



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Inside: Winners, 2015 Panels, and Tourist Guide on a Budget

Summer Newsletter 2015

Chair's Message



Hello! Welcome to the summer 2015 edition of the Commission on the Status of Women newsletter. Here, you'll find helpful information regarding CSW programming at the AEJMC Annual Conference, travel tips for visiting San Francisco, and CSW member updates and accomplishments.

It has been a true honor serving as the chairperson of CSW this past year (and serving as a

board member since 2009) and seeing CSW through its past year (and serving as a board member since 2009) and seeing CSW through its participation in scholarship, mentoring, and advocacy initiatives that promote women in mass communication. The success of CSW this past year, however, was made possible by the incredible teamwork of the CSW board members.

My sincere thanks go out to Jaime Loke, Jennifer Vardeman-Winter, Mia Moody-Ramirez, Candi Carter Olsen, Victoria LaPoe and Stine Eckert for their hard work behind the scenes scheduling CSW programming, managing paper calls and competitions, and contributing to the CSW newsletter and social media

updates.

On behalf of CSW, I would like to invite you to our excellent lineup of programming at the AEJMC Annual Conference in San Francisco, which will surely pique a wide range of research and professional interests. Some of our CSW-sponsored PF&R panels, research panels, and refereed research presentations will feature scholarship regarding definitions and boundaries of feminist research (Thursday), domestic violence in media, feminist activism, and women and violence in sports (Friday), social media and gender, images of women across ages and races, women and the 2014 election (Saturday), and teaching gender (Sunday). In addition to excellent scholarship CSW invites you to attend our,

mentoring luncheon on Saturday at 12:15 p.m. It's not too late to sign up for the luncheon in order to enjoy a buffet lunch, networking with scholars, and Dr. Judy VanSlyke Turk presentation of the latest research conducted on behalf of the Lillian Lodge Kopenhagen Center for the Advancement of Women in Mass Communication. If you'd like to attend the luncheon, simply sign up at the conference registration center. Again, a sincere thank you to all of our members for making CSW an advocate for women in mass communication. I hope you will continue to call CSW your "home" – and I look forward to seeing all of you in San Francisco this August!

Sincerely,
- Katie Place, Chair



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Congratulations Advocacy and Research Winners!

Summer Newsletter 2015

- **Dustin Harp** received the **Mary Ann Yodelis Smith Award for Feminist Scholarship**. The award recognizes feminist scholarship that has the potential to make significant contributions to the literature of gender and media. \$500 are awarded to the winner.
- **Julie Andsager** receives the **CSW Outstanding Woman in Journalism and Mass Communication Education Award**. This award honors a woman who has represented women well through excellence and high standards. \$100 are awarded to the winner.
- **Tania Rosas-Moreno** receives the **Donna Allen Award for Feminist Advocacy**. The Donna Allen Award recognizes feminist advocacy by a woman or group. \$100 are awarded to the winner.
- **Stephanie Madden** receives the **Mary Gardner Award for Graduate Student Research**. This award is designed to fund research that has the potential to make an excellent contribution to the scholarship on women and journalism and mass communication. \$250 are awarded to the winner.

**Pictured from left
to right:**

**Dustin Harp,
Julie Andsager,
Tania Rosas-
Moreno and
Stephanie
Madden**





COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Wednesday, August 5th

Summer Newsletter 2015

8 a.m. to Noon

Commission on the Status of Women and Mass Communication and Society Division

Teaching Workshop Session: **Google and Data Journalism: A Match Made in Data Viz Heaven**

Moderating/Presiding: **Jaime Loke**, Oklahoma

Panelists: **Simon Rogers**, Data Editor at Google

Pre-registration is required.

1 p.m. to 5 p.m.

Council of Affiliates and the Lillian Lodge Kopenhaver Center for the Advancement of Women at Florida International University

Workshop Session: **Empowering Junior Faculty: Pathways to Success in the Academy**

Moderating/Presiding: **Lillian Lodge Kopenhaver**, Florida International, and **Tracy Everbach**, North Texas

Keynote Speaker: **Marie Hardin**, Pennsylvania State

Panelists: **Dorothy Bland**, North Texas, **Julianne Newton**, Oregon, **Elizabeth Toth**, 2014-15 AEJMC President, Maryland
Judy VanSlyke Turk, Florida International, and **Rochelle L. Ford**, Syracuse

This third annual workshop program is limited to those preregistered through an application process. The session will begin with a keynote by Dean Marie Hardin, followed by a panel of senior scholars and administrators, and women who have achieved significant leadership roles in their careers, discussing issues to help women faculty move forward in their careers through mentoring and networking, balancing work and life and research, preparing for tenure and promotion, looking at leadership roles, and surviving those early years. That will be followed by roundtables discussing issues of importance to participants. The program is presented in cooperation with the AEJMC Commission on the Status of Women. Pre-registration is required.



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Thursday, August 6th

Summer Newsletter 2015

10 a.m. to 11:30 a.m.

Advertising Division and Commission on the Status of Women

PF&R Panel Session: **We Know Why Women Are Not Staying in Advertising, Now What Will We Do about It?**

Keeping Female Students in the Advertising Industry

Moderating/Presiding: **Sheetal Patel**, Stanford

Panelists: **Sheetal Patel**, Stanford, **Kat Gordon**, founder of the 3% Conference, San Francisco, CA, **Heidi Taglio**, Eleven Inc. **Jean Grow**, Marquette, and **Karen Mallia**, South Carolina

11:45 am to 1:15 pm

Commission on the Status of Women and Minorities and Communication Division

PF&R Panel Session: **I Have Tenure, What's Next?: A Panel for Mid-Career Women**

Moderating/Presiding: **Tracy Everbach**, North Texas

Panelists: **Marianne Barrett**, Arizona State, **Jinx Broussard**, Louisiana State, **Lillian Lodge Kopenhagen**, Florida International, and **Elizabeth Toth**, Maryland

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

Commission on the Status of Women and Cultural and Critical Studies Division

Research Panel Session: **Defining and Debating Feminism and Feminist Research:**

What is Feminism and Feminist Research? Who is Allowed to Define it and Do these Answers Matter?

Panelists: **Dustin Harp**, Texas at Arlington, **Linda Steiner**, Maryland, **Leslie Steeves**, Oregon, and **Ingrid Bachmann**, Catholic University of Chile



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Thursday continued and Friday panels

Summer Newsletter 2015

Thursday, August 6th continued

5 p.m. to 6:30 p.m.

Magazine Division and Commission on the Status of Women

Research/PF&R Panel Session: **Behind the Pages of Women's Magazines: Professionals and Researchers Converse**

Moderating/Presiding: **Margaretha Geertsema-Sligh**, Butler

Panelists: **Miglena Sternadori**, South Dakota, **Stacey Hust**, Washington State, **Janet Ozzard**, executive editor, *Baby Center*
Peggy Northrup, editor in chief, *Sunset*

Friday, August 7^h

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

Commission on the Status of Women

Refereed Paper Research Session: **Rape Culture, Domestic Violence, and Media**

Moderating/Presiding: **Rowena Briones**, Virginia Commonwealth

Journalistic Coverage in Rape Culture: Reporters' Socialization in a Gender-Biased Indian Patriarchal Society

Deepa Fadnis, Texas; Love the Way You Authenticate Domestic Violence Narratives

Laurena Bernabo, Iowa; Frat Daddies and Sorostitutes: How TotalFratMove.com and Greek

Identity Influence Greek Students' Rape Myth Acceptance ** **Bailey Thompson** and **Rebecca Ortiz**, Texas Tech;

"A Woman Walks Alone in the Dark:" Hostile Sexism & Script Writing for Crime TV * **Scott Parrott**, Alabama

* First Place Faculty Paper, **Second Place Faculty Paper



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Friday, August 7th continued

Summer Newsletter 2015

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

Commission on the Status of Women

Refereed Paper Research Session: **Top Student Papers**

Moderating/Presiding: **Katie Place**, Quinnipiac

Why Just My Children? This Is for All Our Children – The Rise of the Woman Citizen Journalist in India****

Paromita Pain, Texas; Gender, Politics, and Social Networks: Tracking the 2014 Elections on Twitter**

Shannon McGregor and **Rachel Mourao**, Texas; Collective Memory of the Feminist Revolution: “WACK! Art and the Feminist Revolution” in a Post-Feminist Twenty-First Century*** **Katherine LaPrad**, South Carolina;

Is Breast Best? Feminist Ethics for Breastfeeding Promotion as Public Relations* **Amanda Kennedy**, Maryland

• First Place Student Paper, ** Second Place Student Paper, *** Third Place Student Paper, ****Fourth Place Student Paper

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

Scholar-to-Scholar Refereed Paper Research Session

Commission on the Status of Women

Topic — **Activist Movements and Women**

38. Activism? Or Group Self-Objectification? **Shugofa Dastgeer**, Oklahoma

39. Gathering Online, Loitering Offline: Hashtag Activism and the Claim for Public Space by Women in India

Sonora Jha, Seattle

40. Using Feminist Memories for Postfeminist Needs: The Celebratory Feminism of MAKERS: Women Who Make America

Urszula Pruchniewska, Temple

Discussant: **Victoria LaPoe**, Western Kentucky



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Friday, August 7th continued

Summer Newsletter 2015

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

Topic — **Body Image and Objectification**

41. RAW Appearances: Examining Contrast Effects in Adaptation to Women Wrestlers' Sexualization in World Wide Entertainment **Nisha Garud** and **Carson Wagner**, affiliation

42. Women as Eye Candy: Predictors of Individuals' Acceptance of the Sexual Objectification of Women **Stacey Hust**, Washington State; **Kathleen Rodgers**, Department of Human Development, Washington State and **Nicole Cameron**, Washington State

43. Butts and Other Body Parts: Celebrity Culture, Ethnic Identification and Self-objectification **Carol Liebler** and **Li Chen**, Syracuse

44. Easy, Breezy, and Patriarchal: Femvertising in *CoverGirl* and Beyond **Kate Hoad-Reddick**, Western Discussant: **Dustin Harp**, Texas, Arlington

Topic — **Magazine Coverage and Gender**

45. Problematizing Postfeminist/Neoliberal Female Sexual Subjectivity: A Textual Analysis of Sex-related Articles in *Cosmopolitan* in Post-socialist China **Qi Ling**, Iowa

46. Understanding Images of Sexual Objectification: A Study of Gender Differences in Taiwanese Magazine Ads from 1985 to 2011

Ping Shaw and **Yue Tan**, National Sun Yat-sen University

47. Covering Clinton (2010-2015): Meaning-making Strategies in News and Entertainment Magazines* **Ingrid Bachmann**, Pontificia Universidad Catolica de Chile; **Dustin Harp**, Texas-Arlington, and **Jaime Loke**, Oklahoma * Third Place Faculty Paper

Discussant: **Candi Carter Olson**, Utah State



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Friday, August 7th continued

Summer Newsletter 2015

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

Topic — **News and Gender**

48. Gender Trouble in the Workplace: Applying Judith Butler's Theory of Performativity to News Organizations

Joy Jenkins and **Teri Finneman**, Missouri

49. Crusaders, Not Subordinates: How Women's Page Editors Worked to Change the Gender Climate Within APME and ASNE

Kimberly Voss and **Lance Speere**, affiliation

50. Mum's the Word: An Analysis of Frames Used on Parents Who Left Children in Cars **Andrea Hall** and **Lauren Furey**, Florida

51. Media Representations of Hillary Clinton's Emotional Moment: A Semiotic Analysis **Deborah Bauer**, New Mexico State
Discussant: **Benjamin LaPoe**, Western Kentucky

3:15 pm to 4:45 pm

Sports Communication Interest Group and **Commission on the Status of Women**

Research Panel Session: **Women, Violence, and Sports**

Moderating/Presiding: **Danielle Sarver Coombs**, Kent State

Panelists: **Anne C. Osborne**, Syracuse, **Welch Suggs**, Georgia, **Pamela Laucella**, Indiana-IUPI, **Danielle Sarver Coombs**, Kent State, **Jimmy Sanderson**, Clemson

8:30 p.m. to 10 p.m.

Commission on the Status of Women

Business Session: **Members' Meeting**

Moderating/Presiding: **Katie Place**, Quinnipiac

Want to add in the CSW Networking Luncheon on Saturday? You can still register on site at the convention. Simply tell the people at the conference registration booth that you would like to sign up for the lunch, and they will put you on the list and take your payment. More information on the luncheon on our website:

<http://aejmc.us/csw/>



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Saturday, August 8th

Summer Newsletter 2015

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



Social Media and Gender Moderating/Presiding: **Mia Moody-Ramirez**, Baylor Searching for Thinspiration: A Qualitative Content Analysis of Tumblr Blog Posts about Weight Loss and Disordered Eating **Nicki Karimipour**, Florida “It’s On Us.” The Role of Social Media in Individual Willingness to Mobilize Against Sexual Assault **Cory Armstrong**, North Texas, and **Jessica Mahone**, Florida One “Pin” Closer to the Image of Health: The Medicalization of Makeup Discourses on Pinterest **Andrea Weare**, Iowa. Building Community? The Use of Social Media by Scholars for Peer-Communication **Stine Eckert**, Wayne State; **Candi Carter Olson**, Utah State and **Victoria LaPoe**, Western Kentucky

12:15 p.m. to 1:30 p.m.

Commission on the Status of Women

Annual Luncheon: **Mentoring and Networking Luncheon**

Pre-registration is required.

Follow us on twitter: @cswaejmc 
Find our group on Facebook: 
Commission on the Status of Women

1:45 p.m. to 3:15 p.m.

Commission on the Status of Women and Minorities and Communication Division

PF&R Panel Session: **Images of Great Women Across the Ages and Races**

Moderating/Presiding: **Indira Somani**, Howard

Panelists: **Victoria LaPoe**, Western Kentucky, **Candi Carter Olson**, Utah State, **Mia Moody-Ramirez**, Baylor, **Jinx Broussard**, Louisiana State

3:30 p.m. to 5 p.m.

Commission on the Status of Women and Mass Communication and Society Division

Research Panel Session: **On the Eve of Hilary: Women in the 2014 Elections**

Moderating/Presiding: **Jennifer Kowalewski**, Georgia Southern

Panelists: **Shannon McGregor**, Texas at Austin, **Rachel Mourao**, Texas at Austin, **Ingrid Bachmann**, Catholic University of Chile, **Kimberly Wilmot Voss**, Central Florida, **Terri Finneman**, South Dakota State



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Panels: Sunday, August 9th

Summer Newsletter 2015

11 a.m. to 12:30 p.m.

Commission on the Status of Women and Gay, Lesbian, Bisexual, Transgender Interest Group

Teaching Panel Session: **Teaching Gender in Journalism and Mass Communication Courses**

Moderating/Presiding: **Margaretha Geertsema-Sligh**, Butler

Panelists: **Barbara Barnett**, Kansas, **Tracy Everbach**, North Texas, **Margaretha Geertsema-Sligh**, Butler, **Leigh Moscowwitz**, Charleston, **Erica Ciszek**, Houston, **James Carviou**, Missouri Western State

12:45 pm to 2:15 pm

Commission on the Status of Women

Refereed Paper Research Session: **Children's Studies and Media**

Moderating/Presiding: **Tania Cantrell Rosas-Moreno**, Loyola-Maryland

Constructing Girls in a Post-Feminist Society: Female Adolescent Gender Representations in *Glee*

Roseann Pluretti, **Kristen Grimmer**, and **Jessica Casebier**, Kansas

Boy Story: An Analysis of Gendered Interaction Frames in the Toy Story Trilogy **Timothy Luisi**, Kansas

Gold is the New Pink: A Qualitative Analysis of GoldieBlox Retail Ratings and Feedback

Sara Blankenship and **Sheri Broyles**, North Texas

We want You!

Interested in being a CSW officer: Join us at our business meeting **8:30 p.m. -10 p.m. on Friday.**

Seeking: Secretary/newsletter and social media officers

Check out our current list of officers and who is moving up at <http://aejmc.us/csw/about/officers/>





COMMISSION ON THE STATUS OF WOMEN

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

AEJMC Tourist Guide: See San Francisco on a Budget



Candi Carter-Olson,
CSW board member

Beyond the doors of the AEJMC conference hotel, you will find a wealth of history, architecture, and tourist destinations. There's no way to describe all of the places that make San Francisco unique in one article; therefore, I'm going to give you some ways to save money and point out some places to see that won't break your budget while you're at AEJMC.

San Francisco is expensive! However, there are several ways to save yourself some money if you plan ahead. For multi-attraction discounts, you can buy either a [San Francisco CityPASS](#) or a [Go San Francisco](#) card. The CityPASS

is a seven-day pass that will give you access to the Muni and cable cars, and a Blue & Gold Fleet Bay Cruise, plus a variety of museums.

The Go San Francisco card is more flexible, although the savings are not as spectacular. You can choose one to seven days on your card, and it will give you admission to as many tourist spots as you can cram into a day. This card only includes a one-way trip on a trolley, and a hop on/off sightseeing tour, so if you're looking for a public transportation discount, this is not your card.

If you're just looking for transport in and around San Francisco, you can buy a 1, 3, or 7-day [Muni pass](#), which will give you unlimited rides on the Muni, Muni Metro, historic streetcars, and cable cars.

If your time is more limited and you don't want a multi-day pass, a [Pier 39 Pass](#) may be your ticket to fun. This pass includes admission to the Aquarium of the Bay, a Blue and Gold Fleet Cruise, a hop on/off double decker bus tour, plus discounts and admissions to the shops and amusements offered on Pier 39. In addition, for single tourist destinations or for shows, check out [Goldstar's San Francisco](#) event discounts. This site had the cheapest harbor tours of all of the sites that I searched, including all of the multipass sites and Living Social and Groupon.

If your budget runs more to free than discounted, then there are still several things you can do that won't break your bank.

[Johnny's Guide to San Francisco for Cheapskates](#) offers a weekly guide to free fairs, festivals and

giveaways every week. Check in before you travel, and you may find some free gems to improve your trip!

If the Beats were or still are your favorite subculture, then San Francisco's North Beach is a must-go destination. Here you will discover [City Lights Books](#), which was founded in 1953 by Lawrence Ferlinghetti, who still owns the store and publishing company, and Peter D. Martin.

This is the space where the Beat movement found a home and Allen Ginsberg published his *Howl*, which depicted a generation's malaise and embroiled Ferlinghetti in one of America's formative obscenity and censorship trials.

If your appetite for the Beats wasn't quenched at City Lights, you can stay in North Beach and visit [The Beat Museum](#) for just \$8.

Summer Newsletter 2015



COMMISSION ON THE STATUS OF WOMEN

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Promotions, Presentations, and Profiles: Your Stories

Karen L. Mallia presented, on behalf of herself and co-author S. Mo Jang, "Examining Media Coverage and the Global Awakening of the Creative 'Women's Movement' in Advertising," at the American Academy of Advertising Global Conference, Auckland, New Zealand, July 10, 2015. Forthcoming in the proceedings.



Carolyn Bronstein, Ph.D. has been promoted to Professor and Associate Dean for Strategic Initiatives, College of Communication, DePaul University and named an inaugural fellow of the AEJMC Institute for Diverse Leaders.



Miglina Sternadori, Ph.D. formerly an associate professor of media and journalism at the University of South Dakota, is now an associate professor in the Department of Journalism and Electronic Media at Texas Tech University. Her first book, "Mediated Eros: Sexual Scripts Within and Across Cultures," published by Peter Lang, will appear in August.



Barb DeSanto, Ph.D., tenured & promoted to associate professor at Kansas State. I've also been named the Public Relations Sequence head in the A.Q. Miller \ School of Journalism & Mass Communications.



Teri Finneman completed her **Ph.D.** at the Missouri School of Journalism in May and has been hired by South Dakota State University's Journalism and Mass Communication Department. Finneman's dissertation, originally titled "From 'Lunatic' Woodhull to 'Polarizing' Palin: A Historical-Diachronic Media Discourse Analysis of Women Political Pioneers," will be published by Lexington Books in early 2016.



Kim Golombisky, Ph.D., Associate Professor



Summer Newsletter 2015

and Graduate Director of the Department of Women's and Gender Studies at the University of South Florida, and **Peggy Kreshel, Ph.D.,** Associate Professor of Advertising and affiliate faculty of the Institute for Women's Studies at the University of Georgia, have signed a contract with Lexington Books for two books on feminists, feminism, and advertising. Tentatively titled *Feminists, Feminisms, and Advertising: Some Restrictions Apply* and *Feminist Perspectives on Advertising: What's the Big Idea?*, the books will be edited collections with many contributions from CSW members.





COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Promotions, Presentations, and Profiles continued

Summer Newsletter 2015

Professor **Radhika Parameswaran, Ph.D.**

Journalism,
Media
School,
Indiana University,
Bloomington,



received the Teresa Award for the advancement of feminist scholarship from the Feminist Scholarship Division of the International Communication Division at the May 2015 ICA conference in Puerto Rico. She served as a faculty judge for the National Peabody Awards in Electronic Journalism in Spring 2015. She published two articles in refereed journals this summer of 2015: "Animalizing India: Emerging signs of an unruly market" in *Consumption Markets & Culture* and "Shaming the Nation on Public Affairs Television: Barhka

Dutt Tackles Colorism on We the People" in *Journalism Studies*. She continues to serve as the Editor of *Communication, Culture, and Critique*, an official journal of the International

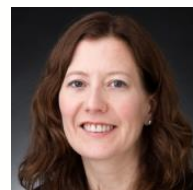
Communication Association. **Therese L. Lueck, Ph.D.**, retired from The University of Akron in June.

Terry capped her 26 years of teaching at the university by serving

as the Interim Director of the School of Communication. Terry chaired the Commission on the Status of Women as it made its transition into the 21st century, managing the division as First Year Co-Chair 1999-2000 and advocating on the AEJMC



Executive Committee as Second-Year Co-Chair 2000-2001. As Professor Emerita, Terry looks forward to picking up her women-and-media research threads.



Anne C. Osborne, Ph.D., Syracuse, and **Danielle Coombs, Ph.D.**, Kent State, have a book coming

out in October with Rutledge entitled "Female Fans of the NFL: Taking their Place in the Stands."



Chelsea Reynolds, doctoral student at University of Minnesota, won Top student paper award for AEJMC 2015 Magazine Division. "8 things Latin moms say about men and sex" vs. "The 19 most frustrating thing about casual dating": Sexuality and relationships in *Cosmo for Latinas* online and *Cosmopolitan* online.





COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Marlene Sanders Remembrance

Summer Newsletter 2015

Note: Marlene Sanders died in New York City on July 14. She was an adjunct professor of journalism at New York University at the time of her death.

by Marilyn Greenwald, Professor, Ohio University

If the term “Renaissance woman” were to appear in the dictionary, accompanying it would be a photo of Marlene Sanders. Marlene passed away on Tuesday at age 84, and her accomplishments are, as they say, too numerous to mention. First woman network correspondent to report from Viet Nam; first woman to anchor a prime-time newscast (when she subbed for an anchorman on ABC in 1966); first woman to serve as a vice-president of a news division; three-time Emmy winner; professor of journalism; co-author of a well-respected history of women in broadcasting. I became acquainted with Marlene last year, when she agreed to write a Foreword to a biography I was writing about another broadcast pioneer, Pauline Frederick, the first woman network correspondent. After many conversations – online, on the telephone and, finally, in person – I learned this about Marlene: she believed that her greatest accomplishments were the ones that helped other women and furthered the role of women in the media.



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Marlene Sanders Remembrance continued

Summer Newsletter 2015

Marlene was at first reluctant to write a Foreword for my book, even though she had known Frederick and, in fact, invited her to speak several times to women-in-media organizations long after Pauline retired. The reason for Marlene's reluctance? Modesty -- she wasn't sure she'd have anything to add to the biography, and she felt her comments wouldn't be compelling. I knew she was wrong, and I managed to persuade her to do it. And, when we finally met for lunch last February in New York, she confided something to me: she had read the Foreword after the book was published "and it wasn't too bad."

But that was Marlene. She was aware of her role in journalism history, but I got the impression that she didn't realize how many of us looked up to her and respected her. Marlene was, literally, one of about half a dozen women who rose through the ranks of broadcast journalism in the late 1950s and early 1960s at a time of stifling assumptions about women's role in television news. Pauline Frederick came first; then came five more: two -- Aline Saarinen and Lisa Howard -- died very young, shortly after they began their careers; the others were Nancy Dickerson who died in 1997, and Liz Trotta.

Now Marlene is gone, and we have lost someone who, until the very end of her life, worked tirelessly for other women because she knew firsthand how difficult the journey is without help and support.

After many online and telephone conversations, we were finally able to meet that freezing day. There was Marlene at the assigned location, looking like the network correspondent she once was: perfectly put out, despite the freezing temperatures, in neat winter coat, stylish boots, beautiful hat and gloves.



COMMISSION ON THE STATUS OF WOMEN
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC)

Marlene Sanders Remembrance continued

Summer Newsletter 2015

After about 30 minutes, I felt as though I had known her for years – she was smart and funny, and, like all good reporters, was full of questions about my life. Marlene was an adjunct professor at New York University, and we talked at length about our students and what they need to know in today’s media environment. She was very proud of a journalism history book she co-wrote in 1994, *Waiting for Prime Time*, and seemed flattered when I told her it was one of only two or three books that I continually use for my research. And she was particularly enthusiastic about a documentary she had worked on that had just come out. *She’s Beautiful When She’s Angry* recounts the women’s movement of the 1960s with a focus on some of the unsung heroes of the era.

The conversation inevitably turned to that question that arises when women talk about their lives and careers: Can women have it all? I had known that Marlene was very proud of her son, Jeffrey Toobin, a legal correspondent for CNN and *New Yorker* magazine. But she admitted that working fulltime and raising a family was tough for everyone. In typical Marlene style, she indicated that despite the hardships, her son turned out all right: “He’s the best advertisement I know of for working women,” she said.

Marilyn Greenwald is a professor of journalism at Ohio University and the author of *Pauline Frederick Reporting: A Pioneering Broadcaster Covers the Cold War* (Potomac Press, 2015). A version of this remembrance was published in www.womensenews.org.