

## Chair's Message

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Already this year, the Commission on the Status of Women has made incredible strides to advance women in communications. In February, CSW took a stand against anti-feminist violence online and became a signatory on FemTechNet.org's official statement denouncing the online harassment of women, feminists of all gender identities, and transgender individuals.

A sincere thank-you to board member Stine Eckert for leading this initiative! In March, several CSW members presented their research at AEJMC's Midwinter Conference in Norman, Oklahoma. Congratulations to Dr. Mia Moody-Ramirez and graduate student Liz Fassih of Baylor University for contributing the winning abstract for their paper entitled, "The Wendy Davis 2014 Gubernatorial Campaign: Representations on Pinterest and Tumblr." As the April 1st AEJMC Conference paper deadline approaches, I encourage you to contribute your work and consider CSW as the "home" for your feminist or gender-related communications research.

This spring, CSW will be busy finalizing all of its programming for the upcoming 2015 AEJMC conference in San Francisco, California. We have an amazing slate of research and professional interest panels this year addressing women in politics, women in advertising, women and sports, teaching gender in mass communications courses, and how we are defining feminist research today. As you think ahead to the conference, please consider nominating a colleague, a well known feminist scholar or advocate - or even yourself - for one of our many CSW awards. The complete list of awards is featured on page seven and the deadline for awards nominations is May 17th. Additionally, when you register for the AEJMC Conference, please make plans to register in advance for our annual CSW mentoring luncheon. This year's luncheon will feature a guest speaker, wonderful opportunities for networking and mentoring, and a delicious catered assortment of sandwiches, sides and deserts.

We look forward to celebrating the 25th anniversary of Commission on the Status of Women becoming an official AEJMC "Commission" with you! Best wishes to everyone for a healthy, happy and productive end to the school year. See you all at AEJMC in August!

-Katie R. Place, CSW Chair



Midwinter Chair: Candi Carter Olson

Many congratulations are due to the organizer of this year's AEJMC Midwinter Conference, Commission member Elanie Steyn. Steyn and her team at the Gaylord College of Journalism & Mass Communications at the University of Oklahoma put together a two-day event that featured more than 20 panels. This year, the Commission accepted seven papers, of which five were presented.

Topics ranged from media coverage of violence against working women in Pakistan to women's online experiences with relationships and thinspiration. Our winners this year were Mia-Moody-Ramirez and Elizabeth Fassih, both from Baylor University; Moody Ramirez is an associate professor and Fassih is a graduate student. They took the top abstract award for their paper, "Citizen Framing of Wendy Davis on Twitter, Tumblr, and Pinterest."

Not only is the research produced by Moody-Ramirez and Fassih top-notch, but this dynamic duo also exemplifies the type of productive mentoring relationship that the CSW wants to see proliferating between senior and junior women academics. We asked Moody-Ramirez and Fassih to respond to an email Q&A to give us some insights into their research and working relationship:

Q: Please type your full names and titles:

M. Mia Moody-Ramirez, Baylor University Associate Professor-Department of Journalism, PR & New Media

## AEJMC MIDWINTER CONFERENCE 2015, March 6-7, 2015

F. Elizabeth Fassih, graduate student in Baylor's American Studies department.

Q. How did you develop the concept for this paper?

M. Liz and I discussed topics of interest. We are both interested in feminist theory. I thought this would be good because of the timeliness.

F. Dr. Moody fully developed the concept for the paper. Since I am interested in politics, feminism, and the effects of social media, I was grateful to be involved in it.

Q. Your paper considers social media framing of Wendy Davis. Even though social media is persuasive in our society. Why do you think it is important to study social media conversations, particularly those conversations that have to do with gender?

M. We choose these social media outlets because they target different groups. Pinterest traditionally is considered female focused versus Twitter, which is more diverse.

F. As technology becomes increasingly present in society, a growing number of people are using social media to voice the opinions that would have otherwise gone unheard. It is useful to examine what most social media users consider to be their everyday speech, as it delves further into understanding what the general public truly thinks. This is important regarding gender because the relative safety of the internet allows many users to comfortably weigh in on feminist issues.

We are able to hear from men and women of assorted demographics, and gauge a clearer picture of prominent beliefs.

Q. What was the most surprising or interesting thing that you discovered in your research?

M. That we did not find more masculine framing of Davis on social media platforms. Traditionally, female politicians have been characterized using masculine frames.

F. I did not realize how much harder Twitter users were in their posts than users on both Tumblr and Pinterest. It would be interesting to see if this is true in other cases as well.

Q. You're a grad student/faculty pairing. Why is mentorship important to both of you?

M. I enjoy mentoring Liz because she is a young researcher who is eager to learn. Liz was my graduate assistant last semester, and it was important for me that she got more out of the relationship than grading papers. We decided to work on some research together. We ended up writing two research papers together. The other paper focused on representations of Lean In and the Feminine Mystique on various social media platforms.

F. As this is my first year in graduate school, mentorship is extremely important to me. The best way to learn is by doing, and Dr. Moody has given me opportunities to both write and present academic papers--something that would have been confusing and difficult on my own.

Q. What are you going to do next with your research?

Continues on Page 3

M. We are going to revise these two papers and submit them to AEJMC summer conference, then to a journal. The sky is the limit. I love working with Liz because she is a hard worker.

F. We are looking into ways to qualify the data in the paper, as well as expand upon the implications for gender.

## Top Paper

- Candi Carter Olson, Midwinter Chair, [ccartero@gmail.com](mailto:ccartero@gmail.com)

## Midwinter CSW



Above: Liz Fassih and Mia Moody-Ramirez receive the Top Paper Abstract award for the CSW Division

This study combines framing and feminist theories to explore user-generated content in the characterization of Wendy Davis, a Democratic politician from Fort Worth, Texas, who ran for governor in 2014 and lost. Previous studies generally support the idea that journalists and editors select, package, disseminate news, and mediate it through organizational processes and ideologies (Watkins, 2001). Less common are studies that look at citizen framing of candidates in user-generated content. This study adds to the literature an analysis of social media content that emerged during Davis's 2014 senatorial race. Social media platforms including Pinterest, Tumblr, and Twitter were analyzed. Findings indicated that Tumblr framed Davis more positively than users on the other two platforms, often depicting Davis as having championed female support. Pinterest users were split in their framing of Davis, and contained both positive and negative pins focusing on current events surrounding Davis, such as the wheelchair ad and Davis's debating abilities. Twitter displayed a similar spread of themes; however, the users posting Davis-related content tended to view her in a much harsher light.

# CSW General Paper Call!

The Commission on the Status of Women invites submissions of research for competitive paper sessions that are based on issues of gender and communication. We welcome papers in which gender is a main analytic focus and invite projects that use a variety of approaches and research methods, including not limited to critical, empirical, ethnographic, historic, legal and semiotic analyses. It is expected that research will demonstrate a familiarity with feminist communication theory. Examples of relevant topics include: representations of women in the news; the role of gender in newsrooms or classrooms; effects of mass media on women and girls; feminist approaches to

teaching and communication; women's use of/production in media; gender equality in the profession or the academy; how gender influences or matters in health, risk, and crisis public relations campaigns, etc. Suggested paper length is 25-pages (double-spaced, 12-point type), excluding tables, references, figures, or illustrations. We especially encourage submissions by graduate students. The winner of the top student paper will be awarded \$100, and the winner of the second place student paper will receive \$50. Authors of the top papers will be recognized in the conference program at the CSW business meeting conference. This paper call is part of the overall AEJMC call for research papers; all submissions must adhere to the general guidelines put

forth by AEJMC. Please consult the AEJMC 2015 Paper Competition Uniform Call for information about paper formatting, submission deadline, creating a "clean" paper, and other guideline. CSW wishes to stress that papers containing any identifying author information will be disqualified. Please forward any questions regarding uploading a "clean" paper or other queries to Jennifer Vardeman-Winter, CSW Research Chair, at [jvareman@uh.edu](mailto:jvareman@uh.edu).

# CSW Becomes Signatory to Fem Tech Statement

Online attacks on women and feminist bloggers, activists, scholars and authors have become a frequent topic of coverage in U.S news media over the past year. Increasingly more scholarship is addressing this problematic online phenomenon. For instance, a 2014 Pew study shows that young women are “particularly vulnerable to sexual harassment and stalking” via social media.

The FemTechNet network of scholars, artists, and students working at the intersections of science, technology and feminism has issued a statement addressing the anti-feminist violence online: “FemTechNet publicly denounces the systematic and pernicious harassment of women, feminists of all genders, and transgender people for their participation in digital life.”

Currently societal and legal conditions in the United States are still permitting an atmosphere in which violence online is not fully acknowledged nor fully prosecuted, as Danielle Keats Citron describes in detail in Hate Crimes in Cyber Space. Only by continuing to raise awareness, to keeping up coverage, scholarship and activism can we contribute to transforming the situation for the better. As Danielle Keats Citron puts it: “Change will not be swift, but it is within reach” (p. 96).

Based on an overwhelming vote in favor of signing the statement, CSW has become a signatory to the Fem Tech Net statement addressing anti-feminist violence online. We hope the statement and our support for it further raise awareness of the problem of online harassment and violence against feminists and women.

If you are involved with any organization for which it makes sense to join and raise public awareness of this problem, contact [femtechnetinquiries@gmail.com](mailto:femtechnetinquiries@gmail.com). They are quick to respond and add you. You can read the statement in full at: <http://femtechnet.org/2015/02/addressing-anti-feminist-violence-online/>.

**CSW** is also here for you online. We have a Twitter account, a Facebook group and currently a LinkedIn group. And don't forget our website at <http://aejmc.us/csw/>. There are three things you can do to connect via Twitter:

1) Follow us on Twitter looking for @CSW\_AEJMC.

2) E-mail your Twitter handle to [stine.eckert@wayne.edu](mailto:stine.eckert@wayne.edu) so we can follow you. Or send us a tweet.



3) Include our handle @csw\_aejmc into your tweets so we can see your posts and can re-tweet them.

One easy thing to do on Facebook:



Send us a request on Facebook to join our group “Commission on the Status of Women (AEJMC) to follow job announcements, find advice on teaching tools, book, and ideas, and share interesting articles and your work.

It's been sparking good exchanges of resources so make sure you take advantage of this pool of information.

One easy thing to do on LinkedIn:

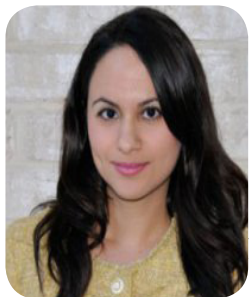


On LinkedIn, join our group “Commission on the Status of Women, AEJMC” for postings on job opportunities, conference calls and CSW updates.

If you have other ideas or suggestions, please email your CSW Social Media Director Stine Eckert at [stine.eckert@wayne.edu](mailto:stine.eckert@wayne.edu).

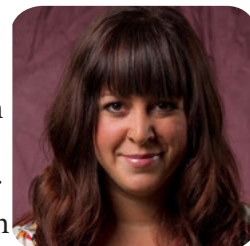
Don't forget our website at <http://aejmc.us/csw/> - it offers a growing syllabus exchange, has all the newsletter archived and announcements on upcoming conference, calls and events.

# Member Updates, Awards and Publications

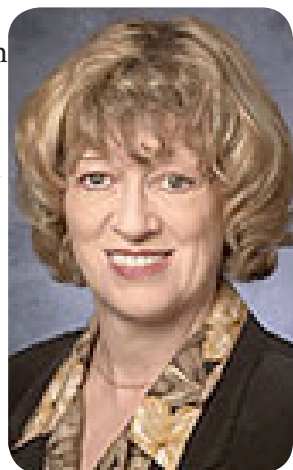


Nicki Karimipour, a second year Ph. D student at the University of Florida presented a study at the Midwinter meeting titled “Searching for Thinspiration: Examining Persuasive Message Strategies in Tumblr Blog Posts Using the Extended Parallel Process Model.” She was also named Outstanding Graduate Student Instructor of the year at the UF College of Journalism and Communications. Her article “Suicide on the Sidelines: Media Portrayals of NFL Players’ Suicides from June 2000 to September 2012” has been accepted for publication in the Journal of Sports Media. It discusses heroism and masculinity in sports.

Chelsea Reynolds, a Ph. D Mass Communication student at the University of Minnesota’s article, “‘I am super straight and prefer you be too’: Constructions of heterosexual masculinity in online personal ads for ‘straight’ men seeking sex with men” is forthcoming in the Journal of Communication Inquiry.



Anne Cooper Chen gave a presentation March 26th at the Ohio Univeristy-Womens Center titled: “(Wo) man Walking: Executions of U.S Women on Death Row and Media Coverage.



Barbara Selvin, assistant professor at the Stony Brook University School of Journalism, has published a piece on weekly newspapers in Nieman Reports: <http://niemanreports.org/articles/local-weeklies-are-covering-the-communities-big-dailies-ignore/>. She has a related article, a cross-cultural examination of attitudes towards editorial writing among weekly newspaper editors in Australia, Canada and the U.S., in a special joint issue of Community Journalism/Grassroots Editor coming out soon. She’s just returned from a scouting trip to Bangalore, India, where she will lead a group of Stony Brook students for a Journalism Without Walls reporting trip in June.



Dr. Spring-Serenity Duvall, assistant professor of communication at Salem College, NC, is the Fulbright Visiting Research Chair in Transnational Studies at Brock University in St. Catharines, Ontario, during the winter term, 2015. She is conducting a research project entitled “Canadian Celebrity Activism and Transnational Media in the Niagara Border Region” and teaching a course on Celebrity Colonialism. She will present one component of the project, “When Gen X Icons Grow Up: Celebrity, Aging, and (Trans)National Canadian Identity in the Careers of Alanis Morissette and Sarah McLachlan,” at the annual conference of the Society for Cinema and Media Studies in Montreal in March, 2015.



Teri Finneman, a Ph.D. candidate at the Missouri School of Journalism, will be a panelist in the session “On the Eve of Hillary: Women in the 2014 Elections” during the AEJMC conference in San Francisco. The session is slated for 3:30-5 p.m. Saturday, August 8. Finneman will discuss her dissertation, “From ‘Lunatic’ Woodhull to ‘Polarizing’ Palin: A Historical-Diachronic Media Discourse Analysis of Women Political Pioneers.” Finneman is also taking part in an AEJMC pre-conference focusing on oral history, during which she will discuss her oral histories with women journalists and with notable North Dakota journalists.

Lisa Phillips is an assistant professor of Journalism at SUNY New Paltz. Phillips’ *Unrequited: Women and Romantic Obsession* was published by HarperCollins in January 2015. The Washington Post called *Unrequited* “an ingenious hybrid of memoir, case study, scientific inquiry and intellectual history not only of unrequited love, but of Love, full stop, with a capital L.”



Our President, Katie R. Place, Ph.D. (Quinnipiac University) recently published an article entitled, “Binaries, Continuums, and Intersections: Women Public Relations Professionals’ Understandings of Gender” in the peer-reviewed journal *Public Relations Inquiry*. The paper addresses the complex nature of gender socialization, gender stereotypes, and gender scripts via public relations professionals’ definitions of “gender.”

Stine Eckert started as assistant professor in the Department of Communication at Wayne State University, Detroit in Fall 2014. Her study: “The Gutenberg Plagiarism Scandal: Myths Through Germany’s Leading News Magazines” has been published in the *Journal of Communication Inquiry* in January 2015. She was also elected as Vice-President of the Feminist Studies Division within the International Communication Association (ICA). She will work to better link FSD and CSW for a stronger, mutually beneficial advocacy for women in journalism, media and communication (research).



Radhika Parameswaran (Professor, Indiana University, Media School, Bloomington) was the keynote speaker for a fall 2014 conference on race and media, which was held at University of Wisconsin-Madison. She was a plenary speaker at the International Association for Mass Communication Research conference, which was held in Hyderabad, India, in July 2014. She served as a faculty judge for the national Peabody awards for electronic journalism in early Spring 2015. Her paper “Animalizing India: Emerging signs of an unruly market” has been accepted for publication in the journal *Consumption Markets & Culture*, and her book chapter *Globalization, beauty regimes, and the new mediascape in India* was published in the 2014 *Routledge Companion to Media and Gender* (Eds. Cindy Carter, Lisa McLaughlin and Linda Steiner). She continues to serve as the editor of the journal *Communication, Culture, and Critique*, which is a flagship journal of the International Communication Association.

# CSW AWARDS CALL

## Call for Applications:

The Association for Education in Journalism and Mass Communication Commission on the Status of Women 2015 Awards. The deadline for receipt of applications for all awards is May 17, 2015.



**Call for Donna Allen Award for Feminist Advocacy:** The Donna Allen Award recognizes feminist advocacy by a woman or group. This award honors Donna Allen, founder of the Women's Institute for Freedom of the Press in Washington, D.C. Submissions should demonstrate how the nominee's feminist media activism promotes the rights and freedoms of women and minorities across the world. Nominees need not be AEJMC members. \$100 awarded to the winner.



**Call for Mary Gardner Award for Graduate Student Research:** Students who conduct research on women in journalism and mass communication are invited to apply for the Mary Gardner Award. 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. The award honors Mary Gardner, professor emerita at Michigan State University and the first woman elected president of AEJMC. Applicants should send a three-to-five page description of the project and its potential contribution and the application's qualifications for undertaking the project. A three-person panel judges the applications. \$250 awarded to the winner.



**Call for Outstanding Woman in Journalism and Mass Communication Education:** This award honors a woman who has represented women well through excellence and high standards. Nomination letters must detail that individual's contributions to journalism and mass communication education. \$100 awarded to the winner.

**DIRECTIONS FOR APPLYING:** Please send applications and nomination letters electronically to Dr. Katie Place, CSW Chair at [Katie.place@quinnipiac.edu](mailto:Katie.place@quinnipiac.edu). Please feel free to contact Dr. Place via e-mail or phone at 703-268-6147 if you have any questions. Again, the deadline for receipt of all applications is May 17, 2015.