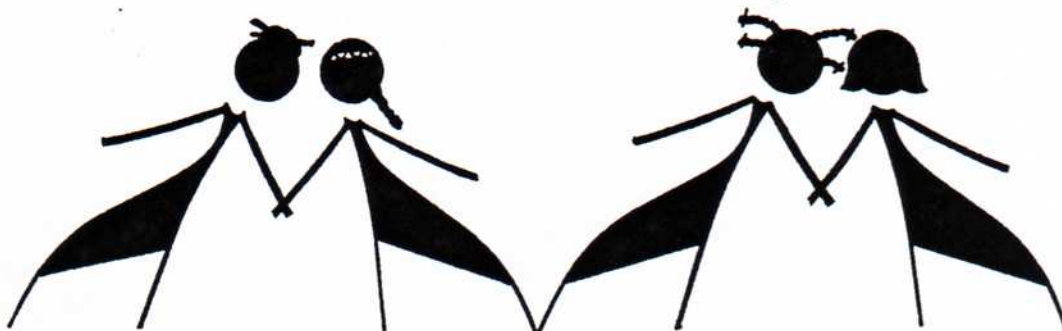


“Strength In Diversity”



Women’s Words

Newsletter of the Commission on the Status of Women, Assn. for Education in Journalism and Mass Communication

Women Scholars in Journalism, Mass Communication

By Janet M. Cramer
University of New Mexico

Which women would you name as the top journalism and mass communication scholars?

This question was posed to 10 women in our field, and their answers suggest as much about the women they named as they do about the criteria by which we evaluate scholarship and academic performance.*

This article, then, is intended both to honor the women who have achieved a certain status and name recognition as well as to encourage us all to reflect on what we consider excellence in our field.

What we consider excellence may not always coincide with the standards that have traditionally been set for us.

As Ramona Rush wrote in 1989 in “Communications at the Crossroads: The Gender Gap Connection,” a “gender gap” exists in “values and modes of thinking and expression.”

Women must build a communication system that “builds on the foundation of women’s history, on *our* world views and *our* current experiences of the world. . . .”

While commenting on the field as a whole, Rush’s remarks are relevant when applied to how we evaluate women’s contributions to communication scholarship.

Therefore, while one woman might hold that the criteria should be an “innovative, theoretically based work that achieves for its author a certain level of recognition for the quality of scholarship,” another might consider an important part of being a scholar some “additional important traits – especially in the area of passing . . . skills on to a new generation of scholars.”

A survey such as this one reveals that each of us holds highly personal

See SCHOLARS on p. 8

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Nominations Needed For Award

What do Jennifer McGill, Carol Oukrop, Carol Reuss, Maurine Beasley and Marion Marzolf have in common? All have deservedly won the Commission's award for Outstanding Woman in Journalism and Mass Communication Education.

This year, the Commission is again asking for nominations for this award that recognizes a woman who has represented women well through excellence and high standards in journalism and mass communication education.

If you would like to nominate someone for this award, please send a letter of recommendation that outlines that individual's contributions to the field. Send nominations to Kathleen L. Endres, School of Communication, University of Akron, Akron, Ohio 44325-1003.



Feminist Forum

By Kathleen L. Endres

Thanks to all the folks who e-mailed congratulations on the new look of *Women's Words*. The whole editorial staff appreciated the comments. We hope you won't be disappointed in this new issue, as far as the look or the editorial content.

As promised, we're keeping with the volume's theme of acknowledging the role of women in our discipline. This issue we're offering a lead story on the many contributions women scholars have made to the literature of Journalism and Mass Communication.

We think Janet Cramer's article is a wonderful contribution for a number of reasons.

First, she looks at how we define scholarship and scholars in our field. She poses many questions that each of us need to consider as we continue to redefine scholarship.

Second, she acknowledges and honors women scholars who have made many contributions to our field. It is this naming that we feel is important. Many of these women have worked for decades doing research, editing journals or quietly mentoring new scholars into the field, their contributions ignored in their home departments. Naming them is a way of thanking them.

Third, she invites us all to add names to the list and I'd like to second that. I'd like to have all Commission members to write us so that the Feminist Forum for the convention issue will be filled with letters celebrating other women scholars.

One of the women mentioned in Cramer's article is Jo-Ann Huff Albers, who was named the Freedom Forum's Administrator of the Year. Excerpts of her stirring acceptance speech begin on p. 6. I urge all Commission members to read her reflections on fairness.

But this issue doesn't just look back.

Graduate student Dustin Harp gives practical advice on how to find a mentor (p. 4). That story should also be a reminder to those of us already in our careers that we have a responsibility to the next generation of scholars to guide them, to advise them, to mentor them, so they won't have to make the same mistakes we did.

There is another story that deals with the future generation—and making contributions to future feminist research. It's the story about Marian Meyers' new book (p. 12). Royalties from the sale of *Mediated Women* are going to the Commission on the Status of Women to help underwrite the MaryAnn Yodelis Smith award. Marian Meyers isn't the first to do that—Pam Creedon has also donated all royalties from *Women in Mass Communications* to the Commission to help underwrite the MAYS award. The Commission thanks Marian and Pam for their generosity.

If you are interested in contributing royalties to the Commission to underwrite the MAYS award, which underwrites feminist scholarship that has the potential to make significant contributions to the literature of gender and media, or the Mary Gardner Award, which funds graduate student research in the field of women in journalism and mass communication, it's easy to do.

Contact AEJMC headquarters and ask for Richard Burke and tell him your plans to make such a contribution.

Ask the publishing company to send the royalty checks to AEJMC's Commission on the Status of Women and Richard Burke will see to it that the amount is placed in the appropriate account.

It's an easy, painless way to encourage feminist research in the future.



Research Paper Call

2000 AEJMC PHOENIX CONVENTION COMMISSION ON THE STATUS OF WOMEN AUGUST 9-12, 2000

The Commission on the Status of Women invites submissions of original research papers for the national AEJMC Convention, August 9-12, 2000.

Send six copies of your paper by first class or priority mail postmarked no later than April 1, 2000.

Submissions should also include: 1) an abstract of no more than 75 words on a separate sheet of paper, clearly marked with paper title and author(s) name(s) and affiliation; 2) four copies of the 75-word abstract with no identify information; 3) one copy of a title page that includes the mailing address, telephone number and e-mail address of the author to whom inquiries about the submission should be addressed; 4) a computer disk containing the paper; 5) a signed reproduction permission form. (The permission form and complete submission instructions can be found in the January issue of the AEJMC News Letter and at: <http://www.facsnet.org/cgi-bin/New/facs/565>).

Papers are accepted for peer review

on the understanding that they have not been submitted to any other AEJMC group or division, are not already under review for other conventions, have not been presented to other conventions, and have not been published in scholarly or trade journals prior to presentation at the convention.

At least one author must plan to attend the convention to present the paper. Authors who cannot be present must make arrangements in advance for the paper to be presented.

Authors are encouraged to submit research papers that address the conference theme: "Does Journalism and Mass Communication (JMC) Research Matter?"

Mail submissions to:

Dr. Catherine Cassara
Department of Journalism
319 West Hall
Bowling Green State University
Bowling Green, Ohio 43403
Phone 419/372-2372
E-mail: ccassar@bgnet.bgsu.edu

Call for Judges

The Commission invites you to be a judge for its competitive research papers. Please send your name and contact information to Catherine Cassara. Be sure to include your expertise or preferences with regard to what types of methodology and subject matter you might like to judge, indicating all that apply:

Qualitative – Quantitative

Newspaper – Magazine – Film – Radio – TV – Video – New Media

Theory – Practice

Historical – Contemporary

Other Expertise/Preferences:

Women's
Words
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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 1999-2000, it is produced by the School of Communication, University of Akron, Ohio.

Articles for *Women's Words* are welcome. Please send them to Kathleen L. Endres, School of Communication, Kolbe Hall, University of Akron, Akron, Ohio 44325-1003. Letters for the Feminist Forum should be sent to the same address, indicating Feminist Forum on the outside envelope or in the e-mail copy. Electronic copy, either via disk or e-mail, is preferred. The deadline for the Summer (convention) issue is March 15.

The editor gratefully acknowledges the support of the School of Communication at the University of Akron for its assistance in the production of *Women's Words*.

The Association of Research in Popular Fictions and the Science Fiction Foundation are calling for papers on all aspects of television and the fantastic for the international conference on Television and the Fantastic to be held April 7-9, 2001 at the University of Reading, England. Deadline for submissions is September 30, 2000.

Submit abstracts for papers or entire panels to Dr. Farah Mendlesohn, Middlesex University, White Hart Lane, London, N17 8HR (E-mail farah3@mdx.ac.uk).

Why You Need One and How To Get One

By Dustin Harp

University of Wisconsin-Madison

Success in graduate school requires much more than making good marks and presenting solid research.

But what else is there and how do you accomplish something when you don't even know you're supposed to?

This is where a mentor comes in. Mentors are invaluable in all aspects of life - which means you don't have to limit yourself to a single person - but they may be especially important for us graduate students.

In fact, one fellow graduate student went so far as to say that a mentor is vital to your mental health and well-being in graduate school.

What exactly is a mentor?

Theoretically, a mentor is a person of greater experience and wisdom who helps guide the development of a person of lesser experience.

In practice, a mentor can help guide and develop your research and writing, expand your critical-thinking skills, and provide moral support.

But a good mentor won't stop there. The best mentor is someone who believes in you and will go to bat for you, will always tell you the truth, will help you to stay motivated and focused on your goals, and will introduce you to people within your field. This is especially helpful at academic conferences and when you're on the job market.

Ultimately, a mentor in graduate school should further your career by helping to create a well-rounded and prepared professional.

With the help of fellow women graduate students, I've compiled the

following tips on both what to look for in a mentor and how to go about solidifying such a relationship. Of course, this is a compilation of several different people's opinions so pick and choose the tips that work for you.

What do you look for in a mentor?

One of the most important qualities to look for in a mentor is a person with similar research interests, whose writing and research you admire.

This should be someone that you feel comfortable and at ease with - someone you can talk freely with and trust to be completely honest with you.

Some students even believe this should be a person whose shoulder you can cry on when the stress becomes too much. The thought here is that your mentor should be someone you can share both your personal and academic life with. This allows your mentor to get to know you more fully and have a greater understanding of your needs and goals.

Others, however, talk about the relationship in a strictly professional manner and believe the personal need not be part of the equation. How much you want to share with your mentor and how alike you need to be outside of the academic sphere is a personal preference.

What is important is that both parties in the relationship are comfortable with the give and take involved.

Most everyone I talked with agreed, however, that the best mentor is someone who will push you to be a



better scholar and teacher than you thought you could be.

How do you create a mentoring relationship?

A first step in establishing a mentoring relationship is considering your needs.

Next set up office visits with professors (and remember that your mentor doesn't necessarily have to be in your department). Make sure you go into these meetings prepared-- have some questions about the professor's research and find out if they are interested in your research and ideas.

An important thing to remember about a mentoring relationship is that it develops over time and these are only the first steps.

Other meetings should follow after the initial office visit and could take place over coffee or lunch rather than in the confines of an office. **These informal meetings can help set a more relaxed tone for the relationship. The idea is to**

test out the rapport between you and your prospective mentor.

Some of my fellow graduate students said that a mentoring relationship could grow naturally from formal and informal meetings. There are degrees of formality to mentoring relationships, however, and some students may be more comfortable actually asking someone to be their mentor.

The best way to go about this, after initial meetings, is to make notes of what you would like to get out of a mentoring relationship before asking. This makes it easier to ask someone because you know what you are asking for. It's also a good time to find out what your mentor expects from you.

Mentors truly are an indispensable part of your graduate education and the sooner you find one the better off you'll be. But, of course, it is never too late.

CFP: Social Theory, Politics, Art Conf.

Americans for the Arts and the Center for Arts and Culture invites papers to be submitted for their Annual Conference on Social Theory, Politics and the Arts, in Washington, D.C. Oct. 12-15. Deadline for submission of abstracts for papers and/or panel proposals is April 1.

This year's conference will explore changes in the cultural sphere and in the idea and practice of policy. The conference organizers say that this theme will guide but not limit submissions and that they will consider proposals on any issue in the humanities and social sciences that relate to the arts. Graduate students and Journalism/Mass Communication practitioners are especially encouraged to submit their work.

The co-sponsors of the conference are working with the advice of the following multidisciplinary committee: Judith Balfe, CUNY; Arthur Brooks, George State; Cecelia Fitzgibbon, Drexel; Ann Galligan, Northeastern; Larry Gross, University of Pennsylvania, and Margaret Wyszomirski, Ohio State.

Submit a panel proposal or a papertitle with a 100-word abstract to the Center for Arts and Culture, Attn.: STP&A Conference, 401 F St., NW, Suite 334, Washington, D.C. 20001 (E-mail: center@culturalpolicy.org). For additional information, access the website at www.culturalpolicy.org.

Manuscripts Needed in Speech Communication Annual

The New York State Communication Association invites submissions to its Speech Communication Annual. Articles should deal with any facet of communication scholarship, including theory, criticism and pedagogy in speech, communication, media or technology.

Authors should submit five copies of the manuscript of no more than 6000 words (or 25 double-spaced typed pages) and a 150-word abstract no later than April 1 to Lance Strate, editor, Department of Communication and

Media Studies, Fordham University, Bronx, NY 10458 (E-mail: strate@fordham.edu), or Susan Jacobson, associate editor, Marymount Manhattan College, 221 E. 71st St., New York, NY 10021 (E-mail: sjacobson@mmm.edu). Authors should follow APA style and keep tables and illustrations to a minimum.

If accepted for publication, an electronic version of the article must be submitted on floppy disk in Microsoft Word. Tables and illustrations must be inserted into the document.

CFP: Women In Print

A conference on "Women in Print: Authors, Publishers, Readers and More Since 1876" is scheduled for September 14-15, 2001 in Madison, Wisc. The Center for Print Culture in Modern America, the sponsor of this event, has issued a call for papers and entire sessions.

The conference will address the world of print that women have inherited, constructed and consumed over the last 125 years. Papers should focus on and illuminate the interaction between the reader and printed materials (books, periodicals, newspapers and comic books) aimed at or produced and read by women. Studies dealing with class, religion, journalism, immigration, and racial and sexual minorities are especially welcome.

Send proposals for individual papers or entire sessions to James P. Danky, co-director, Center for Print Culture in Modern America, State Historical Society of Wisconsin, 816 State St., Madison, WI 53706 (Phone: 608-264-6598; Fax: 608-254-6520; Email: jpdanky@mail.shsw.wisc.edu/print/cul) by January 2, 2001. Proposals should include a 60-word abstract and one-page curriculum vitae. If possible, submit via Email.

Freedom Forum Administrator of Year...

Huff-Albers Reflects On Fairness

The Freedom Forum named Jo-Ann Huff Albers, director of Western Kentucky University's School of Journalism and Broadcasting, Journalism Administrator of 1999. The award was given at AEJMC's Midyear Meeting in Memphis on Dec. 4. Below are excerpts from her speech....



This is the Pulitzer Prize of journalism education administration. It marks the kind of achievement I aspired to when I left the Gannett Co., took a 50-percent cut in annual income and launched my second career.

Prior to coming to Western Kentucky University as head of the Department of Journalism, I spent 27 years as newspaper editorial clerk, reporter, editor and publisher. I hired reporters. I edited reporters. I fired reporters. I saw news stories that should have been Page One leads relegated deep inside because the reporter either didn't know how to get the story or didn't know how to write it.

I came to my job at Western determined to upgrade reportorial skills — writing or photographic. I wanted to help shape journalists who could define the news, who could report with that rare balance of comparison and fairness, who could communicate clearly and with impact....

Fairness has always been a quintessential value for me. I am, after all, a child of Appalachia. I am the young girl in Dorothea Lange's photographs, walking the country road in Cain's Store, Ky., to and from my elementary school carrying my shoes so they would last through the winter. I am the teenager who moved to Cincinnati and read newspapers out loud with my sister to erase our country accents when we were in high school in the big city. Today I am the director of a nationally recognized journalism and broadcasting school that is 84 miles from where I was born and grew up.

Gender equity has long been one of my concerns. Sometime in the late '60s I saw a pamphlet that was put out by some nonprofit organization promoting equal opportunities for women. I wish I could put my hands on it today because it really clarified the issue of equal opportunity for me.

The cover showed a foot race, with men and women running along beside each other. One thing distinguishing the male and female runners was that the men all had numbers on their jerseys, but the women did not. The idea was that no matter how hard the women ran, not much attention would be paid to their performance because they had no numbers. No one was tracking them.

It seemed to me then that having numbers issued to women and to minority men so they could receive credit for all their hard work would resolve much of the equal opportunity problem. Such a simple solution!

More than 30 years later, problems of lack of fairness and equitable treatment have not gone away. The Tuesday, November 16, *Courier-Journal* offered up evidence that many things have not changed. The item headline read: "Ruling Says CBS Unfair to Female Technicians." The wire dispatch said: "The Equal Employment Opportunity Commission says that it has found evidence that CBS Inc. has discriminated against female technicians at

its television stations.” (As an aside I note it took 18 days for the ruling to make the news.) The EEOC said evidence in the CBS case also “indicates a sexually hostile environment,” in that female technicians have been sexually harassed verbally by colleagues and management.

Reading the *Courier-Journal* article, how could I not recall the experience of my mother working on an aircraft-engine assembly line and complaining that women in manufacturing had the take-home pay capped by labor laws limiting women to work no more than eight hours of overtime in a week? The so-called “protective labor laws” that limited overtime work and pay for women suppressed base pay and allowed men access to much more overtime and bigger checks. That wasn’t fair in Mom’s view.

I would hazard a guess that I’m not the only woman in the room who has at least once been denied a media job she wanted simply because of her female anatomy. I did not think that was fair. All equally qualified people should have an equal shot at good jobs.

I’m sure you have known talented students, male and female. You’ve dreamed of their success. You’ve ached when some kind of unfairness prevents that success.

An issue of fairness related to how we treat reporters that needs resolution is the poor starting salaries paid to our journalism/mass communication graduates today — to young women and men. It isn’t fair that their investment in education doesn’t receive a better return...

We ought to be uniting to obtain fair starting salaries for our graduates and paid internships for our students. If media businesses would settle for lower profit margins that are more in keeping with other industries’ margins, they could compensate our students and graduates properly for their work.

The final fairness issue I want to mention is within academe. Thirty years ago an eye-opening study was done by doctoral graduate students Carole Oukrop, now former director of the A.Q. Miller School of Journalism and Mass Communication at Kansas State, and

Ramona Rush, later dean of the College of Communication at the University of Kentucky. Their study detailed the status of women within the ranks of higher education, and it eventually led to restructuring of the Association for Education in Journalism and Mass Communication to ensure the voices of women and minority groups were heard on the executive committee.

Dr. Rush recently suggested an update of the study, and Dr. Oukrop quickly agreed. They recruited helpers. Today a group of 23 women is involved in collecting information of various kinds for presentation at the AEJMC meeting in Washington, D.C., in 2001. My piece of the project is to do a study of the historic role and current status of women in journalism education administration.

I think I know what I’m going to find before I really get started. There have been many women such as Sharon Brock at Ohio State and Roberta Applegate at Kansas State, women who served as assistant directors of JMC programs who were not promoted into the primary leadership position.

Going back to my sports analogy, I think these women were not given numbers at the start of their careers in academe. Were they starting their higher education careers today, I would hope their achievements would be duly noted.

I also am hoping that the naming of a woman as Journalism Administrator of the Year will not be considered out of the ordinary soon. We number two now, and the number is bound to increase if the Freedom Forum continues to present the award.

I am grateful to have been awarded this honor. I credit my earning it to lessons learned from many good women, women who knew the meaning of fairness and who lived lives that assured it...

I promise The Freedom Forum, you and my God that I’m not going to relax and that I will continue to see our talent and skills to the highest level possible. And that’s what we all need to encourage students to do, be they in our classrooms or newsrooms.

Thank you.

Grants: Soroptimist Archives

The Soroptimist International of the Americas, a community-based service organization for women in management and professions, has announced the availability of its 2000-2001 research grants.

The Soroptimist Archives offers travel and lodging grants to researchers who would benefit from the collections at the Soroptimist Archives in Philadelphia. Master’s, doctoral, postdoctoral and independent researchers are encouraged to apply.

For more information or to apply for the grants of up to \$1,000, contact Lisa Mangiafico, archivist, Soroptimist International of the Americas, Suite 2000, 2 Penn Center Plaza, Philadelphia, PA 19102-1883 (Phone: 215-557-9300; Fax: 215-568-5200; Email: lisa@soroptimist.org) by March 15, 2000.

SCHOLARS (cont.)

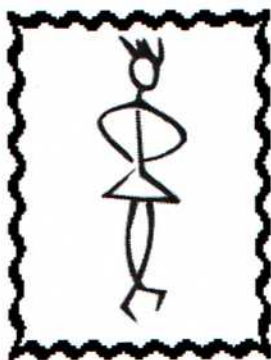
ways of estimating a woman's contribution as a scholar. For example, one woman interviewed who was named as a "top scholar" by just under half of the other women interviewed didn't consider herself a top scholar based on her high standards. Who can set these measurements? Can scholarship be evaluated using a common benchmark? Or do we look for a variety of standards? For instance, can we assign excellence on the basis of innovation? That is, should a woman be considered a top scholar if she was a pioneer in a particular area? What about women who have achieved status because they have excelled in academic administration? And what about the women who have been our mentors or women who have struggled against patriarchal academic institutions or against the ravages of illness? Should these efforts be acknowledged and rewarded when considering who is "tops"? One woman interviewed would like to see this list "dedicated to any woman who attempted a graduate degree before the 1960s . . . and a great tribute made to those who are the early unknown s/heroes with or without a university degree." Indeed, many women have contributed to our field and should, perhaps, be recognized as "top scholars," but their stories have been forgotten — if they were ever known at all. And what about women just entering the field? If we evaluate who is tops by who has survived the longest or who has published the most, then we will miss the value of these women and their fresh contributions.

All that said, it is still worthwhile to acknowledge the women that seem to come to mind first when the words "top scholar" are used. As stated earlier, however, the criteria by which these women come to mind differ considerably and, hopefully, can spur all of us to make our own definitions, to remember our own mentors and those who have inspired us, and to strive for our own personal standard of excellence. In this way, whatever "list" is offered here will not be a static, end-of-century marker, but will be a signpost of where we've been, where we may still go, and how the road may change as we walk it.

The list is organized into certain categories. Not everyone gave their reasons for selecting the women they did, but if reasons were given, they could be classified as:



Pioneers/ Innovators



Mentors

**-Pioneers/Innovators,
-Mentors, and
-Administrators/Editors.**

In addition, some women were named for their outstanding contribution to a particular field or area of study, and this is noted as well. It should be noted that a woman named in the "Administrator" category could, in some cases, be named in the "Mentor" and "Pioneer/Innovator" categories as well, so these are somewhat arbitrary distinctions and are not intended to pigeon-hole or restrict the value of one's contribution.

The lists are not rank-ordered in any way, and in no way is this an exhaustive record of who has achieved prominence or distinction. While the women interviewed for this article were asked to name "10 top women scholars," some could name only a handful, while others gave more than 10 names.

As testament to the variety of benchmarks used to evaluate scholarship, no one woman received more than five mentions. If reasons were given for naming someone, that information is provided next to the name, but some of the women interviewed offered names only. Many of these women enjoyed the task of reflecting on who they believe has achieved excellence, and it is hoped that you as the reader of this article will enjoy adding to the list offered here and reflecting on your own standards for inclusion.

Pioneers/Innovators:

Ellen Seiter ("in the forefront of scholarship on media, gender, and children [and] an important figure . . . in the Society for Cinema Studies")

Lana Rakow ("asked, and answered, some really fundamental questions about gender and media, has addressed some hugely important issues, and also dealt with curricular issues in useful ways")

Elizabeth Bird ("whose work on the tabloid raises so many provocative questions")

Marion Marzolf ("leading woman historian")

Ramona Rush ("who has pioneered in the study of the status of women")

Mary Gardner ("the first woman president of AEJMC")

Linda Steiner (“for her work on nineteenth-century women’s publications”)

Elizabeth Eisenstein (“for the landmark piece on the printing press as an agent of social change”)

Hilde Himmelweit (“for the first landmark study on children and television, even before Schramm’s”)

Clarice Olien (“for outstanding sociological media research and development of key theories”)

Marguerite Moritz (“one of the first to do research on gay and lesbian issues”)

Jane Delano Brown (“an innovator in scholarship on media, gender identity, and sexuality”)

Barbie Zelizer (“asks questions that no one else apparently even thinks to ask, and comes up with answers that have all sorts of implications beyond what might initially be anticipated”)

Andrea Press (“whose work takes seriously different kinds of women’s views on issues such as abortion”)

Sharon Murphy (“has done a lot for diversity”)

Kathleen Hansen (“an innovator, especially in the area of new media curriculum”)

Margaret Blanchard (First Amendment, history; also was named most often by those interviewed for this article)

Mentors:

Donna Allen (“a true educator . . . an activist, and inspiring”)

The following three women were named by one person who thought of “outstanding women scholars” who also mentored others:

Maurine Beasley

Hazel Dicken-Garcia

MaryAnn Yodelis Smith

Administrators and Editors:

Jannette Dates

Jo-Ann Huff Albers

Judy VanSlyke Turk

Barbara Cloud

Jean Folkerts

Eleanor Singer

Patricia Bradley

Carol Oukrop

Shirley Biagi

Marilyn Kern-Foxworth

Others who have made an outstanding contribution to their field of study:

Catherine Covert (history)

Ien Ang (popular culture)

Deni Elliott (media ethics)

Kathleen Hall Jamieson (political communication “and for being a public intellectual”)

Kathleen Endres (women’s publications)

Doris Graber (political communication)

Sharon Dunwoody (science, environmental)

Nancy Roberts (history)

Betty Winfield (history, legal research)

Jane Rhodes (history and African American studies)

Doug Newsom (public relations)

Pamela Shoemaker (theory, effects, women)

Donna Rouner (public relations)

Diana Mutz (political communication)

Carolyn Stewart Dyer (history)

Carol Glynn

Serena Stanford (education)

Sandra Ball-Rokeach (“for the work she did on dependency model research and her work at the Annenberg School”)

Gladys Engel Lang (public opinion and political communication)

Aletha Huston (children and television)

Joanne Cantor (children and television, TV ratings)

Jane Brown (adolescents and media)

Patricia Aufderheide (telecommunications policy)

Annie Lang (media and psychological responses)

Ellen Wartella (children and television)

Gaye Tuchman (media and women)

Agnes Hooper Gottlieb (media and women, history)

Barbara Strauss Reed (history)

Susan Henry (history)

Others you can think of, and last but not least: YOUR NAME HERE?!

*The women interviewed for this article were: Maurine Beasley, Margaret Blanchard, Hazel Dicken-Garcia, Jean Folkerts, Jane Rhodes, Ramona Rush, Pamela Shoemaker, Linda Steiner, and Ellen Wartella.



Administrators/Editors



YOU?!

Nominees Needed For MAYS

The Commission invites applications for the \$500 MaryAnn Yodelis Smith Award which funds feminist scholarship that has the potential to make significant contributions to the literature of gender and media.

First presented in 1995, the MAYS award honors MaryAnn Yodelis Smith, a past president of AEJMC and a long-time advocate for women in the academy.

By April 15, applicants should send four copies of 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, will judge applications. Notifications of the winner will be made in May. Send application materials to Judith Cramer, WCWP, C.W. Post Campus, Long Island University, 720 Northern Blvd., Brookville, N.Y. 11548. No fax applications please. For questions, E-mail Cramer at jcramer@titan.liunet.edu. The MAYS Award will be presented at the AEJMC business meeting at the Phoenix convention.



The mid-winter meeting in Memphis was a very successful one for the Commission on the Status of Women.

Terry and Kate have put together a terrific program that reflects the breadth and depth of the CSW membership and the various journalism and mass communication fields. The majority of CSW-sponsored and co-sponsored research and panel sessions will be held during daytime hours, making it possible for you to attend sessions of other interest or to enjoy all that Phoenix has to offer in the way of culture and entertainment.

The CSW business meeting will be held at 12:00 noon on Thursday, August 10th so that there is little conflict with sessions and other business meetings.

In other mid-winter business, the AEJMC Executive Committee agreed that all programming groups, including the CSW, should recognize the increasing number of professionals with AEJMC membership by making a special effort in their newsletters to identify those research and panel sessions that might be particularly beneficial to professionals.

The Executive Committee also approved the allocation of \$3,000 to cover the cost of compiling a list of experts on women's issues. This list will be added to the already completed list of experts on minority issues so that the web directory can be published in its entirety.

As I relayed to you in the fall newsletter, our five-year plan with the Commission on the Status of Minorities will be completed when the list of AEJMC experts on Women in Mass Media is compiled and added to the directory of experts on ethnic, racial and other minority issues.

In consultation with Clint Wilson, the chair of the Commission on the Status of Minorities, I have completed drawing up

Co-Chairs'

By Judy Cramer
Co-Chair, Advocacy

the first draft of a joint three-year plan. One of the plan's goals is to develop a mentoring program for women and minority faculty, administrators, and graduate students in journalism and mass communication education. The first steps toward meeting this goal can be seen in this issue with Dustin Harp's article on mentoring and with a program on Thursday, August 10th at 4:30 pm when the "Mentoring Women in the Academy" panel session is held. This panel is being co-sponsored by the Scholastic Journalism Division.

Other goals of the proposed three-year plan include completing the AEJMC survey, Diversity in Journalism and Mass Communication Education; improving the quantity and quality of research paper submissions, and giving consideration to updating the "Commission on the Status of Women" name and the positions and descriptions of its executive committee officers.

The plan will be discussed during the annual CSW-CSM summit on Tuesday, August 8th at 3:30 pm, and again during the CSW business meeting. Both meetings are open to anyone wishing to attend.

From "Women and Minorities in Hi-Tech Communications" and "Gender, Feminist Theory and Media Research," to "New Frontiers in Historiography" and "Wild Women in the Academy VI," the Phoenix conference has a session for just about everyone!

So, start making your plans now for a jam-packed intellectually stimulating and fun-filled time at the AEJMC conference in Phoenix, August 9-10. Hope to see you there!

Columns

By Terry Lueck
Co-Chair, Management



Reaching Women's History Month, my dance slows to a contemplative pace. Meditation takes shape. I stretch to answer questions that gnaw at my very being: Who are we celebrating? What are we celebrating? Why are we celebrating?

We celebrate women leaders of today, pioneers of yesterday and the women of our everyday lives. March is the time we honor women from many walks of life and their accomplishments, which have gone woefully unrecognized in society's annals. As this time of celebration becomes tradition, it brings recognition to an increasingly wider circle of women and their achievements, at the same time allowing us to build more fully on the work of women in our field.

But still I question: How can we celebrate? The metaphor that Jo-Ann Huff Albers (p. 6) provides us with, that of women running a marathon with no numbers, describes the lack of women's recognition. But it also speaks to a cultural hostility against women. She who would dare request a number is still vilified.

The hostility that denies women recognition permeates culture. Standing up, we ask for numbers and start the race. The wind of freedom rushes past, exhilaration breaking out in a smile. We find our stride, then trip. Stopped cold. Flung to the ground. We get up, dust ourselves off and canter back into the race. The stride, again, finally. The teaching, research, family, community — it's all coming together again. Trip. This time I see the foot. It's planted there on purpose. But down I go.

Hostility manifesting itself in hatred against women supports many levels of fiction at women's expense. Instead of leading reform, academe too often denigrates women's jobs, prestige, salary, and by this of course, denies us a secure working life and retirement. Sometimes in ignorance, always with arrogance, the hoops we must jump through are subtly shifted. We must alter our stride in midair. The hope is that we will falter and maybe fall. But at the very least our skirts may blow up and provide a moment of titillation.

Surrounded as we are by such hostility, we must celebrate our accomplishments, recognize our role models and uncover strategies for strength and success. In a culture that values only men, we women are warriors. March is a time to celebrate our activism and its accomplishments so that we can gird ourselves for the coming months of slow and painful progress.

We dance a warrior's dance. Bonds forged with new women and those reaffirmed with sisters must sustain me the next year. Renewed from a celebration of other women and their accomplishments, I will emerge from March knowing, too, myself. Through recognizing who I am, I'll have a better appreciation of what I've done and how to accomplish what I have yet to do.

For March we may pause, but we don't falter. We dance together to celebrate women. We celebrate ourselves.

A handwritten signature in cursive script, reading "Terry".

Gardner Applicants

The Commission invites graduate students who conduct research on women in Journalism and Mass Communication to apply for the second annual Mary Gardner Award.

This \$250 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, professor emeritus at Michigan State University and first woman elected president of AEJ.

By April 15, applicants should send four copies of a three-to-five page description of the project and its potential contribution to the applicant's qualifications for undertaking the project. A three-person panel will judge the applications. Notification will be made to the award winner in May. Applications should be sent to Therese Lueck, School of Communication, The University of Akron, Akron, Ohio 44325-1003. No fax applications please. For questions, contact Lueck at 330-972-6093 (office) or E-mail: tlueck@uakron.edu. The Gardner Award will be presented at the AEJMC business meeting at the Phoenix convention.

CFP: Great Debate Shapers

Contributors are needed for "Shapers of the Great Debates," a series of books on the great debates in American history. Each book in the series focuses on one "great debate," including the Civil War, Women's Rights and Civil Rights and the men and women who shaped those debates.

Each volume will include an introductory essay, approximately 15-20 biographies of 10 to 15 pages each. One volume on immigration has already been published and several others (on Vietnam, Native Americans and the Jacksonian Era) are forthcoming.

Prospective authors should contact the series editor, Professor Peter B. Levy, Department of History, York College, York, PA. 17405 (Phone: 717-815-1497; Email: plevy@ycp.edu).

Meyers' Mediated Women....

New Book Supports MAYS

A new anthology about the media's portrayal of women will help fund feminist research by supporting the MaryAnn Yodelis Smith Award for feminist scholarship, which is administered by AEJMC Commission on the Status of Women.

Edited by Marian Meyers of Georgia State University, *Mediated Women: Representations in Popular Culture*

(Hampton Press, 1999) explores through qualitative textual analyses the mediated images of women in popular film, television, news, magazines, music videos and advertising.

The book addresses the role of the media in maintaining and supporting a patriarchal world view, exploring what mediated popular culture says about women and their roles in contemporary society, whether and how the mediated representation of women addresses real women's goals and potential, and how the popular media negotiate the tensions between patriarchal and feminist understandings of womanhood.

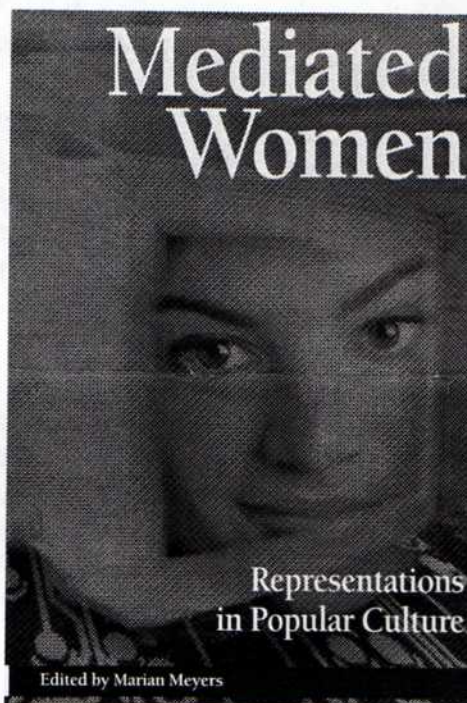
In addition, *Mediated Women* asks whether women are still the victims of "symbolic annihilation," as Gaye Tuchman claimed 20 years ago in *Hearth and Home*. The new book

concludes "symbolic annihilation" is no longer an appropriate description of the media's treatment of women; instead, it argues, the representations of women in mediated popular culture are fractured, reflected multiple and often contradictory images that are shaped by race and other cultural signifiers of

domination and exclusion as well as by gender.

Meyers opted to earmark royalties for the MAYS award because she wanted to support feminist research into Journalism and Mass Communication. She also wanted to repay MaryAnn Yodelis Smith. She explained, "I got my master's degree at University of Wisconsin--Madison many,

many years ago and studied with MaryAnn Yodelis (this was pre-Smith). She was incredibly supportive to me then--as well as years later, when I sought her counsel and support in making the decision to return to school for my doctorate. I had a great deal of respect and admiration for her, and wanted to remember her after she died--as well as to support feminist scholarship. All the contributors to *Mediated Women* were told the royalties would go toward the MAYS award, and they were unanimously happy to support the cause."



Classroom Diversity

By Chi-Li Lin

Introducing diversity into the classroom can be as easy as ordering a VCR and monitor or a tape recorder.

The range of video tapes for the Journalism/ Mass Communication history class is pretty extensive. They range from *Hearts and Hands*, which balances the lives of ordinary women with some extraordinary communicators like Harriet Tubman and Elizabeth Keckley, to Ken Burns' documentary, *Not For Ourselves Alone*, on the relationship of the foremost feminists of the 19th century, Elizabeth Cady Stanton and Susan B. Anthony.

Hearts and Hands has a great study guide that chronically lists of great nineteenth century events—industrialization, abolition, the Civil War, westward movement, temperance and woman suffrage. The 60-minute, \$99 videotape can be purchased by calling 1-888-367-9154 or ordering at <http://www.newday.com>.

Now available through PBS Home Video catalogs, *Not For Ourselves Alone* runs about three hours and recounts the long careers of Stanton and Anthony. If you cannot see committing a whole week of classes to these two, you could just use the sections that deal with their careers as writers for the movement. The tape is cheap—only \$29.95—well within the budgets of individual departments or the library. If you don't get the PBS home video, you can order the tape on-line at www.pbs.org/shop or call 1-800-645-4727.

For classes dealing with contemporary issues in the media, *Funny Ladies: A Portrait of Women Cartoonists*, looks at women's voices in the comics and shows audiences new ways to look at the comics and the world. *Barbie Nation: An Unauthorized Tour* uses the Barbie image as a cultural icon to explore gender attitudes and behaviors. *Funny Ladies: A Portrait of Women Cartoonists* is a 46-minute tape and costs \$199; *Barbie Nation: An Unauthorized Tour* runs 53 minutes and costs \$250 for purchase and \$80 for rental. For more details on both videotapes, visit <http://www.newday.com> or call 1-888-367-9154.

To increase cultural awareness, take a look at *Voices*, a videotape that explores how people can learn to relate to individuals from different cultures. Interviewing African-American, Native-American, Asian-American, Latino, and Caucasian men and women, as well as people of different sexual orientations, the video probes the development of self-image and the role of prejudice in the development of self. It considers societal perceptions of different cultures and discusses how culture affects relationships. This tape is 35 minutes long and costs \$149. Order this tape by calling 1-800-233-9910 or go to Insight Media at www.insight-media.com.

In Whose Honor? concentrates on the issues of racism, stereotypes, minority representation and the powerful effects of mass-media imagery, specifically

on the American Indians. The film looks at how a Native American mother struggles to protect her cultural symbols and identity. *In Whose Honor* is a 46-minute tape and costs \$199. For a different perspective, New Day Films has a similar documentary film, *A Matter of Respect*, that talks about how Alaskan natives express and pass on their culture and identity. This 30-minute tape costs \$150. (Both *In Whose Honor?* and *A Matter of Respect* can be found in New Day Films at <http://www.newday.com>).

Asian Americans is a 3-tape collection (each volume runs 30 minutes) that looks at Chinese, Japanese and Korean Americans. It examines the unique traditions of each group, discusses when and why each group immigrated to the United States, and explores how and why they used different methods to preserve their cultural identity. It differentiates between Asians who have immigrated to the United States and the younger generation of Asian Americans. *Asian Americans* costs \$159.

Visible Target is another 30-minute videotape that uses the footage, maps, old photographs, newspaper clippings, comic strips, handbills, and anti-Japanese literature to reconstruct how Japanese-American citizens on the West Coast during World War II were portrayed and how the local newspaper dared to speak out on their behalf. *Visible Target* costs \$139. Both *Asian Americans* and *Visible Target* are available at 2162 Broadway, New York, NY 10024-0621 or by visiting <http://www.insight-media.com/culture.html>.

Joan Fountain tells her own story as an African American in *Reflections on Cultural Diversity: Telling It Like It Is*. This 62-minute, \$250 tape presents provocative personal stories about racism and cultural identity, the power of words, post-discrimination trauma and nonverbal communication. *By Any Means Necessary* features interviews with African-American educators, activists and intellectuals and examines Afrocentrism and the reparation movement. *By Any Means Necessary* is 52 minutes long and costs \$299. For more information, visit www.insight-media.com/culture.html.

Out of the Past: The Struggle for Gay and Lesbian Rights in America chronicles the history of gay rights in the United States. It relates the struggles and triumphs of Henry Gerber, who launched the first gay rights organization in the 1920's, civil rights activist Bayard Rustin and 17-year-old Kelli Peterson, who formed a Gay-Straight Alliance in her Salt Lake City public high school. This tape runs 70 minutes and costs \$99. Call 1800-233-9910 or visit <http://www.insights-media.com/culture.html>.

Best Book, Article Prizes Due

The Program in Early American Economy and Society of the Library Company of Philadelphia wants submissions for its best book and best article awards for 1999. The book or article should deal with some aspect of early American economic history (up to 1850).

The author of the winning book will receive a cash award of \$2,500 and will present her/his work during an awards ceremony. The author of the winning article will receive \$1,000. Someone other than the author should make the nomination.

Submit three copies of the work and a nominating letter explaining the work's importance to the field of early American economic history by March 15, 2000 to Cathy Matson, Director of the Program in Early American Economy and Society, The Library Co. of Philadelphia, 1314 Locust St., Philadelphia, PA 19107-5698 (Phone: 215-546-5588; Fax: 215-546-5167).

U.S. Women Communicators-- Part II

By Agnes Hooper Gottlieb
Seton Hall University

Last issue, Gottlieb named the top 50 female U.S. communicators. In case you missed it, here are the top 50 U.S. communicators :



Elizabeth Cochrane
(Nellie Bly)

1. Elizabeth Cochrane (Nellie Bly)
2. Margaret Fuller
3. Sarah Josepha Hale
4. Margaret Bourke-White
5. Elizabeth Cady Stanton
6. Ida B. Wells-Barnett
7. Doris Fleischman
8. Pauline Frederick
9. Anne O'Hare McCormick
10. Helen Thomas
11. Gloria Steinem
12. Elizabeth Timothy
13. Katherine Graham
14. Shirley Polykoff
15. Maria W. Stewart
16. Betsy Wade
17. Eleanor Roosevelt
18. Ida Tarbell
19. Dorothy Thompson
20. Helen Gurley Brown
21. Elizabeth M. Gilmer
22. Martha Rountree
23. Anne Royall
24. Jane Cunningham Croly
25. Helen Campbell
26. Mary Virginia Hawes Terhune
27. Winifred Black
28. Amelia Bloomer
29. Lorena Hickok
30. Alicia Patterson
31. Nancy Dickerson
32. Sara Payson Willis Parton
33. Judith Cary Waller
34. Dorothy Day
35. Paulina Wright Davis
36. Mary Margaret McBride
37. Mary Baker Eddy
38. Lydia Estes Pinkham
39. Betty Friedan
40. Marjorie Child Husted
41. Rheta Child Dorr
42. Martha Gellhorn
43. Ishbel Ross
44. Edna Buchanan
45. Marguerite Higgins
46. Mary Katherine Goddard
47. Oprah Winfrey
48. Barbara Walters
49. Bess Furman
50. Joan Ganz Cooney

This continues the list with the next 50.



Mary Ann Shadd Cary

51. **Ethel Payne**, 1911-1991, first lady of the black press.
52. **Eileen Shanahan**, 1924-, economic reporter and one of the journalists who covered the second wave of the women's movement for a mainstream paper, *New York Times*.
53. **Flora Lewis**, *New York Times* columnist and Paris bureau chief for the *Times*, in the era before women did such things.
54. **Mary Ann Shadd Cary**, 1823-1893, first African-American woman to edit a weekly paper.
55. **Frances Wright**, 1795-1852, abolitionist and suffrage reformer who used journalism to further her causes.
56. **Dorothy Kilgallen**, 1913-1965, "Voice of Broadway" who perfected the breakfast talk show.
57. **Hedda Hopper**, 1885-1966, Hollywood gossip columnist.
58. **Jessica Savitch**, 1947-1983, award-winning journalist for NBC.
59. **Esther P. Lederer**, 1918-, Ann Landers.
60. **Anna Quindlen**, 1953-, Pulitzer Prize winning columnist and author.
61. **Elaine Goodale Eastman**, 1863-1953, chronicler of the plight of the Native Americans.
62. **Josephine St. Pierre Ruffin**, 1842-1924, editor of the *Women's Era* and a proponent of the women's club movement.
63. **Ruth F. Crane**, 1902-1989, broadcast pioneer who provided advice for homemakers.
64. **Nan Robertson**, Pulitzer Prize winner for her article on a near-fatal bout with toxic shock syndrome.
65. **Emily Post**, 1872-1960, manners maven.
66. **Peggy Charen**, 1928-, advocate for non-

violent, quality television programming for children.

67. Miriam Leslie, 1836-1914, legally changed her name to Frank Leslie to carry on her husband's *Illustrated News* after his death.

68. Ellen Louise Curtis Demorest, 1824-1898, arbiter of fashion.

69. Jane Swisshelm, 1815-1885, early Washington correspondent and newspaper editor.

70. Lucy Stone, 1818-1893, founder of the suffrage newspaper, *The Woman's Journal*.

71. Mary Booth, 1831-1889, editor of *Harper's Bazar* from its creation in 1867 until the year she died.

72. Sara Jane Lippincott, 1823-1904, journalism's "Grace Greenwood."

73. Ida Husted Harper, 1851-1931, national writer in newspapers and magazines on behalf of suffrage.

74. Elizabeth Jordan, 1865-1947, reporter for *New York World*, later the editor of *Harper's Bazar*.

75. Susan B. Anthony, 1820-1906, financier and contributor to *The Revolution*.

76. Leonel Campbell, 1857-1938, "Polly Pry," Sob Sister for the *Denver Post*.

77. Peggy Hull, 1889-1967, first woman accredited by the U.S government as a war correspondent.

78. Sigrid Schultz, 1893-1980, Berlin bureau chief for the *Chicago Tribune* during tense times.

79. Marvel Cooke, 1903-, journalist advocate for Civil Rights.

80. Erma Bombeck, 1927-1996, she made us laugh.

81. Jane Brody, 1941-, guru of good eating.

82. Janet Cooke, 1955-, journalism's object lesson in ethics.

83. Charlotte Curtis, 1928-1987, society and women's page editor at the *New York Times*.

84. Ellen Goodman, 1941-, syndicated columnist and Pulitzer Prize winner.

85. Helen Rogers Reid, 1882-1970, president and chairman of the board of the *New York Herald Tribune*.

86. Charlene Hunter Gault, 1942-, national

correspondent for the PBS news program, the MacNeil/Lehrer Report, for 19 years.

87. Marvin Breckinridge Patterson, a photographer by trade, she was one of Murrow's "Boys," she was the first female staff broadcaster in Europe for CBS.

88. Madame C.J. Walker, 1867-1919, entrepreneur so successful at marketing that she curled our hair.

89. Caroline R. Jones, pioneer of multi-ethnic marketing.

90. Martha Stewart, 1942-, better than anyone at marketing herself and her products in just about every medium imaginable.

91. Geneva Overholser, editor who resigned to stand firm for journalistic quality.

92. Lesley Visser, Monday Night Football's voice of reason.

93. Judith Martin, rescuer of civilization.

94. Liz Smith, 1923-, gossip.

95. Mary Wells, founder of the first major ad agency headed by a woman and the brains behind, "I can't believe I ate the whole thing."

96. Meg Greenfield, 1930-1999, Pulitzer Prize winner for editorial writing and a columnist at *Newsweek* since 1974.

97. Leslie Stahl, 1941-, 60 Minutes correspondent since 1991.

98. Maureen Dowd, 1952-, wry, Pulitzer Prize winning, political columnist for *New York Times*.

99. Nancy Woodhull, 1945-, managing editor of *McPaper* and later the president of the Gannett News Service.

100. Heloise, 1951-, like her mother before her, she's simply the best housekeeper in the world.

Agnes Hooper Gottlieb ("Tracy") is the co-author of *1,000 Years, 1,000 People: Ranking the Men and Women Who Shaped the Millennium*. New York: Kodansha, 1998

Photos retrieved from:

-www.women.org

-www.silk.net

-<http://newsweek.com>

-www.greatwomen.org/cary.html



Dorothy Day



Meg Greenfield



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Women's Words

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