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# Women's WORDS



*Martha  
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DEAN

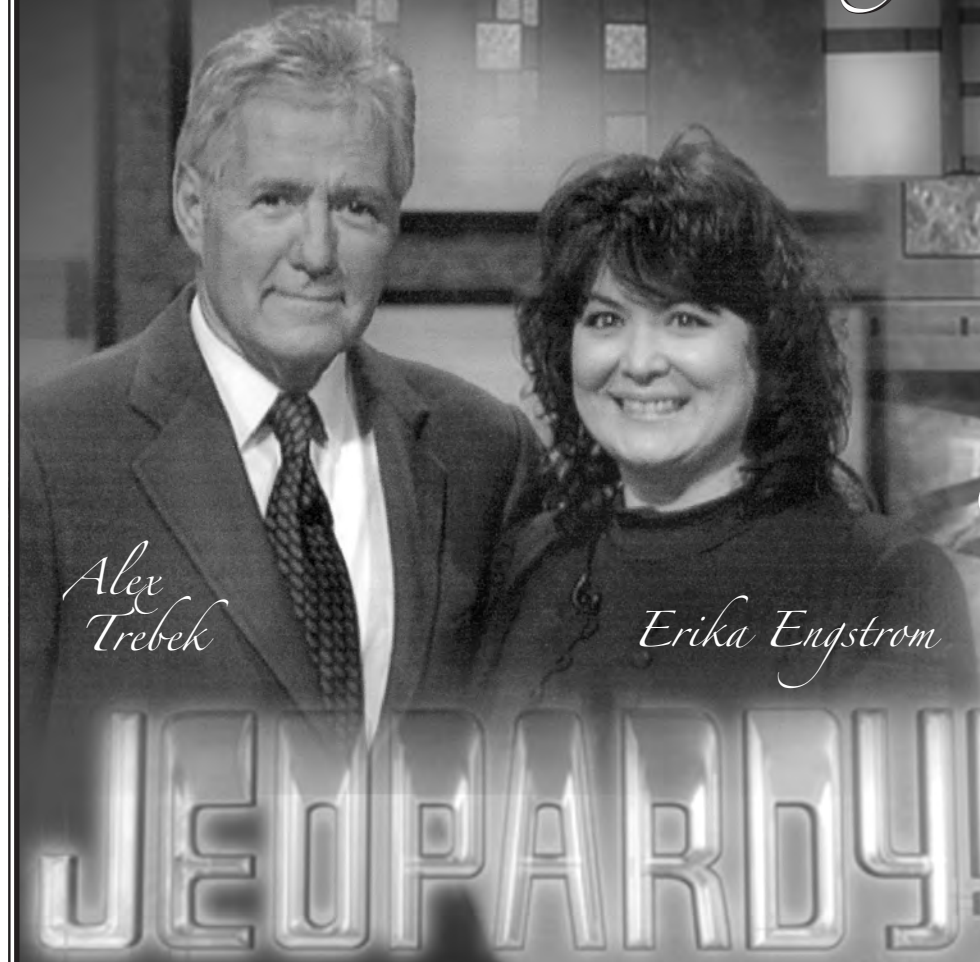
GREENSPUN COLLEGE OF URBAN AFFAIRS,  
UNIVERSITY OF NEVADA, LAS VEGAS

"We are proud to sponsor  
Women's Words and support  
the Commission in advancing  
feminist research in all areas  
of communication study."

SPRING/SUMMER 2006

# Women's WORDS

*Strength in Diversity*



*Alex  
Trebek*

*Erika Engstrom*

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Women's WORDS is published by the Commission on the Status of Women, Association for Education in Journalism and Mass Communication. During the academic year 2005-2006, it is produced by the Department of Journalism at Central Michigan University. Articles for Women's Words are welcome.

## CSW THIRD ANNUAL SILENT AUCTION

# Join Us in San Francisco

### Friday, August 4, 2006

5:00 - 7:30pm

**Here's a preview of the unique items we have for you!**

ALL PROCEEDS BENEFIT THE MARY GARDNER GRADUATE STUDENT RESEARCH AWARD



### Nancy Drew Collectibles Package

Everything Nancy Drew is here! Limited edition

ornament of The Secret of the Old Clock, notebook/journal with The Secret of the Old Attic book cover (end papers are facsimile of original book end papers!), and set of 20 note cards with a variety of book covers



### Schoolhouse Rock Rare Collectibles Package

They educated us with cartoons and catchy songs! Here is a collection of hard-to-find Schoolhouse

Rock souvenirs that remind you of Saturday mornings and learning your multiplication tables and how a bill becomes law! Ornament with built-in music box that plays "Conjunction Junction," magnets featuring a variety of your favorite SR characters, plus oversized magnet of the railroad engineer!



### Smart Women Collectibles Package

Unique items for smart women! "Smart Women

Thirst for Knowledge" coffee mug, set of three magnets, plus a "Smart Women Protect Free Speech" lip balm! Make great gifts and conversation pieces in your office or home. How good does it get?



### "We Can Do It!" Rosie the Riveter Gift Pack

A trio of the best Rosie has to offer! Action figure, metal collector's mini-lunch box, and bobblehead.

Be the first on your block to have these fun, cool, and educational collectibles.



### Jane Austen Action Figure

She was ahead of her time and wrote some of the most famous novels in the world. Now you can own the Jane Austen action figure, which comes complete with a quill and writing desk! Incredibly cool.



### Barbie for President

Limited edition Barbie for President doll. Part of the White House Project encouraging girls to get involved in their future, this doll is no longer available in stores. But we have it! Be sure to bid high!

FOR ADDITIONAL PHOTOS AND UPDATED AUCTION LISTINGS:  
[www.unlv.edu/orgs/cswaejmc/auction.htm](http://www.unlv.edu/orgs/cswaejmc/auction.htm)



## Editor's Note

Regretfully, this copy of Women's Words is my final edition. Although I have enjoyed the editorship, I am increasingly overextended and cannot serve as editor in 2006-2007. However, I hope that someone in CSW will answer Teresa Mastin's call to service and assume the editorship, continuing to make Women's Words a valuable periodical for CSW members.

I extend sincere thanks to all of you who have contributed to Women's Words and especially to Erika Engstrom for her involvement.

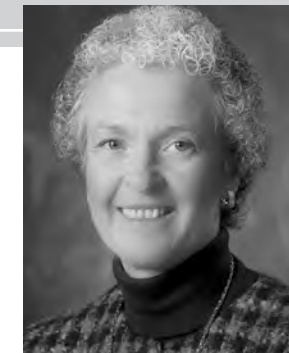
Sincerely,  
*Maria Marron*

## COMMISSION ON THE STATUS OF WOMEN - AWARD WINNERS



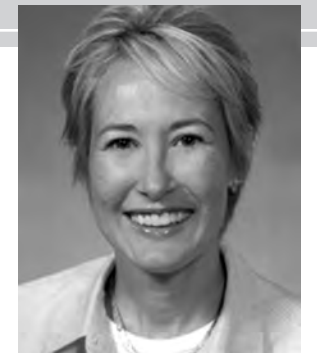
DEBI DEMARE

Debi Demare, assistant professor at Georgia Southern University and a doctoral candidate at the University of Florida, is the winner of this year's Mary Gardner Award for Graduate Student Research. The award honors the late Mary Gardner, the first woman elected president of AEJMC and is designed to fund research that has the potential to make an excellent contribution to the scholarship on women and journalism and mass communication.



DR. JUDY VANSLYKE TURK

Dr. Judy VanSlyke Turk, director, School of Journalism and Mass Communications, Virginia Commonwealth University, is this year's Outstanding Woman in Journalism and Mass Communication Education. This award honors a woman who has represented women well through excellence and high standards.



DR. MARIE HARDIN

Dr. Marie Hardin, assistant professor, College of Communication, Pennsylvania State University, is the 2006 winner of the Mary Ann Yodelis Smith Award for Feminist Scholarship (MAYS). This award honors Mary Ann Yodelis Smith, a past president of AEJMC and long-time advocate for women in the academy and is designed to fund feminist scholarship that has the potential to make significant contributions to the literature of gender and media.

ABSTRACT - by Dr. Marie Hardin

## Navigating a Macho Culture: Women in Sports Journalism

The fact that women continue to be almost invisible in newspaper sports departments – they make up just 11 percent of all full-time employees -- has been a concern for feminist media/sport scholars. Surveys indicate that discrimination against and harassment of women in sports journalism is the norm; a 1995 survey of about 200 members of Association of Women in Sports Media found that although respondents reported overall job satisfaction, they also reported discrimination and an "invisible" status in their sports departments. Later surveys, in 1998 and 2004, indicated that women in the field should still anticipate "outsider" status and a thick glass ceiling that makes advancement difficult.

Although we know that women in the field can often work under difficult circumstances, we don't know how harassment and discrimination ultimately affect job tenure. A recent survey and focus group research with women working in newspaper sports departments seem to indicate those factors may contribute, but are not the catalyst for leaving. Time/family pressures women feel as they try to meet obligations in their dual workplaces may be the bigger issue, and one that has driven women from sports departments.

The resulting exodus has left a widening gap between two groups of female sports journalists: older women who have been in the business for more than 10

years, and a group of young women, often in their 20s, who have worked less than five years. Those with a middle-range of experience seem to be disappearing. If the trend continues, the presence of women in sports journalism could dissipate. This has implications for equity in newsrooms and, arguably, coverage of (and equity for) women's sports, which have always been marginalized.

To learn more about the issues and experiences that socialize women into the profession and, perhaps, drive them from it, I have launched a longitudinal study to track the careers of 10 young women who have recently started full-time sports journalism careers. The research involves long interviews annually about their careers and work/family commitments over a five-to-10 year period. All of the women work in print journalism as reporters or copy editors.

I believe this research will contribute to scholarship on gender and the media, as it will provide rich data in regard to issues that have concerned feminist scholars in media/sport: the socialization of women into a work environment that routinely "symbolically annihilates" them, the impact of harassment and discrimination on their work-related decisions, and the ways in which women integrate their work and family routines and obligations.

ABSTRACT - by Debi Demare

## Recovering Anorexics and the Media

How do women in recovery from anorexia navigate the media landscape? The media serve as powerful cultural forces that continue to exert pressure on women to accept and strive for the thin ideal. Given the prevalence of media messages promoting the thin body ideal, how do women on the trail of recovery maintain their commitment to healing from anorexia? How do they maintain internal measuring sticks for self-worth and avoid internalizing the thin ideal? This qualitative dissertation explores the challenges women face, within a cultural context, in achieving full recovery from anorexia nervosa, with a specific focus on media influences. To date, no studies have linked recovery with the media.

Qualitative inquiry has allowed the author to gain insight into the environmental climate in which the female participants in this study come to understand, respond to, and make sense of their experience with the media's potential contribution to the onset of and recovery from their eating disorder. To investigate the research question, two qualitative methodologies were employed that expand the boundaries of traditional methods—media diaries and semi-structured interviews. Media diaries offered invaluable insights from the participants' point of view. The media diaries had a loosely structured, yet open format to encourage participants to record thoughts and feelings about media messages that were personally meaningful to them. Participants were asked to complete a media diary for one week. The diaries allowed for an examination of media usage patterns of the women and qualitative information was gathered on their interactions with and thoughts about the media. The information in the

media diaries was used to guide the construction of semi-structured interview questions. The media diaries also served as a catalyst to facilitate the women's recall and articulation of their media usage during the interviews. The qualitative methodology provided the researcher with a personal narrative from the participants. The researcher asked interview questions that opened topics for discussion in a collaborative manner and allowed participants to answer in ways that they found meaningful.

To date, 19 women have participated in the study, all in various stages of recovery from anorexia. This dissertation has an emergent design, but initial findings suggest that the women who were most advanced in their recovery process continually engaged in what one participant referred to as "conscious cognition," not only in terms of their own direct interpretation of media messages, but also with regard to their second-hand exposure to media messages of the thin ideal via interactions with colleagues, friends, and family members.

For the women in this study, full recovery involved an every day, conscious and vigilant effort in several realms of their life, including the choice to be an active audience member with regard to media messages. Several of the women in this study made efforts to avoid media messages that they knew served as a trigger for them. When they did view messages about the thin female body ideal, the participants had to make active efforts to decode the messages in an oppositional manner, one that defied the dominant, hegemonic meaning the message sender had intended.





# Looking Back on the Ups and Downs...

by Teresa Mastin

In some ways it seems that I became head of the Commission on the Status of Women (CSW) only yesterday, but in other ways it seems that it has been well over the actual two plus years. My CSW tenure has been peppered with many "ups" and "downs," some of which are worth sharing.

A major "up" occurred when a colleague approached me several years ago and encouraged me to become involved with the commission. She stressed that involvement would provide me with an outstanding opportunity to learn both about the commission and the larger AEJMC organizational structure.

It is common for a CSW member interested in becoming more involved to begin as the recorder. Serving as the recorder provides an ideal opportunity to learn how the commission works within the larger AEJMC structure. By the time a member serves as reporter, research chair, vice chair, and first year co-chair, she is just about ready to serve as the second year co-chair, which comes with a seat on the AEJMC Executive Committee.

It is critically important the CSW membership never underestimate the importance of the commission's having a seat on the AEJMC Executive Committee. Although we are now in the 21st century, if issues that primarily affect women are to be addressed in a meaningful manner by the AEJMC leadership, they must be championed by someone who is both aware of the issues and charged with the responsibility of keeping them at the top of the agenda.

In this context, I am reminded of yet another "up" when at the AEJMC business meeting Ramona Rush and Carol Oukrop passed out a document titled Junior Scholars in Search of Equity for Women and Minorities. Ramona stressed the lack of progress made toward an AEJMC resolution passed in August 1989. She

requested that AEJMC take measures designed to make the resolution a reality. That is, we are responsible for shepherding change so that we make inroads toward a better working environment for those who follow.

A major "down" occurred after the Fall/Winter 2005-2006 issue of Women's Words, Strength in Diversity (p. 13) was distributed. I made a request for torch carriers. No one outside the existing leadership contacted me. Von Whitmore, Brenda Wrigley, and Cory Armstrong have committed to being our primary torch carriers for the next several years. I am confident that while they are leading us, the torch will not dim. However, if we are to maintain and increase the strength of the commission, we should already have others reaching out to receive the torch.

Another major "up" was being able to judge research awards and to learn about the outstanding women in our fields. CSW members are incredibly amazing individuals. Six incredibly accomplished women were nominated for the Outstanding Woman in Journalism and Mass Communication Award. Their accomplishments are second to none.

In addition, members are conducting landmark research. For example, Marie Hardin, this year's MAYS winner, is in the process of conducting a longitudinal study of factors that affect the career decisions of women in sports journalism, and Debi Demare, this year's Mary Gardner Award winner, is conducting a study that addresses how women in recovery from anorexia negotiate media messages (see abstracts in this edition).

The "ups" definitely outweigh the "downs." I must say that I have enjoyed being a part of a group of women holding the CSW torch high. Once you extend your hand to grab the torch you never really let go. I look forward to serving and cheering from the sidelines.

## San Francisco Convention

# CSW Research Sessions Feature Quality Submissions

BY BRENDA J. WRIGLEY, RESEARCH CHAIR

The San Francisco conference will feature 16 refereed research papers presented in four sessions. The CSW received 31 exceptional papers, and judging was very close. In addition to faculty papers, one session is devoted to presenting Top Student Papers. Sports, television, politics, new media and journalism topics abound in the 16 sessions. The following schedule will help you make your travel plans. Don't miss the chance to hear about this fascinating and provocative work; plan your schedule around CSW sessions this year!

### Wednesday, Aug. 2

8:15 a.m. to 9:45 a.m.

#### SESSION TITLE:

"Expanding Horizons: The Internet and Beyond"

**PRESIDING/MODERATING:** Dru Riley Evarts, Ohio University

**Cindy Royal**, Virginia Commonwealth University: "Introducing women to the Internet: Digital discourse in women's media"

**Margaretha Geertsema**, Butler University: "The global, the local, and gender in the news: An institutional analysis of the Inter Press Service"

**Dustin Harp**, University of Texas at Austin

**Sandra Nichols**, Towson University

**Mark Tremayne**, University of Texas at Austin

**Tina Castronovo**, Towson University: "Women in the blogosphere: Access, practices and gender politics"

**Dustin Harp**, University of Texas at Austin: "Spaces for feminist (re)articulations: Internet, newspapers, and the gang rape of 'Jane Doe'"

**DISCUSSANT:** Marilyn Greenwald, Ohio University

### Thursday, Aug. 3

8:15 a.m. to 9:45 a.m.

**SESSION TITLE:** "Good Sports & Playing Politics"

**PRESIDING/MODERATING:**

Brenda Wrigley, Syracuse University

**Erin Whiteside**, Penn State University: "A lightning rod in sport: The reproduction of patriarchal ideology in Title IX discourse"

**Marie Hardin**, Penn State University

**Stacie Shain**, Independent Researcher, Indianapolis

**Kelly Shultz**, Penn State University:

"I may decide it's not worth it to balance it all: The experiences and values of young women in sports journalism careers"

**Cathy Rogers**, Loyola University: "More than a 'bunch of girls' and a 'tea party': Public relations empowers a state commission for women"

**Geraldine Alunit Zeldes**, Michigan State University: "Framing the first ladies: Media coverage of the candidates' wives during the 2004 presidential elections"

**DISCUSSANT:** Teresa Mastin, Michigan State University

### Thursday, Aug. 3 (continued)

11:45 a.m. to 1:15 p.m.

**SESSION TITLE:** "Varied Venues: Women in the Newsroom, TV, Advertising and Magazines"

**PRESIDING/MODERATING:**

Mariko Morimoto, University of Georgia

**Tracy Everbach**, University of North Texas & Craig Flournoy, Southern Methodist University: "In the classroom, but not the newsroom: A qualitative examination of why women leave journalism jobs"

**Hillary Lake**, University of Oregon: "Gender politics and morning television: A discourse analysis of the media-constructed 'duel' between Katie Couric and Diane Sawyer"

**Kevin Keenan & Mireille Ishak**, The American University in Cairo: "Egyptian television advertising portrayals of women: A content analysis and discussion"

**Susan Henry**, California State University, Northridge: "Jane Grant in full bloom"

**DISCUSSANT:** Susan Chang, University of Miami

### Saturday, Aug. 5

1:30 p.m. to 3 p.m.

*Top Student Papers for  
Commission on the Status of Women*

**PRESIDING/MODERATING:**

Marina Vujnovic, University of Iowa

**Kent Kaiser & Erik Skoglund**, University of Minnesota: "Prominence of Men and Women in Newspaper Sports Coverage as an Indicator of Gender Equality Pre- and Post-Title IX"

**Sebastián Valenzuela & Teresa Correa**, University of Texas at Austin: "Madam or Mr. President? Press coverage and public perceptions when a woman leads in a presidential election: The case of Chile"

**Elizabeth Gardner**, University of Texas at Austin: "Is there a method to the madness? Worldwide press coverage of female terrorists and journalistic attempts to rationalize their involvement"

**Katherine Foss**, University of Minnesota: "Choice or chance? Gender, victimization and culpability in CSI: Crime Scene Investigation"

**DISCUSSANT:** Stacey Hust, Washington State University



## THE DAILY BREAKOUT: CSW Activities at the AEJMC Convention

BY VON WHITMORE

You may leave your heart at the AEJMC convention in San Francisco, but there'll be plenty of takeaways from the CSW programs. In between riding the cable cars or gazing at the wonder of the Golden Gate Bridge, CSW members can also get down to business with an exciting lineup of research and panel sessions. Please see Brenda Wrigley's article for the schedule of research paper presentations. Here's the daily account of the panel sessions, the CSW business meetings and the silent auction:

### Wednesday, Aug. 2

10:00 -11:30 a.m. (Co-Sponsor, RTVJ)

*"Achieving Excellence in Multi-Cultural Instruction: Making Diversity A Priority Across the Curriculum"*

**MODERATING/PRESIDING:** Kimberly S. Piper-Aiken, Michigan State University

**PANELISTS:** Bonnie Bucqueroux, Michigan State University  
Sandra Combs-Birdiott, Michigan State University  
Laura Smith, University of South Carolina  
Brenda J. Wrigley, Syracuse University

11:45 – 1:15 p.m. (Co-Sponsor, Entertainment Studies Division)

*"Critiquing Portrayals of Gender, Love and Romance as a Media Literacy Teaching Tool"*

**PRESIDING /MODERATING:** Mary-Lou Galician, Arizona State University, and Debra Merskin, University of Oregon

**PANELISTS:** Sammye Johnson, Trinity U.: "You CAN Judge a Magazine by Its Cover: Reading Hyper-Sexualized Cover Lines & Images in Men's & Women's Magazines"  
Diana I. Rios, University of Connecticut: "Pedagogical Strategies in Dissection: Jennifer Lopez in 'Maid in Manhattan'"  
Olaf Werder, University of New Mexico: "Romance Coffee Ads: A Critical Approach for Studying the Interaction between Values and Advertising Myths"  
Erika Engstrom, UNLV: "Critiquing Gender, Love and Romance in Reality Television Weddings"  
Amber Hutchins, University of Utah: "How Visual Elements Sell Romantic Myths in Movies"

1:30 – 3:00 p.m. (Co-Sponsor, Minorities and Communication Division)

*"Round Table – Transnational /Multicultural Feminism Revisited: Alive and Well in JMC Teaching and Research"*

**MODERATING:** Carolyn Li, University of Connecticut

**PANELISTS:** Diana I. Rios, University of Connecticut: "Transnational Feminist Communication and Hartford's Revitalization Zones"  
Meta G. Carstarphen, University of Oklahoma: "Womanism and Public Relations"  
Karen M. Turner, Temple U.: "Feminist Technicolor in Broadcast Teaching"  
Amy P. Falkner, Syracuse U.: "Transnational GLBT Theory in Communication Teaching and Research"  
Erika J. Engstrom, U. Nevada: "Gendered Communication"

**DISCUSSANT:** Evonne H. Whitmore, Kent State University

### Thursday, Aug. 3

3:15 – 4:45 p.m. (Co-Sponsor, Cultural and Critical Studies Division)

*"Feminists Teaching: Dialogues on Duplicity, Subversion and Activism"*

**PRESIDING/MODERATING:** Peggy J. Kreshel, Univ. of Georgia

**PANELISTS:** Kim Golombisky, University of South Florida  
Caryl Cooper, U. of Alabama, Debra Merskin, U. of Oregon  
Amy Falkner, Syracuse U., Jan Whitt, U. of Colorado

### Friday, Aug. 4

1:30 -3 p.m.  
(Co-Sponsor, Entertainment Studies Interest Group)

*"Sex, Gender and Advertising in the 21st Century: Have We Really 'Come a Long Way Baby'?"*

**PRESIDING/MODERATING:** Randy Miller, U. South Florida

**PANELISTS:** Mary-Lou Galician, Arizona State U: "The Paranoid Position and Other Sexist Myths and Stereotypes in Print and Electronic Advertising"  
Tom Reichert, U. of Georgia, and Jacqueline Lambiase, U. of North Texas: "It's Better to Look Good...": Sexualized Product Benefits in Ads Targeting Women"  
Erika Engstrom, UNLV: "Blatant Innuendo: Use of Women and Sex to Create the Hard Rock Hotel Casino Brand"  
Ginger Carter Miller, Georgia College & State, "Agnes, Have You Seen My Don Diegos?: Sex as Primary Discourse in Advertising Copy"

5:00 – 6:30 p.m., Silent Auction Begins

**SIGNATURE SESSION:**

*"Voices of San Francisco: Women in the Media, Past and Present"*

**PRESIDING/MODERATING:** Jane Marcellus, Middle Tennessee State U.

**PANELISTS:** Sherilyn Bennion, Humboldt S.(retired): "Historical research on women newspaper editors in San Francisco"  
Shirley Biagi, Cal. State Sacramento: "Bay Area Women Media Pioneers"  
Michelle Jolly, Sonoma State: "Female Representation During the Gold Rush Era"  
Kellee Weinhold, University of Illinois at Urbana-Champaign: "Lesbian Publications from the first Wave of the AIDS Epidemic to Today"

6:45 – 8:15, Auction Ends at 7:15

### CSW Business Meeting

Presiding/Moderating: Teresa Mastin, Michigan State U.

### Saturday, Aug. 5

10 – 11:30 a.m.

*"Women Reporters in Danger: Have We Made Progress?"*

**PRESIDING/MODERATING:** Kim Landon, Utica College

**PANELISTS:** Gretchen Dworznik, Kent State U.: "The Price of the Police Beat: Women, Local News, and Traumatic Stress"  
Suzanne Huffman, Texas Christian: "Women Journalists at Ground Zero"  
Dana Hull, San Jose Mercury News: "Witnessing War: Living with the Memories"  
Meg Spratt, Dart Center for Journalism and Trauma: "Emotional Dangers of Combat Reporting: Does Gender Matter?"  
Judith Sylvester, Manship School, Louisiana State U.: "Women's Professionalism in Dangerous Places: What are the benefits?"

# Nellie Bly and My JEOPARDY! Adventure

by Erika Engstrom



My mother-in-law had been encouraging me to try out for *JEOPARDY!* for more than a decade. Watching the show is a tradition in the family, and I finally took the leap when auditions were held in Las Vegas in January. I applied online, and received an e-mail invitation to go to the Las Vegas Hilton one weekday morning and try out in person. About 75 people were lined up outside the room, waiting for their chance to become the next Ken Jennings.

The tryout consisted of a 50-question, 50-category quiz. After grading the quizzes, the contestant coordinators came back into the room and announced the 12 people who had "made it." I was very hungry, and hoped I wouldn't hear my name because I was looking forward to getting a cafe latte and croissant at the fancy coffee bar downstairs. Alas, my latte would have to wait.

We then played a pretend game, complete with buzzers and an audiotape of Johnny Gilbert asking the questions (or giving the answers, if you will). A few weeks later, I received a call at work informing me that I had been selected to appear on the show.

About eight weeks later, after studying state capitals, world capitals, U.S. presidents, the periodic table of elements, and Shakespeare play synopses, the taping day of my show finally arrived. I joined eleven other contestants who took the shuttle bus from the hotel to the Sony studios in downtown Culver City. It was a talkative and jovial group; we had come from all over the country plus Canada, with careers ranging from law school assistant dean to financial consultant to middle school teacher to physician.

Once we arrived at the studio, carrying our requisite change of clothes, we were ensconced in the Green Room and told, "What happens in the Green Room stays in the Green Room." That's all I can tell you about what happened in the Green Room.

We then went into the studio, and were instructed on

game specifics: buzz in when the flashing lights go on and not a second before or you'll be locked out; no cute "Hi, Mom" messages on Final Jeopardy responses; keep the game going. After a few practice rounds, we were ready for the day's taping. Five episodes are taped per day, with a short turnaround time between games.

My turn came at game four. The returning victor for my show was Kathleen Larkey (an ESL teacher and program coordinator from Vancouver, British Columbia), whom we dubbed "Giant Killer," as she just defeated a five-time champ. My other opponent was modest, soft-spoken Doug Dorst (a writer and professor from Austin, Texas).

It all went by in a blur. I'm proud to say I responded correctly to a journalism-related item worth \$1,000 in the first round. Answer: "In 1895, this crusader married Robert Seaman, but after he died she had to return to reporting to make money." Question: "Who is Nellie Bly?" Yes! My mass media degree was not for naught.

Going into Final Jeopardy, the scores were: Giant Killer, \$5,900; Doug the Soft-Spoken Writer, \$16,900; me, \$15,000. Final Jeopardy was "Books." Oh, did I mention Doug was a writer? I was doomed. The correct response, which we all got right, was, "What is In Cold Blood?" (our taping day came around the time of the media hype for "Capote"). Doug cleverly bet enough to beat me by \$1 if I had wagered it all, and his total take was \$30,001. I finished the game with a not-too-shabby \$17,000.

All the nervousness, anxiety, quick buzzing, and brain wracking was over, and I joined the Giant Killer and Doug the New Champion in the middle of the stage to pretend-converse with Alex. My long, grueling, exciting day was over at last. My husband and I walked off the lot and into the sunset, thinking of all the ways we had already spent my \$2,000 second-place winnings (less California income tax). Nellie Bly, I couldn't have done it without you!