

What's Inside:

Intriguing Research at the Conference

By Jennifer Rauch



CSW 2008 Conference Schedule

Join us in Chicago!



Proposed
CSW Bylaws:
Key Changes
By Cory Armstrong



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# Domen's WORDS



### Editor's Note:

With this summer newsletter,
I bid you adieu, at least as
newsletter editor. It has been a
wonderful experience, serving in
this role alongside a wonderful
executive board. Thank you to
you all for your trust and patience.
I will be on sabbatical next year
so handing the editing marker to
someone new this fall. A big thank
you to all of the CSW members,
this is a lively, wonderfully
designed (thanks to Dawn Paine)
newsletter that can now live, grow,
and prosper as a Web letter now.
Best wishes and blessings.

Debra Merskin
UNIVERSITY OF OREGON

### Announcements

**Brenda Edgerton-Webster**, Mississippi State University, is the receipient of an Honorable Mention Award in the **2008 Margaret A. Blanchard Doctoral Dissertation Award** of the American Journalism Historians Association for her dissertation, "The tale of two voices: An oral history of women communicators from Mississippi Freedom Summer 1964 and a new Black feminist concept." The award committee noted, "originality of argument, thoroughness of ... research, and ... clarity of writing" and that the dissertation "clearly advances the art of journalism and mass communication history."

But wait, there's more!

Dr. Edgerton-Webster has been selected by Henry Louis Gates, Jr. and Patricia A. Sullivan to participate in the 2008 NEH Summer Institute on "The Civil Rights Movement" at Harvard's Du Bois Institute.

**Past CSW Chair Von Whitmore** has been awarded a **2008-2009 Fulbright Scholar Award.** She will spend a year in Egypt at Ahram Canadian University, outside of Cairo and will teach courses in news producing and ethics and work on a research project on Egyptian journalism.

Join Us for Breakfast?

What are you doing at 7 a.m. on Friday, August 8? If you answered "Sleeping" or "Having breakfast", why not join us instead for the CSW breakfast? We'll provide the caffeine and continental breakfast, and you provide the ideas and conversation to make connections, share ideas, and socialize.

This breakfast event may be a little on the early side, but we promise it will be worth it! We'll keep it informal, and look forward to hearing what you'd like to see happen in CSW for the coming year, how you feel about the Commission's agenda and relevance, and what issues we should put on our radar.

Please plan to join us. We'll look forward to seeing you in Chicago!

Brenda J. Wrigley, Syracuse University







### **WEDNESDAY 3:15-4:45 P.M.**

Mini-plenary

Striking a Match: How Contemporary News **Coverage Opened National Dialogue About** Race and Gender In the U.S.

PANEL TYPE: PF&R

SPONSORSHIP: Cultural and Critical Studies, Commission on the Status of Women, Minorities and Communication and Visual Communication Divisions

PANELISTS:

Diana I. Rios, University of Connecticut (Presenting work co-authored with: Shayla Nunnally, Evelyn Simien, Samantha Gomes, and Robert Forbus of University of Connecticut) Anita Fleming-Rife, Grambling State University Rockell Brown, Texas Southern University Cheryl Jenkins, University of Southern Mississippi Kim M. LeDuff, University of Southern Mississippi

#### THURSDAY 11:45-1:15 P.M.

MODERATOR: Hazel Cole, University of Southern Mississippi

Refereed Paper Research Session

Women in Journalism and the Academy

MODERATOR: Ingrid Bachmann, Texas-Austin

Gender and Journal Scholarship in Mass Communication: How Well Are Women Doing? A 20-Year Content Analysis\*

John Bodle, Larry Burriss and Shana . Hammaker, Middle Tennessee State U, Jaya Joshi, Southern Illinois U-Carbondale

His or Hers? The Role of Editor and Reporter **Gender on Newspaper Section Fronts** 

Marsha Ducey, SUNY-Buffalo

Family Friendly? A Study of the Work-Family **Balance in Journalism** 

Tracy Everbach, North Texas U

**Rethinking TV News Work: Possibilities for Quality News and Work-life** 

Kim Garris, Penn State U

DISCUSSANT: Lana Rakow, North Dakota \* Second Place, Top Faculty Paper

### **THURSDAY 1:30-3 P.M.**

Scholar-to-Scholar Session Alternative Feminist Media on the **Airwaves: Exploring Women's Music** Radio Programs in the U.S.

Erika Engstrom, Nevada-Las Vegas

When Rape Victims Become Symbolic Representations of War: A Textual Analysis of The NY Times Reporting on the Use of 'Rape as Weapon of War' in Darfur

Ammina Kothari, Indiana U

Women, the Western Press, and the First Palestinian Intifada

Justin D. Martin, North Carolina-Chapel Hill

Gender Equality in Local Sportscasts: An Analysis of Men's and Women's Sports Coverage in Three Local Markets

Michael Martin, Texas Christian U and Renee Martin-Kratzer, Florida

**Constructing the Self for Mr. Right:** A Comparative Study of Chinese and American Women's Online Personals Xiaoyan Pan, Maryland

**Escorts, Attack Dogs or Style Setters:** How Magazine Reporters Covered the 2004 Presidential Candidates' Wives

Geri Alumit Zeldes and Brittany Foley, Michigan State U

**DISCUSSANTS:** 

Barbara Reed, Rutgers U Roger Cooper, Ohio U

### THURSDAY 3:15-4:45 P.M.

CO-SPONSORED PANEL

Mars and Venus in the advertising universe: How working together can work

PANEL TYPE: PE&R

SPONSORSHIP: Ad Division and Commission

on the Status of Women

PRESIDING: Sheri Broyles, North Texas

PANELISTS:

Jeanie Caggiano, Executive Vice President, Leo Burnett/Chicago

Dennis Ryan, Chief Creative Officer,

Element 79/Chicago

Nancy Hannon, Vice President/Creative Director, Young & Rubicam/Chicago

Maureen Shirreff, North American Creative Director, Ogilvy & Mather/Chicago

ROUNDTABLE MODERATOR:

Jean Grow, Marguette

#### **THURSDAY 5-6:30 P.M.**

CO-SPONSORED PANEL

**Wisdom from Senior Women Scholars: Getting to Full Professor** 

PANEL TYPE: PF&R

SPONSORSHIP: Commission on the Status of Women and Minorities in Communication MODERATOR: Erika Engstrom, Nevada-Las Vegas PANELISTS:

Therese Lueck, Akron Linda Steiner, Maryland Mary Beth Oliver, Pennsylvania State Julie Andsager, Iowa

### THURSDAY 6:45-8:15 P.M.

Members meeting

### 2008 Schedule

#### FRIDAY 7-8 A.M.

Continental Breakfast for 20

(first come, first served)

### FRIDAY 8:15-9:45 A.M.

SIGNATURE PANEL

Gender and AEJMC: Past, present, future

PANEL TYPE: PF&R

SPONSORSHIP: Commission on the Status

of Women

MODERATOR: Dr. Barbara Barnett,

Assistant Professor,

University of Kansas

PANELISTS:

Dr. Lana Rakow, Professor, School of Communication, University of North Dakota, Grand Forks, ND

Dr. Kim Golombisky, Associate Professor, Department of Communication, University of South Florida, Tampa, FL

Dr. Barbara Hines, President-elect, AEJMC. Director, Graduate Program in Mass Communication and Media Studies, Howard University, Washington, D.C.,

Dr. Dustin Harp, Assistant Professor, School of Journalism, University of Texas, Austin, TX, Program Chair, Commission on the Status of Women, AEJMC

Dr. Stacey Hust, Assistant Professor, Edward R Murrow School of Communication, University of North Carolina at Chapel Hill

### FRIDAY 1:45-3:15 P.M.

CO-SPONSORED PANEL

What's Missing? International and Domestic Issues Absent in News and Opinions and How to Fill The Gaps

PANEL TYPE: Teaching

SPONSORSHIP: Commission on the Status of Women and International

Communication

MODERATORS: Michele Weldon, Northwestern University Bella Mody, University of Colorado, Boulder

PANELISTS:

Susy Schultz, managing editor, Kankakee Journal, formerly of Chicago Foundation for Women Alicia Shepard, ombudsman for National

Alicia Shepard, ombudsman for Nationa Public Radio Elizabeth Skewes.

Framing Hillary: How Opinion Columns in the World's Press Characterize the Clinton Candidacy. University of Colorado at Boulder, Colorado.

Mary Caton-Rosser. The End of Empowerment: Editorializing Bhutto's Rise and Fall. Black Hills State University, Spearfish, South Dakota

#### FRIDAY 3:30-5 P.M.

CO-SPONSORED PANEL

New Media Weapons in the Fight for Social Justice

PANEL TYPE: PF&R

SPONSORSHIP: Minorities and

Communication and Commission on the Status

of Women

MODERATOR: Dwight Brooks,

Jackson State University

PANELISTS:

Gabriel Wright, Colorofchange.org Anita Fleming Rife, Grambling State University Keith Woods, Poytner Institute Dean Sharon Bramlett-Solomon, Arizona

### FRIDAY, 5:15-6:45 P.M.

State University

REFEREED PAPER RESEARCH SESSION Female Identities, Online & Offline

MODERATOR: Danna Walker, American U

Online Self-presentation and Identity Management in MySpace Profiles: Gender Similarities and Differences Soo Jeong An, Northwestern U

The Patriotic Good Mother of World War II: The Creation of an Identity

Ana Garner and Karen Slattery, Marquette U

The Power of Pink: Accessing the Dominant Public Sphere While Opposing War

Sara Struckman, Texas-Austin

"If it's a woman's issue, I pay attention to it": Identity in the Heart Truth campaign\*

Jennifer Vardeman, Maryland and Natalie Tindall, Oklahoma

A Qualitative Study of Pro-Eating Disorder Blogging Communities

Andrea Weare, Iowa State U

DISCUSSANT: Linda Aldoory, Maryland

\* Top Faculty Paper

### **SATURDAY 8:15-9:45 A.M.**

CO-SPONSORED PANEL

Women's Voices in Political Commentary: Traditional Media Spaces and Cyberspace

PANEL TYPE: Research SPONSORSHIP: Commission on the Status of Women and Communication Technology MODERATOR: Barbara Friedman, Assistant

### TOP FACULTY PAPER:

"If it's a woman's issue, I pay attention to it': Identity in the Heart Truth campaign."

Jennifer Vardeman, Maryland and Natalie Tindall, Oklahoma

### TOP STUDENT PAPER:

"Perfect Little Feminists? Young Girls Interpret Gender, Violence, and Friendship in the Powerpuff Girls."

Spring-Serenity Duvall, Indiana University

### SECOND PLACE TOP FACULTY PAPER:

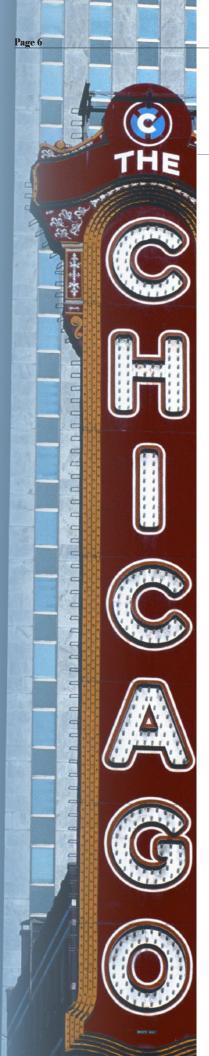
"Gender and Journal Scholarship in Mass Communication: How Well are Women Doing? A 20-Year Content Analysis."

John Bodle, Larry Burriss and Shana Hammaker, Middle Tennessee State U, Jaya Joshi, Southern Illinois U-Carbondale

### SECOND PLACE TOP STUDENT PAPER:

"Bad Girls, Relational Warfare, and Reality TV: A Narrative Analysis of The Bad Girls Club."

Mackenzie Cato, North Carolina-Chapel Hill



## (continued)

Professor, University of North Carolina at Chapel Hill, School of Journalism and Mass Communication

PANELISTS:

Anne Johnston, Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill

Glenn Scott, Assistant Professor, School of Communications, Elon University Kaye Sweetser, Assistant Professor, Grady

School of Communication, University of Georgia

Danna Walker, James B. Simpson Fellow, School of Communication, American University

### SATURDAY 10-11:30 A.M.

CO-SPONSORED PANEL

The Role of the Internet in Campaign '08

PANEL TYPE: PF&R

SPONSORSHIP: Communication Technology & Commission on the Status of Women MODERATOR: Jane Singer, University of Central Lancashire

PANELISTS:

Bill Adee, associate managing editor for innovation at the Chicago Tribune

Dustin Harp, assistant professor in the School of Journalism at the University of Texas, with expertise in digital media and gender issues

Tom Johnson, Regent's Professor at Texas Tech University, with expertise in digital media and politics

Georgia Logothetis, political blogger for Daily Kos

Aaron Smith, research specialist with Pew Internet and American Life Project

### SATURDAY 11:45-1:15 P.M.

CO-SPONSORED PANEL

What's the difference? The debate about the need for, and role of, specialized divisions and interest groups in AEJMC

PANEL TYPE: PF&R

SPONSORSHIP: Commission on the Status of Women & GLBT Interest Group MODERATOR: To be announced PANELISTS:

Gary Hicks, Southern Illinois University, Edwardsville Head of GLBT Interest Group

Eileen Gilligan, SUNY Oswego Teaching Standards Officer for Community Journalism Interest Group

John Chapin, Penn State Head of Entertainment Studies Interest Group Margo Wilson, California University of Pennsylvania Past president of SPIG

### **SATURDAY, 1:30-3 P.M.**

REFEREED PAPER RESEARCH SESSION Women's & Girls' Consumption of Media

MODERATOR: Jennifer Rauch, Long Island U

**Perfect Little Feminists? Young Girls** Interpret Gender, Violence, and Friendship in the Powerpuff Girls\* Spring-Serenity Duvall, Indiana U

What Do Women Want?: Exploring the Sports Media Consumption **Habits of Women** 

Erin Whiteside and Marie Hardin, Penn State U

Coming of Age with Proctor & Gamble: Beinggirl.com and the Commodification of Puberty Sharon Mazzarella, Clemson U

Shop 'til you Drop: Commodification, QVC and the American Female Consumer

Gigi McNamara, Penn State U

DISCUSSANT: Radhika Parameswaran, Indiana U

\* Top Student Paper

### SATURDAY, 3:15-4:45 P.M.

REFEREED PAPER RESEARCH SESSION **Gender Stereotypes: Change and Stasis** 

MODERATOR: Paula Poindexter, Texas-Austin

Justice Revisited: A Pilot Study of Print Media Coverage of the Andrea Yates Murder Trials

Barbara Barnett, Kansas

Bad Girls, Relational Warfare, and Reality TV: A Narrative Analysis of The Bad Girls Club

Mackenzie Cato, North Carolina-Chapel Hill\*

Coverage of the Female Athlete

Jon Mills, Alabama and Courtney Carpenter Childers, Tennessee

Media Portrayal of Women Leaders of Foreign Countries in 21st Century

Arman Tarjimanyan, Ohio U

DISCUSSANT: Sandra Nichols, Towson U \* Second Place, Top Student Paper



From Stacey Hust

Every summer I teach *Gender and the Media* to about 25 students. I am always looking for new on-line tools and Web sites that can help my students understand how the media assists in creating and supporting gender stereotypes. The following is a short list of a few of the Web sites I have found useful in showing students a variety of opinions about gender and the media.

**The Gender Ads Project**, <a href="http://www.genderads.com/">http://www.genderads.com/</a>, founded by Dr. Scott A. Lukas at Lake Tahoe Community College, inventories gender portrayals in advertisements. **Dr. Tom Reichert's Sex in Advertising.com**, <a href="http://www.sexinadvertising.com/">http://www.sexinadvertising.com/</a>, is dedicated to informing students and citizens about the research and history of sex in advertising. The Web site was founded by Dr. Tom Reichert of the University of Georgia.

Girls, Women + Media Project, <a href="http://www.mediaandwomen.org/">http://www.mediaandwomen.org/</a>, is a non-profit initiative that focuses on how girls and women are portrayed in the media.

Media Awareness Network, <a href="http://www.media-awareness.ca/english/index.cfm">http://www.media-awareness.ca/english/index.cfm</a>, is a Canadian-based non-profit organization, and its Web site includes sections that examine various media stereotypes.

### The Geena Davis Institute on Gender in Media,

http://www.thegeenadavisinstitute.org/home.php, founded by actor Geena Davis, includes summaries of research on the absence of females in young children's entertainment programming. It also includes a number of resources for gender in the media discussions.

University of Minnesota's Tucker Center for Research on Girls & Women in Sport, <a href="http://cehd.umn.edu/tuckercenter/resources/default.html">http://cehd.umn.edu/tuckercenter/resources/default.html</a>, includes a number of resources for discussions about the intersections between gender and sport. According to its website, the Tucker Center examines "how sport and physical activity affect the lives of girls and women, their families, and communities."

#### **RESEARCH PUBLICATION ANNOUNCEMENTS**

*The Lolita Effect* (Overlook Press, 2008). Gigi Durham. The book focuses on the media's sexualization of young girls from a critical feminist perspective. More information about the book is available at www.lolitaeffect.com

Zeldes, G.A., Fico, F. & Diddi A. (2007). "Race and gender: An analysis of the sources and reporters in local television coverage of the 2002 Michigan gubernatorial campaign. *Mass Communication and Society, 10*(3), 345-363.

Women, Men, and News: Divided and Disconnected in the News Media Landscape (Routledge, 2008). Paula Poindexter, Sharon Meraz, and Amy Schmitz Weiss, editors Women, Men, and News calls attention to the gender gap in the news media landscape, a troubling problem that will have a negative impact on current and future generations of news consumers as well as the future viability of the news industry.. More information about the book is available at http://www.routledgemedia.com/books/Women-Men-and-News-isbn9780805861020



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### PROPOSED BYLAWS

#### Article I: Name

The name of this organization shall be the Commission on the Status of Women.

Article II: Purpose

The purpose of the Commission is to advocate for the improvement of the status of women in journalism and mass communication education as well as in the journalism and mass communication workforce. The Commission shall promote feminist scholarship in journalism and mass communication and plan and present programs.

Article III: Membership

Membership in the Commission shall be open to members in good standing of AEJMC (who are dues paying members of the Commission).

Article IV: Officers

Section 1. The officers of the Commission shall be a Chair, a Vice/Program Chair, a Research Chair, a Midwinter Conference Chair, a Newsletter Editor, and a Recorder. The officers shall perform duties prescribed by these Bylaws and Constitution and Bylaws of AEJMC.

Section 2. Except for the Chair position, election of the officers shall be held at the annual meeting. Unless otherwise specified at the time of the election, the term of office for each position will be one year. The Chair position will be filled by the person holding the Vice Chair position the previous year.

Article V: Executive Committee

Section 1. The Executive Committee of the Commission shall consist of the elected officers. Section 2. The Executive Committee shall have the general responsibility for the conduct of affairs of the Commission between its annual business meetings, fix the time and place of the meetings, make recommendations to the Commission, and perform other duties as prescribed by the Bylaws.

Article VI. Duties of the Officers Section 2. The Chair shall oversee the activities of the Commission and shall appoint any committees and task forces deemed necessary. The Chair shall be the person who coordinates liaisons between the Commission on the Status of Women and the Commission on the Status of Minorities and other groups within AEJMC actively engaged in supporting the non-discrimination and multi-cultural inclusiveness clause in the AEJMC Constitution. (These groups include those designated to lesbian/gay/bisexual/transgender\_issues and interests of persons with disabilities.) This person shall also coordinate liaisons between the Commission on the Status of Women and Divisions within AEJMC. This duty shall include the appointment of a graduate student liaison at the annual business meeting. The Chair shall have signing authority for the budget and shall report on the budget at the annual meeting. The Chair shall also represent the Commission at meetings of the AEJMC Executive Committee and assist other officers as necessary Section 3. The Vice/Program Chair shall be responsible for the preparation of the program for the annual meeting, including attendance at the AEJMC midwinter meeting and chip auction. The Vice/Program Chair shall oversee and coordinate the process for the Commission's annual awards, aside from research

paper awards. The Vice/Program Chair shall also

assist the Chair as necessary. The Vice/Program

### of the Commission on the Status of Women

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**Deleted:** Section 1. The Second-Year Co-Chair of the Commission, who is also known as the advocacy chair, shall be the person who served in the previous year as the First-Year Co-Chair. This person shall also serve on the Executive Committee of the AEJMC and assist the First Year Co-Chair in her duties as needed

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Chair will become the Chair in the succeeding year, as noted in Article IV, Section 2.

**Section 4.** The Newsletter Editor shall be responsible for the publication of a newsletter <u>at least three times per year</u>.

Section 5. The Recorder shall be responsible for taking minutes at the annual meeting and monitoring the Commission listsery. The Recorder shall also be responsible for coordinating membership drives.

**Section 6.** The Research Chair shall be responsible for conducting competitions for research papers to be presented at the annual meeting in compliance with requirements of the AEJMC Standing Committee on Research.

Section 7. The Midwinter Conference Chair shall be responsible for conducting competitions for research papers and preparing the programming for the Commission's participation in AEJMC's midwinter conference. This officer shall attend that conference and serve as the Commission's representative for that conference, unless otherwise designated.

Article VII. The Resource Committee

Section 1. A Resource Committee, made up of full professors who are members of the Commission on the Status of Women, shall be appointed by the Chair of the Commission on the Status of Women as necessary, and shall serve the following functions.

- A. Collate information about and provide information to members who experience sexual, gender or other harassment and/or discrimination situations.
- B. Keep informed about reported instances of discrimination, in the spirit of the non-discrimination and multicultural inclusiveness clause in the AEJMC Constitution. The committee shall not duplicate the monitoring functions of the Standing Committees of the AEJMC.
- C. Provide contact information about members of the Commission who are willing to provide a support network for members who experience discrimination and/or harassment as well as persons who are supporting those who have experienced discrimination and/or harassment.

Article VIII. Meetings

Section 1. The annual business meeting of the Commission shall be conducted during the annual meeting of AEJMC for the purpose of electing officers, receiving reports of officers and committees, and any other business that may arise. Section 2. Special meetings of the Commission may be called by the Chair or the Executive Committee. Article IX. Amendments

These bylaws can be amended at any regular meeting of the Commission by a two-thirds vote of those present and voting, provided that the proposed amendment has been <u>distributed</u> to members of the Commission 30 days before the meeting.

These Bylaws were last amended on by a vote of





By Cory Armstrong

University of Florida
CSW Co-Chair

While each year the CSW programming at AEJMC is wonderful and enriching, this year the commission also has an important slate of business to discuss at the members meeting—amending the CSW bylaws.

For the last few years, CSW officers have been working with bylaws that have become outdated in terms of operating the commission. For example, our co-chair system has shifted so that one person handles nearly all of the head duties, while the other's duties have slowly been eroding.

At the 2007 conference, the executive committee discussed proposed changes in the current bylaws to better fit the needs of our expanding group.

Our main goal was to tighten up the leadership structure while maintaining the core missions and ideals behind CSW. A 2007 survey of the AEJMC membership was part of preserving and developing the role of CSW within the larger organization, and these bylaws changes are also part of this strategy.

Therefore, most of our proposed changes are to the leadership structure within CSW. I have highlighted the four major issues below—along with the reasoning behind each. The full text of the original and proposed bylaws also appears in this issue for your consideration.

The Chair position would be filled by the person who served as Vice/Program Chair the preceding year. RATIONALE: This would allow for continuity within the leadership structure.

The Vice/Program Chair would coordinate the CSW awards. RATIONALE: Coordinating awards fits well with convention programming, so this seemed like a natural fit.

The position of Midwinter Chair would be created and responsible for all programming at the AEJMC Midwinter Conference. RATIONALE: The midwinter conference is focused on graduate students and the officers believe that a presence at this conference will help generate graduate student interest in CSW. In addition, this would allow us increased visibility within AEJMC.

Anyone with specific feedback regarding these changes is asked to contact me at <a href="mailto:carmstrong@jou.ufl.edu">carmstrong@jou.ufl.edu</a>. We plan to consider these changes at the members meeting in Chicago at 6:45 p.m. Thursday, Aug. 7.

### The key changes are:

The two co-chair positions and responsibilities would shift to one CSW Chair, who would oversee the commission and serve on the AEJMC Executive Board. RATIONALE: For the past few years, the second-year co-chair has been serving in both roles, while the first-year co-chair duties have mainly been limited to coordinating awards. The need for two chairs has dissipated.



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### **AEJMC CSW OFFICERS 2007-2008**

THESE ARE THE OFFICERS OF THE COMMISSION ON THE STATUS OF WOMEN FROM OCTOBER 1, 2007, UNTIL SEPTEMBER 30, 2008.



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### Thank You

to our many writers and contributors. Your efforts mean that Women's WORDS continue to be heard throughout the nation.

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