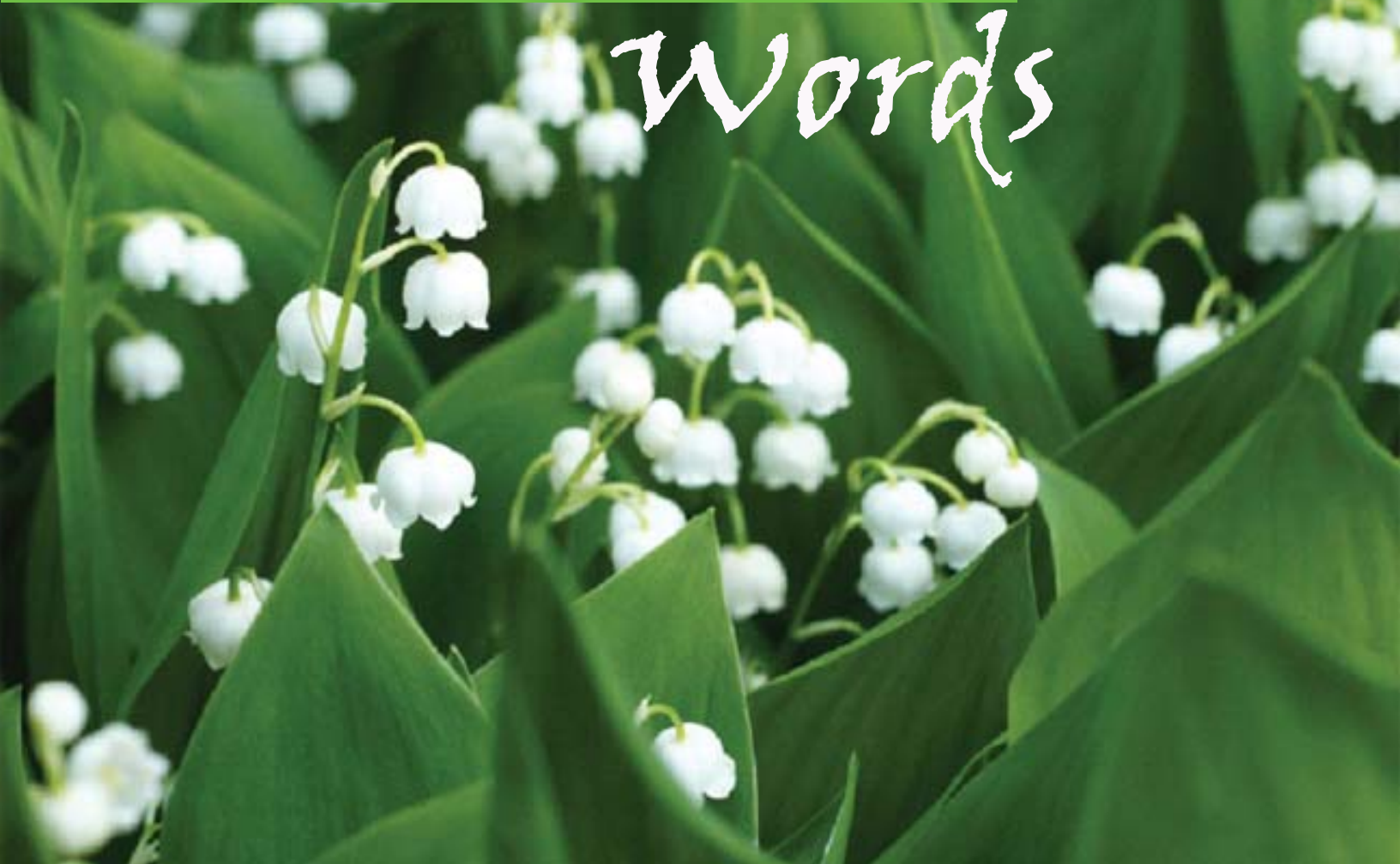


# WOMEN'S

Spring 2010

# Words



Newsletter for the  
Association for Education in Journalism and Mass Communication  
Commission on the Status of Women

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# CSW Papers Anchor Two Panels at AEJMC Midwinter Conference

By Tracy Everbach, midwinter conference chair

Authors of seven female-focused papers presented their scholarship at the AEJMC Midwinter Conference March 5-7 at the University of Oklahoma.

The Commission on the Status of Women sponsored two panels at the conference in Norman, Okla.: "Women Navigating Male-Dominated Media" and "Representations of Women in Mass Media."

## Papers delivered in the session on women in male-dominated media included:

~ Elanie Steyn and Kathryn Jenson White, University of Oklahoma, "Finding a Way Through 'Invisible Nets': Challenges and Opportunities Facing South Asian Women in Traditionally Male-Dominated Newsrooms."

~ Miglena M. Sternadori, University of South Dakota, "Gendered News Routines: A Case Study of A Male-Managed, Female-Dominated Newsroom."

~ Marcus Funk, University of Texas, "The Reviews Are In: A Qualitative and Genre-Based Analysis of Gender Portrayals in Mainstream Film Criticism."

## Papers presented on mass media representations of women featured:

~ Amanda Damiano and Elizabeth Kad, S.I. Newhouse School of Public Communications, Syracuse University, "Women Athletes in Sports: Why is the Coverage So Skewed?"



Jessica Fitts and Cassie Norman, Washington State University, present their research regarding women's magazines and tanning behavior. Photo: Tracy Everbach

~ Jessica Fitts and Cassie Norman, Washington State University, "Attention to Women's Magazines and Tanning Behaviors among College Females."

~ Boya Xu, West Virginia University, "The Indestructible Stereotype: A Content Analysis of the Portrayal of Mothers in Family-oriented Magazines."

~ Bill Schulte, Ohio University, "A Renaissance Woman and Flower Power: The Life of Flair Magazine creator Fleur Cowles."

~ Camille Kraeplin of Southern Methodist University and Tracy Everbach of University of North Texas served as discussants.

Midwinter Conference Site: Gaylord College of Journalism and Mass Communication, Norman, Okla.



Miglena Sternadori, of University of South Dakota, presents her research at the 2010 AEJMC Midwinter Conference. Photo: Tracy Everbach

# AEJMC Commission on the Status of Women

## Preliminary Programming Schedule - Denver, August 2010

### Tuesday, Aug. 3

**1-5 p.m.** - Gender Equity in Journalism: From the College Classroom to the Corporate Boardroom (Preconference)  
CSW, co-sponsored with Media Management and Economics Division.

### Wednesday, Aug. 4

**8:15-9:45 a.m.** - Refereed Research Paper Session

**1:30-3 p.m.** - Gender & Genre Transformations Within & Across Contexts (Research Panel)

CSW, co-sponsored with International Communication Division

**5-6:30 p.m.** - Alternative Feminist Media: Where are they today? (PF&R Panel) Cultural & Critical Studies, co-sponsored with CSW

**6:45-7:45 p.m.** - Keynote Address: Followed by opening reception

### Thursday, Aug. 5

**8:15-9:45 a.m.** - Rewriting a Woman's life: Biography and Women Journalists (Research Panel)

CSW, co-sponsored with History Division

**1:30-3 p.m.** - Scholar-to-Scholar Session

### Friday, Aug. 6 - "Status of Women Day"

**12-1:30 p.m.** -CSW Mentoring/Networking Luncheon

**1:45-3:15 p.m.** -Refereed Research Paper Session

**3:30-5 p.m.** -Research Panel: Charting the Course: Experienced Feminist Scholars Reflect on the prospects for feminist scholarship in the future, co-sponsored with Cultural & Critical Studies

**5:15-6:45** - PF&R Signature Session: Our Voices, Our History: Twenty Years and Counting. CSW

**7-8:30 p.m.** - CSW Members' Meeting

### Saturday, Aug. 7

**8:15-9:45 a.m.** -Feminization of HIV/AIDS and Media: Responses and Case Studies (Research Panel)

International Communication Division, co-sponsored with CSW

**10-11:30 a.m.** - Refereed Research Paper Session

**11:45 a.m.-1:15 p.m.** - Refereed Research Paper Session

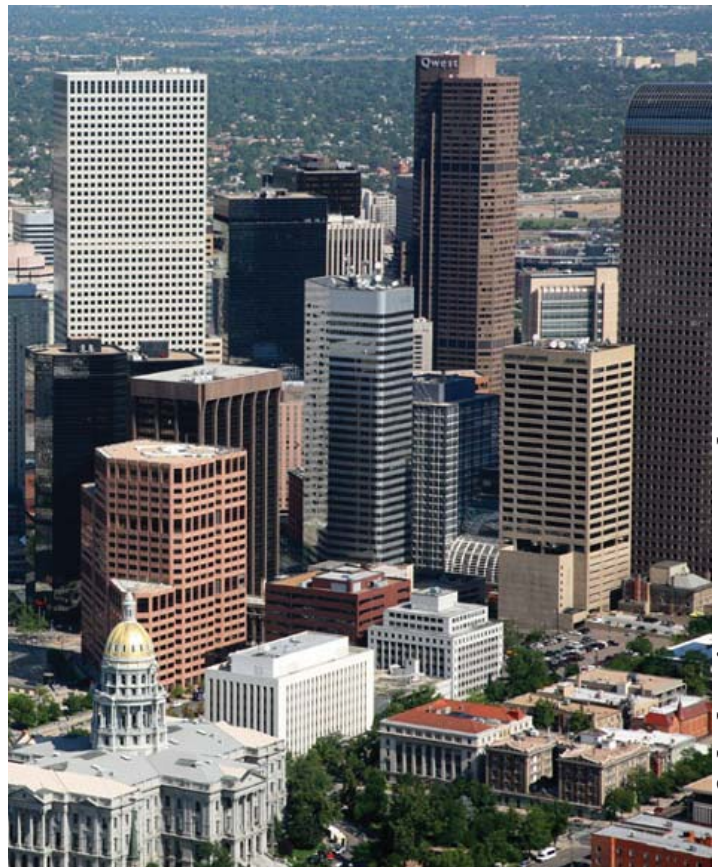
**1:30-3 p.m.** - On the Identity and Impact of Communication as a Discipline (PF&R Panel) Comm Theory & Methodology, co-sponsored with CSW

## CSW Convention Paper Call

The Commission on the Status of Women invites submissions of research for competitive paper sessions that are based on issues of gender and communication. We welcome 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.

This paper call is part of the overall AEJMC call for research papers; all submissions must adhere to the general guidelines put forth by AEJMC. To see the general call of papers, please visit: <http://www.aejmc.org/events/convention/papercall/index.php> Please contact Barbara Barnett, CSW Research Chair, at [barnett@ku.edu](mailto:barnett@ku.edu) with any questions.

The deadline for paper submission is April 1, 2010.



Downtown Denver. Photo: <http://www.forum.skyscraperpage.com>

# CSW Now Accepting Applications for Awards in Feminist Scholarship, Advocacy and Teaching

The Association for Education in Journalism and Mass Communication Commission on the Status of Women is seeking applications for its annual awards.

## 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, who was a professor at Michigan State University and the first woman elected president of AEJMC. Applicants send a three-to-five page description of the project and its potential contribution and a brief one-page description of the applicant's qualifications for undertaking the project. A three-person panel judges the applications. \$250 awarded to the winner.



Mary Gardner

## 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, four-to-six pages, should describe the nominee and 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. A three-person panel judges the nominations. \$100 awarded to the winner.



Donna Allen

## Outstanding Woman in Journalism and Mass Communication Education Award

This award honors a woman who has represented women well through excellence and high standards in the education of journalism and mass communication. Nomination letters, three-to-five pages, must detail that individual's contributions to journalism and mass communication education. A three-person panel judges the applications. \$100 awarded to the winner.

**Deadline for all awards is MAY 1, 2010.**

Please send applications, submissions and nominations electronically to Jennifer Rauch, CSW Chair, Department of Journalism, Long Island University at [jennifer.rauch@liu.edu](mailto:jennifer.rauch@liu.edu)

Winners will be announced at the 2010 AEJMC annual convention in Denver, during the AEJMC business meeting (Friday evening; location to be announced).



Denver | August 2010



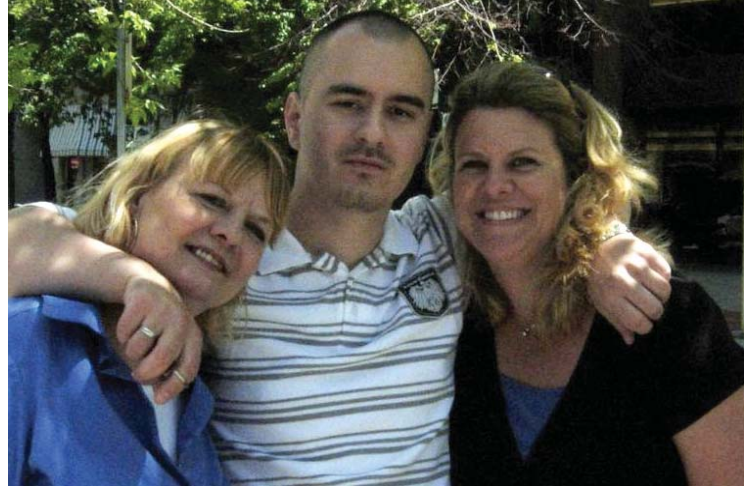
## Mary Ann Yodelis Smith Award for Feminist Scholarship

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

## CSW Member Update: Neilsen Speaks at Human Rights Conference

Carolyn Nielsen, Western Washington University, served as a speaker at the 12th annual Martin Luther King, Jr. Human Rights Conference in Bellingham, Wash. on Jan. 16. Her presentation, "Fear Factor: Media Effects and Public Opinion," was part of the conference themed, "Books not Bars: Education, the Media and America's Prison System."

In addition to discussing media effects, Nielsen talked about her 1995 coverage of the conviction of Thaddeus "T.J." Jimenez, who was arrested on suspicion of murder at age 13 and tried as an adult in Cook County Superior Court. Nielsen's article for Northwestern University's graduate school magazine raised questions about the judicial process in Jimenez's case. With the help of the Northwestern University School of Law's Center on Wrongful Convictions, Jimenez was exonerated in May 2009 after being incarcerated for nearly 16 years for a murder he did not commit. Jimenez is the youngest person ever to be exonerated.



Victoria Makowski Jimenez (T.J.'s mother), Thaddeus "T.J." Jimenez and Carolyn Nielsen spend time together in Chicago just after T.J.'s release. Photo: Carolyn Nielsen

## Former CSW Officers Reflect on the Commission's 20th Anniversary

In 2010, the Commission on the Status of Women (CSW) celebrates its 20<sup>th</sup> anniversary as an AEJMC commission (and its 37<sup>th</sup> since being founded as an AEJ committee). At the annual conference in Denver, Friday, Aug. 6 will be "Status of Women Day." The day-long celebration will feature a mentoring and networking luncheon as well as a panel entitled "Our Voice, Our History: 20 years and Counting."

As we approach the AEJMC annual conference, former officers were asked to reflect on the commission's history and milestones.

**Environment of empowerment** - Former officers recalled CSW serving as a support system and resource for feminist scholars. Officers remembered, in particular, how the commission helped women through difficult tenure and discrimination cases. One former officer shared, "Those sessions sustained our sanity and empowered us to continue."

**A place for new scholars** - The Commission on the Status of Women has enabled graduate students and new feminist scholars to debut their research. Former officer Carolyn Byerly shared, "When I think of CSW, I remember my graduate school years. I was asked to speak on a panel sponsored by CSW about a topic I no longer remember. Just the invitation made me feel that I mattered and might have a place in the academic world..."

**Funding CSW** - Research by CSW members has funded awards and scholarships to support feminist communication scholars. Former officer Pam Creedon shared how the authors with chapters in the first and second editions of [Women in Mass Communication: Challenging Gender Values](#)

(Sage 1988,1996) donated all royalties from the book to the ACEJMC Commission on the Status of Women. The total donation over the years helped to fund one or more of the Commission's annual awards.

**Documenting CSW history** - Former CSW Chair Von Whitmore produced a collection of podcast interviews with former CSW leaders Ramona Rush, Carol Oukrop and Judy VanSlyke Turk. They can be accessed through the Commission's Web site at <http://www.unlv.edu/orgs/cswaejmc/AUDIOPodcast.htm>.

**Working for women's equity** - Former officers shared how the commission has fought for women's equity and continues to provide a place for feminist scholars to collaborate, network and promote excellent scholarship.

"We've had a revolution in terms of women's equity in AEJMC and in individual departments and schools of journalism and communication. But the fight isn't over and equity hasn't been achieved." ~ Christine Ogan

"The Commission's work is critical to women's standing in both AEJMC and in our field. I have been glad to see the periodic collaboration with other divisions, most especially MAC and CSM, on shared interests or problems. That important relationship building will make us more effective in overcoming sexism and racism in our field, in building friendships, and in fostering better scholarship." ~ Carolyn Byerly

Let us continue to document the rich history and milestones of the Commission on the Status of Women. Please contact me at [kplace@umd.edu](mailto:kplace@umd.edu) to submit a story, memory or milestone for publication in the CSW summer newsletter.

**"The Commission's work is critical to women's standing in both AEJMC and in our field."**

## CSW forms Networking and Mentoring Committee, Plan

Over the last months, Dustin, Dara and I have mapped out a Networking and Mentoring Plan for CSW. Networking and mentoring activities would work in tandem with each other, but would essentially allow members to take part in one or both, depending on interest and need. These activities will be launched in Denver during a luncheon gathering with a short program. The luncheon (which Jennifer promises will be affordable!) will also allow time for attendees to get better acquainted. We envision such a “networking luncheon” each year, to create a space and ambience for CSW members to build professional informal relationships. Networking would be augmented through some kind of an online activity during the year, through a CSW member list serve.

The mentoring activities are envisioned to be more structured. Mentoring would have the goal of matching up senior colleagues with junior colleagues for a specified period of time to accomplish one or more things associated with career building. We three have drafted a skeleton plan for such a mentoring program and are in the process of collecting feedback from both junior and senior colleagues and graduate students at our respective campuses.

CSW members will have an opportunity to react to a proposal in Denver, during the networking luncheon. It's anticipated that it will take 1 to 2 years to establish the mentoring program and get it running on some kind of a trial basis.

~ Carolyn Byerly, cbyerly@earthlink.net

### CSW Networking and Mentoring Committee:

- Carolyn Byerly, Howard University, Chair
- Dustin Harp, University of Texas-Austin
- Dara Murray, Rutgers



## Commission on the Status of Women Board, Contact Information

### 2009 / 2010 Board

**Jennifer Rauch, Chair** - Long Island University, E-mail: Jennifer.rauch@liu.edu

**Stacey Hust, Vice / Program Chair** - Washington State University, E-mail: sjhust@wsu.edu

**Barbara Friedman, Secretary** - Univ. of North Carolina, Chapel Hill, E-mail: bfriedman@unc.edu

**Barbara Barnett, Research Chair** - University of Kansas, E-mail: barnettb@ku.edu

**Tracy Everbach, Midwinter Conference Chair** - Univ. of North Texas, E-mail: Everbach@unt.edu

**Katie Place, Newsletter Editor** - University of Maryland, E-mail: kplace@umd.edu

### Links and Information

New CSW E-mail address: [csw.aejmc@gmail.com](mailto:csw.aejmc@gmail.com)

New CSW URL address: [www.unlv.edu/orgs/cswarejmc](http://www.unlv.edu/orgs/cswarejmc)

Visit CSW on Facebook at: <http://www.facebook.com/group.php?gid=42859433955>

**Mark your calendars to attend the Commission on the Status of Women Pre-Conference on Tuesday, Aug. 3 at the AEJMC Annual Conference!**

**1-5 p.m. - Gender Equity in Journalism: From the College Classroom to the Corporate Boardroom - Co-sponsored with Media Management and Economics**