

ADVOCACY REPORT: STANDARD 12, COMPLAINT PROCEDURE, DIVERSITY ASSESSMENT

By *Caroline Dow*
CSW Advocacy Co-Chair
Flagler College

While managing co-chair Cheryl Gooch and her officers have done an excellent job planning for the next Association for Education in Journalism and Mass Communication (AEJMC) convention program, creating a listserv and keeping in touch with the membership, I have been responding to the advocacy issues within and ancillary to AEJMC.

I have received and responded to information about individual situations with members. The major effort, however, has been to defend and contribute to the maintenance of Standard 12 and the Commission's efficacy within AEJMC. This has included working on the AEJMC complaint process and a new joint initiative to assess the effect of the 1990-97 version of Standard 12.

Standard 12 Revised

The major effort that consumed both co-chairs last year was lobbying for the reconfiguration of the proposed revision of Standard 12, the Diversity Standard by which ACEJMC measures units for accreditation. The first version, instituted in 1990, required units to present and monitor plans to increase diversity representation of women and minorities in enrollment, faculty recruitment and curricular content. Faced with anti-affirmative action initiatives, court decisions in

several states and a specific lawsuit against AEJMC on the effect of Standard 12 on a hiring decision, ACEJMC watered down Standard 12 -- dropping reference to women and minorities, requiring only a written commitment to diversity and inclusivity, and a report (not progress) on accomplishments in that area in the self-study. This was passed by the ACEJMC on Sept. 27, 1996, to become effective Sept. 1, 1997.

At the winter meeting of AEJMC in 1977, the Executive Committee of AEJMC adopted a protest to the new standard and called for a reconsideration. Many persons were involved in the effort to get it reconsidered and changed. All those involved in the lobbying, discussion and the subsequent revision should receive our thanks for a considered and dedicated effort to craft a strong and viable diversity standard.

The revised diversity standard was reconsidered and passed in May of 1997. It is a considerable improvement which has a much better chance of surviving the winds of counter-pressure that prevail today. It uses the unique requirements of the First Amendment to make an argument that institutions protected under the First Amendment have a unique responsibility to work for the preservation and dissemination of diverse opinions and information. The standard reinserted the specific mention of women and minorities;

required each accredited unit to have written plans for diversity and inclusivity; and required the unit to demonstrate specific results toward accomplishing those goals. The complete new standard is on page 5.

AEJMC's Complaint Procedure

In response to a failed resolution at the 1996 National Convention in Washington, D.C., AEJMC President Alex Tan appointed a special subcommittee to examine the necessity for a procedure by which AEJMC might process complaints or remonstrances about actions or procedures within the organization. The committee, chaired by JoAnn Valenti, reported to the Executive Committee last summer, and the Executive Committee considered the report at its winter meeting. A statement on complaints was drafted and will be distributed for a vote at the next meeting of the Executive Committee. Whatever the result of the complaint procedure, our commission members

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**New CSW Listserv:
Issues for Women in
Journalism Education**

By *Kandice Salomone*
University of Rhode Island

There's a new listserv for anyone interested in issues related to women in journalism education. It's CSW-L!

Sponsored by the Commission on the Status of Women of the Association for Education in Journalism and Mass Communication, this un-moderated list is now here for your ideas and concerns as we plan our advocacy agenda for the next century (and next year!).

Tell your friends and colleagues to subscribe! It's easy! Just follow these steps:

1. To subscribe, send a message to the **LISTSERV MACHINE** at this address: listserv@uriacc.uri.edu

2. Leave the subject line blank.

3. In the body of your message, type:
subscribe csw-1 <your first name> <your last name>

4. If you have an automatic "signature" be sure to delete it before sending your message.

5. You'll receive a message back from the **LISTSERV MACHINE** asking you to "confirm" your subscription. Just reply to the message by typing "OK." You'll receive detailed instructions on how to respond.

After you "confirm" your subscription, you'll receive a "welcome message" with important information on how to use the list. Once you get the "welcome message," you're ready to start listening to and participating with other CSW-L subscribers.

CSW 'CALLS' FOR PAPERS

The Commission on the Status of Women invites submissions of research papers for competitive session at the 1998 annual meeting in Baltimore. The Commission seeks scholarship on issues related to gender and communication.

Papers may vary considerably in their use of critical, empirical, ethnographic, historical, legal, semiotic and other research methods.

The Commission encourages scholarship that is framed by feminist theories. Student scholars are encouraged to submit their work.

Submission Guidelines:

1. Submit six copies of the paper, including a 75-word abstract.

2. Submit a virtual copy of the paper on a floppy disk; be sure the word processing program and paper title are on the disk label.

3. The suggested maximum length is 7,500 words or about 25 pages of 12-point type, excluding notes, reference and figures.

4. Identify the author(s) on a separate sheet and include the mailing address, telephone number and e-mail address of the author to whom correspondence should be addressed.

5. The paper title should appear on all pages as a running head.

6. Submissions cannot be under consideration by journals, other conferences, etc.

Please send your submissions or refer questions to the CSW Research Chair:

Therese Lueck
School of Communication
University of Akron
Akron, OH 44325-1003
phone: (330) 972-6093
fax: (330) 972-8045
e-mail: tlueck@uakron.edu

Deadline:
Postmarked by
April 1, 1998

APPLICANTS ENCOURAGED FOR MARY ANN YODELIS SMITH AWARD

The Mary Ann Yodelis Smith Award is designed to fund feminist scholarship that has the potential to make a significant contribution to the literature on gender and media. It was first presented in 1995. The CSW is seeking applications for the \$500 award, which will be presented during this year's AEJMC convention in Baltimore.

Mary Ann Yodelis, a past president of AEJMC, was a long-time advocate for women in the academy. At the time of her death in November 1995, she was serving as an associate vice-chancellor for the University of Wisconsin Centers, and was also a professor in the School of Journalism and Mass Communication at the University of Wisconsin-Madison.

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. Applications should be sent to:

Caroline Dow
P.O. Box 5509
St. Augustine, FL 32085

If possible, notification of the mailing of the application should be sent by e-mail to:

dowcove@staug.com

Applications will be judged by a three-personal panel, including a past-recipient. The new recipient will be notified in May.

'WILD WOMEN IV' TO DOUBLE AS FUNDRAISER FOR GARDNER AWARD

Wild Women in the Academy IV in Baltimore will be a fundraising event for the CSW's newest award -- The Mary Gardner Award. This year, the event will be co-sponsored with Bibliographers.

Supports Graduate Research

The Mary Gardner Award supports research on women's issues by graduate students, and serves as a "companion" scholarship to the Mays Award established to support research by faculty.

Sue Lafky announced The Mary Gardner Award at the AEJMC business meeting in Anaheim. Honoree Mary Gardner attended and accepted congratulations from incoming president Steve Lacy, who offered his 1998 suite to CSW in support of the planned fundraiser.

Nicole Alper to Speak, Cookbook to be Sold

A program session has been scheduled for Aug. 7 (Friday) from 4:30 p.m. to 6 p.m., with a reception to follow in the Presidential Suite.

The invited speaker, Nicole Alper, is co-author of the latest title from The Wild Women's Association -- "Wild Women in the Kitchen," published by Conari Press of Berkeley, Calif.

JoAnn Valenti, past CSW Chair and Wild Women in the Academy organizer for the past four years, says the 230-page book offers 101 recipes and 99 brief "tales" from women who inspired or invented the recipes.

"Bios range from Joan of Arc and Golda Meir to Oprah Winfrey and Jessica Mitford," Valenti said. "It's a useful and informative read for anyone in or out of the kitchen."

Conari has offered to provide the book at a discount to CSW for the

fundraiser. The list price is \$12.95, plus tax. Conari has also offered to provide oven mitts from the book's publicity tour as auction" items to raise additional funds.

Alper will be available to sign purchased books, and it has been suggested that CSW consider working with the conference hotel to prepare one of the book's recipes for the Wild Women reception.

CSW has requested minimal speaker funding support from AEJMC's Executive Committee for Alper, who will be coming from New York. In support of the fundraising effort, Alper is not requesting a stipend beyond expenses.

All proceeds from Wild Women in the Academy IV -- open to AEJMC's full membership -- will go to establish The Mary Gardner Award to be administered by AEJMC's executive office.

GRANT WRITING WORKSHOP SET FOR PRE-CONVENTION

A grant writing workshop will be offered on AEJMC pre-convention day (Aug. 4) in Baltimore.

The full-day workshop (anticipated \$300 fee) will be conducted by Research Administration Management Systems, Inc. and Federal Information Exchange. Sponsored by the Communication Theory and Methodology Division and the Science Communication Group, the workshop will focus on identifying funding sources and grant proposal writing.

Look for finalized details in upcoming Convention materials.

AEJMC NEWS

New Website Address

The Association for Education in Journalism and Mass Communication has a new website address. Be sure to check the website for convention, division and special interest group updates.

<http://www.aejmc.sc.edu>

Convention Basics

The 1998 AEJMC Convention will be held Aug. 5-8 at the Sheraton and Hyatt Regency Hotels in Baltimore, Md. The formal call for research papers was announced in December 1997. Pre-convention day will be Aug. 4 and include various meeting and workshops.

Access Past Convention Papers Online, Via Mail

Some research papers from past AEJMC conventions are available online. The papers can be retrieved by sending e-mail messages to the computer at Central Michigan University, where they are stored.

To begin, address a message to: listserv@cmich.edu

The body of the message should contain the words "Get Help Info. AEJMC." Any other words in the message and anything in the subject line will be ignored. The computer will respond with full instructions on how to retrieve the papers.

Many past convention research papers are available in hard copy from the AEJMC Central Office for \$3 each:

AEJMC
121 LeConte College
Univ. of South Carolina
Columbia, SC 29208-0251
803-777-2005

CSW PROGRAM SET FOR AEJMC CONVENTION

WEDNESDAY, AUGUST 5

7:00-8:00 a.m.

Council of Divisions (executive officers attend)

10:00-11:30 a.m.

Women Worldwide: Their Status as Journalists and Their Portrayals in Western Coverage
PF&R Panel co-sponsored with International Communication

1:30-2:45 p.m.

Hostile Work Environments: Discrimination in the Workplace
PF&R Panel co-sponsored with Media Management & Economics

3:00-4:00 p.m.

One-Hundred Fifty Years After Seneca Falls
Teaching Standards Panel co-sponsored with History

7:30-9:00 p.m.

Commission on the Status of Women Business Meeting (PLEASE ATTEND)

9:15-10:45 p.m.

Commission on the Status of Women Executive Meeting (all officers attend)

THURSDAY, AUGUST 6

8:15-9:45 a.m.

Research Paper Session I

1:00-2:30 p.m.

Alternative Voices in the 21st Century
PF&R Panel co-sponsored with Newspaper

2:45-4:15 p.m.

Using Media to Attract Under-Represented Groups to Science
PF&R Panel co-sponsored with Science • Communication

4:30-6:00 p.m.

Tenure at Last: Next Steps for Progressing up the Academic Ladder and Expanding Professional Opportunities
Teaching Panel co-sponsored with Minorities and Communication

8:00-9:30 p.m.

AEJMC Graduate Students: Issues from '97 Census
PF&R Panel co-sponsored with Graduate Education

FRIDAY, AUGUST 7

7:00-8:15 a.m.

Commission on the Status of Women Executive Meeting (all officers attend)

8:30-10:00 a.m.

Research Paper Session (joint with Magazine)

1:00-2:30 p.m.

Research Paper Session II

2:45-4:15 p.m.

Insuring Excellence & Diversity: Promotion & Tenure Strategies
Teaching Panel co-sponsored with Magazine

4:30-6:00 p.m.

Wild Women in the Academy IV: Fundraiser for Mary Gardner Award with Wild Women's Association author Nicole Alper
Co-sponsored with Mass Media Bibliographers (Reception to follow in Presidential Suite)

8:00-9:30 p.m.

Research Paper Session III

SATURDAY, AUGUST 8

8:45-10:15 a.m.

Research Paper Session IV

8:45-10:15 a.m.

Feminization of Broadcast News
PF&R Panel co-sponsored with Radio-TV Journalism & Community College Journalism Assn.

10:30-noon

Exploring Feminist Cultural Studies Approaches to Media Research
Research Panel co-sponsored with Media and Disability

1:00-2:30 p.m.

Recruiting a Diverse Faculty and Student Body to Small Journalism Programs
Teaching Panel co-sponsored with Small Programs

Advocacy Report

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should be aware that it will not affect the current work of the commissions and they still are empowered through AEJMC bylaws to investigate and attempt to resolve complaints made to them that are within their scope. The Commissions are both enabled through the non-discrimination clause in Article I, Section 5 of the AEJMC Constitution and were specifically created in Article VII, Section 5 and Sections 13-21.

Diversity Assessment Study

The third project that advocacy is working on is a two-part study that will, first, assess the contributions and implementation of Standard 12 from 1990-1997, and second, with this

base, to conduct interviews and seek ways to better implement the new Standard 12. To this end the Executive Committee authorized funding to be shared by the Commission on the Status of Women, the Commission on the Status of Minorities and the three standing committees of AEJMC. Federico Subervi of the Commission on the Status of Minorities has led this initiative and a four-member committee is working closely with him and will direct the research. [See insert for more information.]

With the stabilization of Standard 12, the continued discussion of how complaints may be channeled through AEJMC, and the proposal to assess the current status of progress on Standard 12, the advocacy efforts of the Commission have been constant

and productive. An old initiative that was suggested by the Commission on the Status of Minorities is presently funded but not complete. That initiative is to create a directory of women and minority faculty to aid those seeking to either further diversity their faculty or administration or to network with others in AEJMC.

Please let me know if you wish more information on any of these issues or wish to become more involved in any of them. I have changed locations and am now Chair of the Communication Department of Flagler College in St. Augustine, Fla. My e-mail is dowcove@staug.com and the quickest mail address is: Caroline Dow, P.O. Box 5509, St. Augustine, FL 32085

REVISED ACEJMC DIVERSITY ACCREDITATION STANDARD

12. DIVERSITY: Units should demonstrate a commitment to increased diversity and inclusivity in their student populations and faculties and to the creation of a learning environment that exposes students to a broad spectrum of voices and views. Units must have written diversity and inclusivity goals, and they must demonstrate specific results achieved toward accomplishing those goals. Units are encouraged to make effective efforts to recruit, advise and retain minority students and minority and women faculty members for their intended career paths. Recruitment efforts must not be discriminatory in nature and must have as their objective enlarging the overall talent pool. Accreditation site visit teams will apply this standard in compliance with applicable federal and state laws and regulations.

Explanation: Freedom of expression and freedom of access to information are fundamental to the exercise of the rights guaranteed under the First Amendment to the U.S. Constitution. The field of journalism and mass communications carries a special responsibility of support for these rights in fulfilling its role of providing access to a wide variety of opinions and information. In order to meet their obligations under this special responsibility, institutions in the field must make a strong contribution to the preservation and dissemination of diverse opinions and information, and must serve audiences of diverse origins and interests. To do so effectively, it is necessary that employment in their field reflect the diverse nature of America. While race and gender are not the only factors important in protecting and advancing a diversity of opinion and information, they contribute heavily to the divergent views in a multi-cultural society. Central to this mission of journalism and mass communications units is the preparation of students to serve such a diverse society. Because of this important role, journalism and mass communications educators must emphasize the importance of diversity and the roles of women and minorities in teaching students to understand, communicate about and relate to a multi-cultural society.

Evidence: a. Units should present written goals for diversity and inclusivity. The goals should include efforts to recruit and retain women and minority faculty members and minority students. Evidence should be provided that such efforts for recruitment and retention are not discriminatory, but are part of an overall program that recognizes the contributions of all under-represented groups. The goals may be part of a unit's overall strategic plan or a separate diversity plan, and should be set regardless of whether the university has its own diversity and inclusivity goals or requires the unit to set its own goals. b. Units should describe in their self-studies the specific actions they have taken and the specific results achieved and progress made toward diversity and inclusivity goals, information should include the unit's accomplishments toward increased diversity and inclusivity in each of the following areas: the student population it serves; its full- and part-time faculty and administrators; recruitment and retention of students and faculty; outreach to introduce students to diversity in media, including visiting professionals and professors or guest speakers; its efforts to heighten student and faculty awareness of and comfort with diverse colleagues and with diversity and inclusivity issues.

1996-97 CSW CHAIR VALENTI REPORTS

CONCERNS, SUCCESSES, PROGRESS

By JoAnn Valenti
1996-97 CSW Chair
Brigham Young University

Following election of new officers at the Anaheim convention, co-chairs Valenti and Dow began preparations for the mid-winter meeting, programming for the Chicago convention (with Vice Head Gooch), participation in the MC&S Boulder, Colo. meeting as session co-sponsor with MAC, and publication of Women's Words (with Editor Benson-Garcia). The routine of another normal year underway, but with the added benefit of a major goal completed. CSW's executive board includes diversity in race, faculty rank and research interests.

Several exceptions to the norm were: serious proposed changes (some would frame this as "attacks") to Standard 12, an appointed Grievance Committee with strong leadership from current and past CSW chairs and CSM, and implementation of the census charge (research awarded to and conducted by OU).

Communication Remains Vital

Discussion on critical issues was facilitated by an established listserve in addition to contributed articles to both the AEJMC and CSW newsletters. We recommended (with CSM) the inception of a pre-convention "Summit" to provide more opportunity for communication among association leadership. The first Commissions' Summit is unfortunately limited to a one-hour meeting sandwiched between the lengthy Executive Committee and Standing Committee meetings. It is hoped this initial effort will encourage more discourse and between-conventions cooperation, providing more attention to the Commissions' charge within the association. Communication even between the two Commissions is

difficult throughout the academic year. The call and jurying for the MAYS Award result in an improved process for this annual event, and the selection this year of Kitty Endres (U. of Akron) as recipient.

Programming Integrated CSW

CSW programming for the convention continued to aim for co-sponsorship across divisions and interest groups. Year three of CSW's "Wild Women in the Academy" became the convention's closing gala much to our pleasure and feeling of full integration within the organization. A complete listing of CSW Chicago programming is the CSW Vol. 6, No. 2 newsletter, published on time and in concert with the birth of the editor's second daughter.

Mixed Results for Divisions, Interest Groups

A review of the Division and interest group reports underscores the advances made in establishing internal organization goals to include more women in leadership and program roles, but continues to reveal areas where extra efforts are needed. While general goals are evident in the language of every report, evidence of clear objectives set and implementation for results are mixed.

A slight decline in membership among 11 of the 14 divisions is noted, while at least one interest group now reports higher numbers than some divisions. More than half of the reports are worthy of praise for attention to and successes in gender inclusive activity. Only two or three divisions continue to show "weak" commitment to the diversity mandate. The Commission became involved in only one formal "grievance" during the year, and the case concerned a home institution, not an association problem.

Obvious examples of successes are seen in co-sponsored sessions and inclusion/invitation to contribute out-of-convention activities, although excellent content is also evident in panels and papers not necessarily associated with CSW. We are available to assist, but not essential to good diversity programming or activity. We might improve some outcomes by including the liaisons to CSW in the Summit; there seems to be unequal interaction between these appointed liaisons and CSW.

Representation Still a Concern

Areas of concern arise from some continued invisibility of women members (the survey data will enhance our understanding of how much concern is warranted), and some probably unintentional "lesser status insult" such as adding a poster session as the means to include women and minorities.

Of more concern are questions of whether women are involved in over 50 percent of a division's paper judging, but not nearly as equally represented in officer positions or as presenters, or as award recipients. Stating that calls for papers, the online world, etc. are "color and gender-blind" does not exempt leaderships from personal contact and more creative means of achieving diversity goals.

It is hard to imagine how an all-white, male panel could be consciously convened with our existing bylaws and constitution. And indeed, this is now a rarity at AEJMC functions. CSW begins the new year hopefully optimistic about "a systematic commitment to women in the academy" (Rush, *JE*, 1993), and the introduction of our Homepage, which will further enhance CSW communication links and provide a complete history of the Commission.

WOMEN'S WORDS EXTRA!

Bid Request Summary:

National Study on Diversity in Journalism & Mass Communication Education

OVERSIGHT COMMITTEE: Federico Subervi, Chair of the Commission on the Status of Minorities; Caroline Dow, Chair of the Commission on the Status of Women; Carolyn Cline, Chair, Research Committee; Mary Ann Ferguson, Chair, Teaching Standards Committee; and Pat McNeely, Chair, PF&R Committee.

BACKGROUND: While there have been numerous discussions about the value and need for diversity in the field of communication and many controversies related to the implementation of initiatives such as Standard 12, there is little empirical and comparable evidence about the outcomes from the diversity policies in the journalism and mass communication departments, schools and colleges across the country. To address these gaps regarding diversity in journalism and mass communication education, a committee composed of the persons listed above, and the Executive Committee of AEJMC, consider it is valuable and necessary to gather and assess the existing literature on this subject. The committee also believes a baseline study should be developed to help monitor the current status as well as the progress made with respect to diversity in our journalism educational institutions. **Research bids are therefore being requested for Part 1 of a two-part study on this subject. Bids for Part 2 (summarized below for reference only) will be requested upon completion of Part 1.**

GOALS OF PART I: The specific goals of this first part of the research endeavor are as follows:

- a. Compilation of a comprehensive and annotated literature review* about diversity in journalism and communication education, and
- b. Secondary analysis of existing data about diversity in journalism and communication education

RESEARCH QUESTION: The central research question we seek to address is the following:

What is the status of diversity with respect to the following indicators?

- faculty hiring, promotion and retention
- graduate student admissions and retention
- administration hiring, promotion and retention
- curriculum
- undergraduate student admissions and retention

It is expected that Part 1 (analysis of the literature and existing data sets) will provide the first answers to this question.

[Part 2 of the study, which, as stated above, will be commissioned upon the completion of Part 1, will elaborate on the aforementioned question as well as ascertain: *What variations, if any, are there in the status of diversity in JMC education when the following factors are taken into consideration?*

- size of institution
- Standard 12 pre- and post-1990
- type of institution
- student, faculty and/or administrative leadership or activism
- demographic characteristics
- specific dramatic events in the school, university and/or community]
- accredited or non-accredited status

EXISTING DATA SETS FOR SECONDARY ANALYSIS IN PART 1: The existing data sets suggested for secondary analysis include, but need not be limited to, the following two periods -- 1983-89, 1990-97.

- a. CSW, CSM and AEJMC surveys, census and national data
- b. Standing Committee reports and statistics pre- and post-1990
- c. ACEJMC reports on file at headquarters
- d. The Ohio State Annual Survey data
- e. AEJMC directories of departments pre- and post-1990
- f. The PF&R divisional reports related to diversity
- g. The ASJMC administrators' survey data

PROPOSAL INFORMATION: A complete plan including costs and timetable must be submitted by interested parties. The selection committee will pay attention to procedural details as well as to the qualifications of the Principal Investigator and his/her team. The diversity of the research team will be noted, but will not be the central criterion for selection.

APPLICATION DEADLINE AND NOTIFICATION: The deadline for receipt of proposals is **on or before April 30, 1998**. The award will be announced within three weeks of this deadline. **For the complete Request for Bid details, e-mail Federico Subervi at: subervi@uts.cc.utexas.edu, or Caroline Dow at: dowcove@staug.com**

* The requested literature review should build upon, complement and expand the literature review done by researchers at Ohio University (Athens) for their AEJMC-commissioned survey of this organization's membership. A copy of OU's literature and report will be made available to the individual whose bid is accepted by this committee.

HIGHLIGHTS OF 1997 CONVENTION SESSIONS, PAPERS

The following is a summary of the panel sessions and papers sponsored and co-sponsored by the Commission on the Status of Women at the 1997 AEJMC Convention in Chicago:

Culture and Gender Roles

This research paper session was moderated by Carolyn Kitch of Northwestern. Papers presented were:

- *Uncommon Roles and Common Routes: Narratives in Obituaries of Prominent Women, 1994-95*
- *Negotiating Our Positions in Culture: Popular Adolescent Fiction and the Self-Images of Professional Women*
- *How Do our Daughters Grow? Adolescent Socialization Messages in Selected Print and Electronic Media*
- *Children's Television Commercials and Gender-Stereotyped Messages*

Critical Issues in Religion and the Mass Media

This invited paper session was moderated by Jack Ortizano of Franciscan University of Steubenville and co-sponsored with the Religion and Media Interest Group. Presenters were Judy Buddenbaum of Colorado State, Lenni Lissberger of North Texas State, Robert McClory of Northwestern, Suzy Schultz of Chicago Sun-Times, and Daniel Stout of Brigham Young.

From Body Image to Trailerpark Kitsch: Media Images and Their Role in Society

Moderated by Paul Lester of California State-Fullerton, this PF&R session was co-sponsored with the Visual Communication Division. Presenters were JoEllen Fair of Wisconsin-Madison, Meenakshi Durham of Texas at Austin, Lucy Ganje of North Dakota, and Lynne Edwards of Evansville.

Magazines and the Representations of Women

Co-sponsored with the Magazine Division, this refereed paper session was moderated by Mary Greenwald of Ohio. Papers presented were:

- *Representation of Women in African News magazines*
- *Images of Older Women in Magazine Advertisements: A Content Analysis and an Analysis of Content*
- *From Pretty Blondes and Perky Girls to Competent Journalists: Editor & Publisher's Evolving Depiction of Women from 1967 to 1974*
- *Martha Stewart Media; Revisiting Domesticity*

Coverage of Women in the News

Agnes Hooper Gottlieb of Seton Hall moderated this refereed paper session. Linda Steiner of Rutgers was the discussant. Papers presented were:

- *You Be the Editor: A Three-Year Study of Student Journalists and the Rape Victim Identification Debate*

- *Gender Bias in Newspaper Coverage of the 1996 Olympic Games: A Content Analysis of Five Major Dailies*

- *One Paper's Coverage of a Retreat for Women: A Case Study in the Media's Role in Providing a Forum for Examination of Public Issues*

- *Women as Sources: Gender Patterns in Framing the News*

Advertising and Adolescent Girls: Reactions to Mary Pipher's 'Reviving Ophelia'

Co-sponsored with the Advertising Division, this PF&R session was moderated by Daniel Stout of Brigham Young. Panelists were Linda Steiner of Rutgers, Peggy Kreschel of Georgia, Lucia LiCavoli, a Chicago-based clinical psychologist, and Carla Lloyd of Syracuse.

The Matter of Mentors

This teaching session was co-sponsored with the Graduate Education Interest Group and moderated by Carolyn Kitch of Temple. Presenters were: Sue Lafky of Iowa, Cathy Marston of Iowa, Maurine Beasley of Maryland, Matthew Lombard of Temple, and Steven Chaffee of Stanford.

Women and Development Communication: Revisiting Crucial Issues

Cheryl Renee Gooch of Rutgers moderated this PF&R session co-sponsored with the International Division. Presenters were: Leslie Steeves of Oregon, Joy Arungwa-Okereke of Bowie, Nancy Bredlinger of Bowling Green, Rashmi Luthra of Michigan-Dearborn, and Carolyn Byerly of Ithaca.

Women's Magazines: The More Things Change, the More They Seem to Change

This PF&R session was co-sponsored with the Magazine Division and moderated by Tracy Gottlieb of Seton Hall. Presenters were: Katheleen Endres of Ohio (Akron), Carolyn Kitch of Temple, and Sherren Leigh, Editor/Publisher of *Today's Chicago Woman*

Emerging Theories and Methodologies in the Study of Freedom of Expression

Sandra Borden of Western Michigan moderated this invited papers session which was co-sponsored with the Communication Theory and Methodology Division. Papers presented were:

- *Political Science Perspectives*
- *Public Opinion Perspectives*
- *Critical Race Theory Perspectives*
- *Feminist Perspectives*

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1997 Conference Highlights

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Redefining Success: The New Majority at Work

The Newspaper Division co-sponsored this PF&R session moderated by Cheryl Renee Gooch of Rutgers. Presenters were: Maurine Beasley of Maryland, Katherine McAdams of Maryland and Lisa Gross of the *Chicago Tribune*.

The State of Environmental Journalism

Jim Detjen of Michigan State moderated this invited papers session co-sponsored with the Science Communication Interest Group. Presenters were: Erin Hayes, national correspondent with ABC-TV of Chicago; LeeAnn Spencer, environmental reporter for the *Chicago Tribune*; Kevin Carmody, environmental reporter for the *Chicago Daily-Southtown*; JoAnn Valenti of Brigham Young, and Jim Detjen.

Examining Women's Progress

This refereed paper session was moderated by Anna Paddon of Southern Illinois. Papers presented were:

- *Gender, Scholarship and AEJMC: How Well are Women Doing? A Ten-Year Study*
- *Published Feminist Research at a Crossroads: A Critical Analysis of Mass Communication Studies in Scholarly Journals*

- *New Directions for Historical Study of Women*
- *Cyber-Wimmin: Co-opting the Dominant Discourse*

Biographical Research Across the Disciplines II

Ann Colbert of Indiana-Purdue-Fort Wayne moderated this panel session co-sponsored by the History Division. Presenters were: Genni McBride of the University of Wisconsin-Milwaukee, Tracy Gottlieb of Seton Hall, John Ferre of the University of Louisville, and Phil Jeter of Florida A&M.

Women in the World

This refereed paper session was moderated by Judith Cramer of Buffalo State. Papers presented were:

- *Women as Global News Markers and Correspondents: Does Press Freedom Matter?*
- *Breast Implants: Newspaper Coverage of a Women's Health Care Controversy*
- *North or South, It's All the Same: The Media and Aboriginal Women in the Canadian North, 1968*
- *Mexican Journalist Elena Poniatowska: Angel's Wings and a Smile*

Wild Women in the Academy III

JoAnn Valenti of Brigham Young moderated this session which was co-sponsored by the Public Relations Division.

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