoming

*Gender Discrimination: A Driving Force in Automotive Public Relations and Communications*

**Brenda J. Wrigley**,  
 Syracuse University

*Gender Role in Nigerian Mass Media Commercials*

**Emmanuel C. Alozie**,  
 Governors State University

*Repairing the Image of the Ideal Woman: Press Depictions of the Women of the Homestead Strike, 1982*

**Elizabeth Burt**,  
 University of Hartford  
**Discussant: Judy VanSlyke Turk**,  
 Virginia Commonwealth Univ.

**TIME: 5 – 6:30 P.M.**

Session Title: Mediated Messages: Perceptions vs. Reality  
**Presiding/Moderating:**  
 Mark Tremayne,  
 University of Texas-Austin

#### TITLES OF PAPERS & AUTHORS:

*The Realities of Leadership in Online Cancer Support Groups (Ocsgs)*

**Songyi Park and Pamela Whitten**,  
 Michigan State

*Claiming Feminist Space in Korean Cyberterritory*

**Yisook Choi**,  
 Seoul National University  
**Linda Steiner**, Rutgers University  
**Soah Kim**,

Seoul National University  
*Computer-mediated Courtship: Heterosexual Courtship Strategy in an Online Environment*  
**Handley Robert**,  
 Univ. of Texas, Austin (Student)

*How Women Make Meaning of Conflicting Information about Fish Consumption Messages,*

**Jennifer Vardeman**,  
 University of Maryland  
**Discussant: Julie Andsager**,  
 University of Iowa

### Friday, Aug. 12

**TIME: 8:15- 9:45 A.M.**

Session Title: Power and Principles: Those Controlling Women  
**Moderating/Presiding:**  
**Marilyn Greenwald**,  
 Ohio University

#### TITLES OF PAPERS & AUTHORS:

*Female Leadership Traits at a Women-Led Newspaper: A Case Study of the Sarasota Herald-Tribune*  
**Tracy Everbach**,  
 University of North Texas

*Conflicting Images: Representations of Women Terrorists in U. S. Newspapers*

**Robert L. Handley**,  
 Univ. of Texas, Austin (student)  
**Sara Struckman**,  
 Univ. of Texas, Austin (student)

*Women Journalists Who Quit and Tell: The Elusive Search for Control*

**Cindy Elmore**,  
 East Carolina University

*The Intersection of Race, Class, Power and Identity: A Theoretical Survey of Implications for African-*

*American Women*

**Lee Miller**, Doctoral Student,  
 University of Missouri  
**Discussant: Carolyn Kitch**, Temple University

### Saturday, Aug. 13

**TIME: 11:45 A.M. – 1:15 P.M.**

Session Title: A Woman's Place: Sources and Perceptions  
**Moderating/Presiding:**  
**Evonne H. Whitmore**, Kent State

#### TITLES OF PAPERS & AUTHORS:

*The Exclusion of Female Sources in the Media*

**Renee Martin Kratzer**,  
 University of Missouri-Columbia (doctoral candidate)  
**Esther Thorson**, Associate Dean,  
 University of Missouri- Columbia

*The Role of Gender in the Use of Female Newspaper Sources*

**Cory L. Armstrong**,  
 University of Florida

*Why does she do it? Three U.S. News Sources Explain the Female Suicide Bomber*

**Barbara Friedman**,  
 UNC Chapel Hill

*The Beautiful Blond, Blue-Eyed Virgin: An Analysis of Adjectives to Describe Women in Pulp Fiction*

**Faye L. Kilday**,  
 Univ. of Nebraska, Kearney (Student)  
**Carol S. Lomicky**,  
 Univ. of Nebraska, Kearney (Student)  
**Discussant: Erika Engstrom**,  
 University of Nevada, Las Vegas

## Read All About It: CSW History

Two recent publications offer insight into the history of the AEJMC Commission on the Status of Women, which began as the Committee on the Status of Women on an ad hoc basis in 1972.

Past CSW co-head Therese Lueck's article in the journal *American Journalism*, "Like Newsroom, Like Classroom: Women Journalism Educators Temper the Times" (2004, Volume 20, Issue 4, pages 83-104), traces the very beginnings of CSW and the legendary 1985 convention "slumber party" which set the path for CSW becoming formally incorporated into AEJMC.

In *Seeking Equity for Women in Journalism and Mass Communication: A 30-Year Update*, edited by CSW "founding mothers" Ramona Rush, Carol Oukrop, and Pamela Creedon, and dedicated in part to CSW, the Commission and its various incarnations are mentioned throughout, and in detail in the chapter "Timeline and Vignettes." Under the subsection titled "The Establishment of the Committee on the Status of Women," Rush traces the history of CSW from 1972 through 1989. Royalties from sales of *Seeking Equity* benefit CSW.



# Thank You

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