



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



Head's Message



Candi Carter Olson
Head

Welcome to fall! This summer's conference was wonderful, and I hope you all took home at least one thing to inspire you in your research or teaching. Personally, I was inspired by the way that the women on a panel I was moderating handled a

mansplainer in a beautiful way. It's hard to know what to say in the moment when you're confronted with someone denigrating the needs of people of color, LGBTQ individuals, and women. The women on that panel were fierce and quickly steered the conversation back to trying to brainstorm and raise up positive solutions. May we all work together to keep the conversation working toward change rather than in feeding the trolls, whether online or in person.

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AEJMC 2017 Convention Highlights



By Dr. Meredith Clark
and Paromita Pain,
Research Chairs



2017 was a unique year for U.S. politics. We had a woman presidential candidate running for office, which afforded remarkable opportunities to re-look at the media through the lens of gender and society. Media have evolved to occupy new digital spaces, raising complex questions of gender portrayal in areas like social media, whose power and influence are not clearly understood yet.

Our top faculty paper (“The Bitch is Back: Gender Stereotypes of Hillary Clinton in 2016 Twitter Images and Memes” by Rebecca Nee and Mariana De Maio, San Diego State University) looked at how gender stereotypes are perpetuated online, analyzing Twitter memes and images to show how social media images and memes attacking Hillary Clinton were characteristic of the 2016 presidential race. Even liberal media are not free of bias. As **Urszula Pruchniewska (Temple University)** showed, despite *The New York Times* and the *Washington Post*’s overt support of Democratic presidential nominee Hillary Clinton, latent problematic gendered discourses were an issue.

This year, while women in politics was a key thematic area, we partnered with a much broader range of divisions, interest groups, and commissions for panel presentations. This meant a wider variety of research and panels showcasing different studies on gendered activism, women, and communities on social media, and gender and violence in the media. Our international focus was enhanced by papers that looked at the representation of women in the Nigerian film industry and highlighted the interconnectivity between Chinese society, the discourse of one-child and second-child policy, and Chinese women in China using critical feminist theory.

As we put out the call for papers for 2018, it is heartening to note the variety of rich research, using different methods that are submitted each year to the CSW. Women are an important and integral part of the media, and the CSW exists to protect our rights as consumers and producers, nationally as well as globally.

CSW Business Meeting Highlights

August 10, 2017

Paper Awards

First place student paper: Urszula Pruchniewska, Temple University

Second place: Zehui Dai, Bowling Green State University

Third place: Jessica Maddox, University of Georgia

First place faculty paper: Rebecca Nee and Mariana De Maio, San Diego State University

Second place: Candi Carter Olson, Utah State University, and Victoria LaPoe, Ohio University

Third place: Dustin Harp, University of Texas at Arlington

Endowed Awards Ceremony

Mary Gardner Award for Graduate Student

Research: Paromita Pain, University of Texas-Austin

Mary Ann Yodelis Smith Award for Feminist

Scholarship: Chelsea Reynolds, California State University-Fullerton

Donna Allen Award for Feminist

Advocacy: Carolyn Bronstein, DePaul University

Outstanding Woman in Journalism and Mass

Communication Education: Lucinda Davenport, Michigan State University

Update on Mentorship: Tracy Everbach

There are plans to revive the mentorship program and assemble a committee. If you are a junior faculty member or a graduate student, CSW will send out an application. Women who want to be mentors (senior faculty members) can apply.

Update on Advocacy: Candi Carter Olson

Status as a commission instead of a division allows for a seat on the executive board. Mission: To present research papers and to do advocacy. Need to keep thinking about ways to advocate for women in the academy.

Midwinter Conference: Deepa Fadnis

Accepted 9 papers; 4 student papers, 5 faculty papers. Call goes out in November. Location: Oklahoma.

Research Update: Paromita Pain and Meredith Clark

Total of 35 submissions, 19 acceptances; 16 faculty papers, 19 student papers; 53 members were asked to review papers.

Volunteers for Executive Board committees:

Ad hoc committee to revise demographic forms: Ingrid Bachmann, Pontificia Universidad Catolica de Chile

Ad-hoc committee to distribute research funds to projects: Jen Vardeman-Winter, University of Houston

Child care:

Working on setting up child care options for 2018 conference in Washington, D.C., potentially in the overflow hotel. Funds authorized. Discussed an option for members to support a child care fund.

Fundraising:

Need people to come together and help fundraise. Paromita Pain, Meredith Clark, and Meg Heckman volunteered to organize an on-site mixer for 2018. May collaborate with a women's art institute or women's press association.

Other initiatives:

Suffrage anniversary event in 2019

In-person writing workshop

Supporting women's health in the academy

AEJMC 2021 Location Decision



August 11, 2017

Dear, Council of Divisions and AEJMC Leadership,

The Commission on the Status of Women and The Commission on the Status of Minorities voted for New Orleans, LA as the location for our 2021 meeting under duress. The Commission members felt that this was the only viable option due to the civil rights violations that have caused both of the other two bidding states to be put under travel restrictions by the NAACP (MO) and California (TX). Even the CSM members who live in Austen registered concern about the future of bathroom bills in their state and safety for members who identify as transgender. While the CSW and CSM have voted for New Orleans, we request that the leadership of AEJMC take action in the following way:

1. We request that AEJMC's leadership reevaluate options for the 2021 meeting and return a full slate of options that includes options that are not currently under a travel ban. Sites that are under travel bans represent a safety issue for our members who belong to minority ethnic and gender groupings. An online poll of the membership could be conducted later this fall with a full slate of acceptable cities.
 - a. Our members suggest the following potential sites to consider:
 - i. Indianapolis
 - ii. Detroit
 - iii. Omaha or Lincoln, Nebraska

While we recognize and appreciate that AEJMC's staff have put considerable time into considering sites, the current site selections put our membership in the position of telling other members that their safety and security—either physical or economic—do not matter. We recognize that things can change quickly and that a travel ban may be in effect in many places by 2021, or, conversely, things may be much brighter in our country and all sites will be open to us again. However, it seems that voting on a site that is already under a ban today puts us in the position of choosing a place that is already problematic and may be even more so by 2021.

Thank you for your time and consideration.

Sincerely,

The Commission on the Status of Minorities AND
The Commission on the Status of Women

PROMOTIONS & Publications



Katie Foss published her second book in June. *Breastfeeding and Media: Exploring Conflicting Discourses That Threaten Public Health* (Palgrave Macmillan) centers on the role of media in shaping public perceptions of

breastfeeding. Drawing from magazines, doctors’ office materials, parenting books, television, websites, and other media outlets, Foss explores how historical and contemporary media often undermine breastfeeding efforts with formula marketing and narrow portrayals of nursing women and their experiences. Foss argues that the media’s messages play an integral role in setting the standard of public knowledge and attitudes toward breastfeeding.



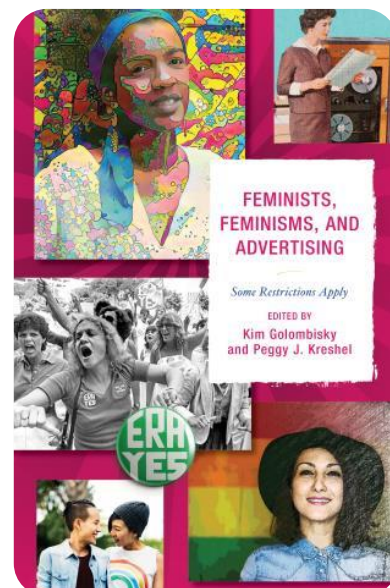
Teri Finneman had a paper, “The Greatest of Its Kind Ever Witnessed in America’: The Press and the 1913 Women’s March on Washington,” accepted for presentation at the American Journalism Historians Association in Little Rock.

The paper won both the Maurine Beasley Award for outstanding women’s-history research paper and the David Sloan Award for outstanding faculty research paper.

Teri Finneman (South Dakota State University) and **Joy Jenkins** (Reuters Institute for the Study of Journalism) also had a paper, “Sexism on the Set: Gendered Expectations of TV Broadcasters in a Social Media World,” accepted into the *Journal of Broadcasting and Electronic Media*.

Kim Golombisky (University of South Florida) and **Peggy Kreshel** (University of Georgia) have just published *Feminists, Feminisms, and Advertising: Some Restrictions Apply* (Lexington). The book is a collection of 15 essays by feminist scholars focusing on a broad range of issues related to women and the advertising industry. Among those issues are: the relationship between the industry and the feminist movement; ethics; historical accounts of women working in the industry; how advertising messages are encoded; the culture of the agency creative department; and how intersectional audiences decode, interpret, and resist advertising content. A concluding chapter provides a “primer” on feminist education for advertising students.

A second book edited by **Kim and Peggy**, *What’s the Big Idea? Feminist Perspectives on Advertising* (Lexington), is scheduled for release in early 2018. That book, also an edited collection of essays by feminist scholars using a range of feminist methodological approaches, will examine advertising messages and content.



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Suffrage Anniversary Offers Significant Opportunity for CSW

By Teri Finneman, South Dakota State University

The 100th anniversary of national suffrage will take place in the next few years, offering CSW a valuable opportunity to showcase our fabulous researchers. The anniversary also provides an opportunity to partner with other AEJMC divisions to not only spotlight this significant moment in women's history but also the ripple effects since and the progress still to be made.

Congress approved universal suffrage on June 4, 1919, with ratification of the 19th amendment occurring Aug. 18, 1920.

As your current CSW research co-chair and as second vice chair of the History Division, I would like to organize a small committee to work in the coming year to create a list of recommendations for how to mark this anniversary. These recommendations could then be discussed with the broader membership(s) at the 2018 AEJMC conference.

Questions this committee will consider include:

Beyond the History Division and Minorities and Communication Division, which other divisions could we engage and how?

Which conference do we want to focus on the most: the 2019 conference (in Canada) to mark the congressional anniversary or the 2020 conference (in San Francisco) to mark ratification? Do we do something smaller in 2019 and bigger in 2020?

Do we want to create some kind of specific theme (i.e., "Suffrage: Then, Now, and the Future")?

Do we want to have specific paper calls?



How will we engage the AEJMC leadership team in this effort?

What special events can we do during the conference?

How do we get the message out to the broader public, i.e., work with the media, organize community talks, etc., during the anniversary year?

And where can we get a big supply of Votes for Women sashes?

If you are interested in serving on this committee, please email me at finnente@gmail.com by Dec. 1 and note which AEJMC divisions you belong to and your university, as we would like a diverse committee of six to eight members. We will begin work in January.

CSW Membership: Men Who Get It Right

By Shanita Akintonde, Columbia College Chicago, and Laura Castañeda, University of Southern California

Many of us can attribute a great deal of our professional and personal growth to the “MEN” portion of the word MENTOR. And yet, few men have joined the Commission on the Status of Women. With apologies to *BuzzFeed*, here is a list of reasons they should do so, courtesy of two male CSW members.

To stay up-to-date on women’s issues. Gerald M. Sass, the retired executive vice president of The Freedom Forum, says he rejoined CSW a couple of years ago. “It’s an effective way to stay current on women’s concerns and issues, especially in journalism and mass communication,” he says.

To expand the definition of diversity. Ben LaPoe, of the Scripps College of Communication at Ohio University, has been a CSW member for at least three years. “I could more efficiently see trends and patterns through a race conceptual lens, but I struggled with gender, indicating to me how deeply rooted the gender socialization and social construction had been in my youth. Joining the

[Commission] on the Status of Women has greatly helped my lens.”

To teach by example. “In nearly every course I teach, we usually touch on the research showing individuals need to actively think about diversity and inclusion and actively take actions exposing them to diversity and inclusion,” LaPoe says. “If we don’t, we tend to gravitate towards homogenous perspectives.”

To counter the over-representation of male perspectives. “That over-representation has systemic, institutional, and cultural effects,” LaPoe says. “Joining the [Commission] on the Status of Women provides men the opportunity to research, experiences, and perspectives they might not otherwise receive.”

To stand as allies. “In the final analysis, all women’s issues should in a sense be issues for men also,” Sass says. LaPoe agrees, adding, “I have a few colleagues that are members, and I wanted to find ways of supporting the committee’s mission.”

Midwinter is coming!

The AEJMC Midwinter Conference call for papers is out! The conference returns to the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in 2018, for the eighth year in a row. The Midwinter Conference requires only an extended abstract for both papers and panels. This is a fantastic opportunity to trial a research project you would like to submit for the summer conference, and it is a great place for graduate students to present their work. The deadline is Dec. 22, 2017. For more information, please contact our Midwinter Research co-chairs, Deepa Fadnis and April Spray Newton.

Head's Message *continued from p. 1*

The Commission has several initiatives we are working on strengthening and growing this year. Remember that we work best when everyone participates, so see if you can find a place to participate or support our work this year through one of these initiatives or through something else you think adds to our work.

First, the CSW is reinvigorating its mentorship program this year! If you want to get involved in this program either as a mentor or a mentee, please fill out this survey by Nov.

30: <https://www.surveymonkey.com/r/mentorcsw>. Our mentors can be people of any gender, but in keeping with our mission, all of our mentees are women, although we would definitely include people of LBTQ identities.

Mentors can help us figure out research agendas, balance teaching and research, navigate the tenure world, or integrate family obligations with academic work life. I've been Tracy Everbach's mentee for four years. We've worked through issues including how to navigate academic politics (which, let's just face it, suck) and developing a clear research agenda, and she and I will be working on my tenure file this year. (Thank you, Tracy! I love you.)

Next, the CSW is working hard on returning to its activist roots and reinforcing that role within AEJMC. I'm working with the PF&R committee on a statement that will guide both professionals and educators about what to do when they encounter hate speech. We know that hate speech is not protected by the First Amendment because it has a quelling effect on free speech. I've been forthright about noting that this quelling effect is particularly noticeable for vulnerable populations, including women and people of color. Now that all of the officers have officially taken their new positions across AEJMC as of Oct. 1, this conversation will be moving forward.

I hope we can accomplish a few things. First, I'd like us to make it clear that hate speech is a problem for free speech. Taking a libertarian stand on hate speech does not recognize the damage that hate speech does to the broader culture, particularly because it forces nonhegemonic voices out of the conversation.

Second, I'd like us to create some concrete ideas to help guide educators in how to address the issue of hate speech in the classroom and in our research, and I'd like to see us also address our professional members with some suggestions for how to approach hate speech in the stories they're writing. If you can think of something that the CSW should be taking on for activism this year that fits within our mission, please let me know.

Third, we are working on membership recruitment. If you've found value in the CSW, whether by joining our Facebook group, submitting research to our conference, participating in our mentorship program, or in any other way, please encourage your colleagues and students to join the CSW. We use your membership fees to pay for awards and to fund our programs, including keeping the cost of our annual networking mixer reasonable. Your support helps to keep our programs vital.

Finally, I told you all in an email that I will be working with the board on drafting a new bylaw that will make it clear which board members can submit to our research paper competition and which cannot. I have not gotten there yet, but I promise you all that I will. Once the board and I have agreed on wording, we will send you an online survey so that you can vote on the new bylaw.

I'm looking forward to working with all of you this year!

Research Spotlight

Lisa D. Lenoir, Stephens College, plans to launch research projects looking at topics related to fashion and media. One project will examine curriculum in a fashion communication major and how it might heighten cultural competency in undergraduate students looking to enter the textile, apparel, and media business. Another project will look at international bloggers and vloggers and how they use Global Englishes to engage in the style and beauty discourse. The topics build upon Lenoir's professional experience as a former fashion reporter and editor for print publications and her master's degree studies in globalization and sustainable development. If you have questions or suggestions, please contact her at lLenoir@stephens.edu.

Female Newspaper Editors' Management Style Win Out

*Catherine Strong
Massey University, New Zealand*

It took *The New York Times* 160 years to appoint a woman as editor, the *Baltimore Sun* 176 years, and many daily newspapers still have never had a woman editor, despite the plethora of women entering the journalism industry. This sad phenomenon is repeated in many countries, even in New Zealand, which was the first country to give women the vote and is rich in media freedom, women's equality, and social justice. This study interviewed every woman who has ever been a daily newspaper editor in New Zealand. The editors spoke frankly about the hegemonic masculinity that prevents women wanting to climb the media career ladder, specifically the Lone Wolf model whereby their leadership style clashed with the male editors' style. But there are indications that the gender gap in daily newspaper leadership is narrowing, thanks to the newspaper economic crisis that has led to online consolidations. In this new environment, women's traditional consultative management style is an advantage, even in dealing with vexing social media trolls.

Contact: C.r.strong@massey.ac.nz; Twitter @ripoata.

Honors and Awards

Candi Carter Olson, CSW chair, and Erin Cox, Utah State University, received honorable mentions for both the Maurine Beasley Award for outstanding women's-history research paper and the David Sloan Award for outstanding faculty research paper for their paper "A Mighty Power: The Defenses Employed by Utah's Women Against Disenfranchisement by the Edmunds-Tucker Act of 1887."

Diana I. Rios, University of Connecticut, completed three years as American Association of University Professors chapter president. She was previously the second person in the chapter's history to win election for two consecutive terms. She was the first person elected to three consecutive years as chapter president. During her term, she reignited "Committee W" to work on pay equity proposals for the new contract with the university. She is serving her third year on the National AAUP Council and was recently elected to National AAUP-Collective Bargaining Coalition Vice Chair. She continues to be active on behalf of women in the academic profession.

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Sights, Sounds and Stories of the Indian Diaspora: A New Browning of American Journalism (Work-in-Progress)

Radhika Parameswaran and Roshni Susana Verghese, *The Media School, Indiana University, Bloomington*

While the dominant academic brushstrokes of Indian immigrants' occupational lives in the United States paint portraits of their work in the professions of medicine, engineering, and technology and in such small business ventures as gas stations and motels, there has been a less-known, but remarkable incursion of the Indian diaspora into the news industry on various fronts, from management to reporting, editing, freelance writing, column and opinion writing, specialized feature reporting, and multimedia production. In the broadest sense, our research tracks this new South Asian occupational incursion, a still fresh and relatively neglected browning of the American journalism workforce that follows in the wake of other such minority communities as African Americans and Latino Americans, who joined the news industry in greater numbers during the eighties and nineties. Given the dearth of research on the Indian diaspora in journalism, there are many different dimensions of this still developing phenomenon that scholars could pursue; however, our research's exploratory analysis privileges the following questions at this stage: How does the professional community of the Indian diaspora in U.S. journalism manifest in collective form? What profile of this immigrant community's involvement in journalism, including those of women journalists, emerges when we subject publicly available information to systematic scrutiny? What can we further discover about gender, professional mobility and culture when we examine the occupational positions, contributions and life stories of Indian Americans in journalism?

Research Spotlight



Radhika (picture above) and Roshni (picture below), Indiana University



Scholar-to-Scholar Session | AEJMC 2017

Differential Climate: Blacks and Whites in Super Bowl Commercials, 1989-2014

Kenneth Campbell, Associate Professor, University of South Carolina
Ernest L. Wiggins, Associate Professor, University of South Carolina
Phillip Jeter, Professor, Winston-Salem State University
Author Email: kcampbell@uscar.edu

Scholar-to-Scholar Poster Session: Cultural and Critical Studies Division, 36th Annual Convention, Chicago, August 9, 2017

Abstract: This poster session presents findings from a content analysis of Super Bowl commercials from 1989 to 2014. It finds that Blacks and Whites are represented in Super Bowl commercials at different rates and in different ways. The analysis also examines the racial and ethnic diversity of the advertising agencies that create these commercials. The findings are discussed from a critical cultural perspective.

Research Question
RQ1: How are Blacks and Whites represented in Super Bowl commercials, which might suggest differences in ideological constructs and assigned cultural values?

Table 1. Primary characters by year and race.

Year	White	Black	Total
1989	70%	30%	100%
1990	68%	32%	100%
1991	65%	35%	100%
1992	62%	38%	100%
1993	60%	40%	100%
1994	58%	42%	100%
1995	55%	45%	100%
1996	52%	48%	100%
1997	50%	50%	100%
1998	48%	52%	100%
1999	45%	55%	100%
2000	42%	58%	100%
2001	40%	60%	100%
2002	38%	62%	100%
2003	35%	65%	100%
2004	32%	68%	100%
2005	30%	70%	100%
2006	28%	72%	100%
2007	25%	75%	100%
2008	22%	78%	100%
2009	20%	80%	100%
2010	18%	82%	100%
2011	15%	85%	100%
2012	12%	88%	100%
2013	10%	90%	100%
2014	8%	92%	100%
Total	45%	55%	100%

Table 2. Blacks and Whites in primary and secondary characters.

Year	Blacks	Whites
1989	15%	85%
1990	18%	82%
1991	22%	78%
1992	25%	75%
1993	28%	72%
1994	32%	68%
1995	35%	65%
1996	38%	62%
1997	42%	58%
1998	45%	55%
1999	48%	52%
2000	52%	48%
2001	55%	45%
2002	58%	42%
2003	62%	38%
2004	65%	35%
2005	68%	32%
2006	72%	28%
2007	75%	25%
2008	78%	22%
2009	80%	20%
2010	82%	18%
2011	85%	15%
2012	88%	12%
2013	90%	10%
2014	92%	8%
Total	55%	45%

Table 3. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 4. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
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5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
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Table 7. Primary characters by race and product category.

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10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 9. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 10. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 11. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 12. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 13. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 14. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 15. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 16. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	6.7%
7	Apparel	4.3%	5.2%
8	Apparel/A	3.6%	4.5%
9	Recreation	3.0%	3.8%
10	Recreation/A	2.9%	3.8%
11	Pharmaceutical	2.1%	2.9%
12	Pharmaceutical/A	2.1%	2.9%
13	Travel	1.6%	1.3%
14	Retail	0.9%	1.3%
15	Household	0.9%	0.6%
16	Household/A	0.9%	0.6%

Table 17. Primary characters by race and product category.

Rank	Category	White	Black
1	Services	20.9%	20.8%
2	Automotive	12.3%	14.8%
3	Beverage/NA	14.7%	12.2%
4	Beverage/A	12.3%	10.4%
5	Food	8.6%	9.7%
6	Automotive/A	6.6%	

Member Q&A: Tracy Everbach

By Paromita Pain, University of Texas-Austin

Tracy Everbach, an associate professor of Journalism at the School of Journalism, the University of North Texas, has been researching issues of race, gender, and media for more than a decade. *Mediating Misogyny: Technology, Gender, & Harassment* is her most recent edited collection of essays with co-editor **Dr. Jacqueline Ryan Vickery, Department of Media Arts, University of North Texas**. A former head of the Commission on the Status of Women for AEJMC, Dr. Everbach, says the connections and support she receives from the “wonderful women” at CSW has contributed greatly to her growth and success as a scholar and teacher.



What sparked your interest in researching issues of gender? I have always been interested in gender issues. When I worked as a journalist, I faced a lot of situations where I could see inequalities between men and women in the workplace, which made me mad. I went to grad school after a few years in journalism, and I was pretty passionate about gender issues.

When and why did you start your association with the Commission? When I first joined AEJMC, I saw the CSW, which does feminist research, and submitted a paper. My paper got accepted, and I started meeting all these amazing women at the conference each year. Cory Armstrong, the then-head, asked me if I would be interested in taking a leadership role in the CSW. The CSW is so supportive and welcoming. It's been my home at AEJMC for the past about 15 years now.

How has this contributed to your growth as a scholar? Just being around people who are interested in the same kinds of research around the issues that motivate you, being able to engage in discussions without being criticized or shunned helps a lot. The women of CSW and their research inspire me. My book *Mediating Misogyny* has chapters by several of the women I have met at

CSW. I don't think I would have been able to do this if I hadn't made those connections at CSW.

The issue of support is an important one at CSW. Yes, of course! We have the mentoring program, which has been great for both the mentor and the mentees. Some have even done research together. Every time I come up with a situation I can't handle, there is always somebody in CSW I can send a message to. Everyone is very supportive of each other and very willing to help.

How and why would you encourage other students and junior scholars to join CSW? It's a great opportunity and a great way to meet people who are interested in the same areas of research as you and make connections. Many of the men and women who wrote my external review letters for tenure were connections I made through CSW. I have recruited a couple of men to join the organization as well. We are open to everyone! We need our male allies. There's a misconception that CSW is only for women. Gender also includes men.

Call for Reviewers

The Commission on the Status of Women requests paper reviewers for AEJMC 2018. Participants can submit papers and still review. Graduate students are welcome. Volunteer reviewers will be given no more than two papers to review.

Register on the Academic site through the AEJMC website (<https://convention2.allacademic.com/one/aejmc/aejmc17/>) and create an account in the All-Academic System. Go to the right side of the page and scroll down until you come to “**Click here to create new username and password.**” This will allow for paper assignments to proceed quickly, and you will have immediate access to your assigned papers to judge soon after the All-Academic system closes for paper uploading.

Creating your user name and password now will also allow you to submit, judge, and download papers all from the same account and allow us to complete the process of updating the site for the AEJMC 2018 Paper Competition.

If you created an account last year, you will need to do so again this year. Please send all questions and state your interest in reviewing to CSW Research Chairs Dr. Teri Finneman, finneme@gmail.com, and Paro Pain, paromita.pain@gmail.com.

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Promotions & Publications *continued from p. 3*

Eckert, S. (2017). Fluid public clusters in Western democracies: Political women bloggers in the United States, United Kingdom, Germany, and Switzerland. *Blue Book of Media and Gender. Report on the Development of Media and Gender in China (2015-2016)*, 229-272.

Eckert, S. Sopory, P., Day, A., Wilkins, L., Padgett, D., Novak, J. ... Gamhewage, G. (2017). Health-related disaster communication and social media: Mixed-method systematic review. *Health Communication*. DOI: 10.1080/10410236.2017.1351278. [Online First: August 21, 2017]

Vardeman-Winter, J. & Place, K.R. (2017). Still a lily-white field of women: The state of workforce diversity in public relations practice and research. *Public Relations Review*, 43(2), 326-336.

Laura Castañeda wrote a piece for *USA Today's Hispanic Living* magazine, and a version appeared online: <https://www.usatoday.com/story/life/2017/09/10/spanish-fluency-u-s-decreases-each-generation/636773001/>

As the Academic At Large officer for the National Association of Hispanic Journalists board, Castañeda is doing double-duty as the NAHJ Rep for the ACEJMC (Accrediting Council on Education in Journalism and Mass Communications).

Scholar-to-Scholar Session *continued from p. 10*

An exploratory study linking uses of and gratifications from online sexual information-seeking to Chinese female college students' sexual knowledge, sexual attitudes and everyday health information literacy

Yuanjie Grace Xia & Xiao Wang
School of Journalism and Communication, The Chinese University of Hong Kong

Abstract

This article is dedicated to examine Chinese female college students' sexual information-seeking via Internet. Data were collected from a random sample of 469 university students. Results showed that information variety-seeking, voyeurism and embarrassment-avoidance were significant predictors of Chinese female college students' Internet use in sexual information-seeking. In addition, women with higher use intensity were found to be equipped with more sexual knowledge, and ones with the higher use frequency contributed to more permissive attitudes towards premarital sex and close heterosexual relationship, whereas less permissive attitudes towards sexual assault. Finally, a mediation effect of information variety-seeking gratification between EHH, and Internet use frequency was confirmed.

Background

- Sexual education at home or at school has been long-term marginalized in China
- A number of relevant studies discover a gendered difference in Chinese youths' acquisition of sexual knowledge, reflecting that female students are much less knowledgeable than male (Sun et al., 2013; Peng et al., 2009; Liu & Lu, 2002).
- Fluctuating from basic sexual health knowledge puts young people, in particular female youth at risk of unwanted pregnancies and sexually transmitted disease (Zheng & Chen, 2011).
- Network is one of the main sources for Chinese youth to seek and gain sexual information and knowledge (Zheng & Chen, 2011; Wang et al., 2012; Yu et al., 2013).

Purpose of the Study

- To identify the motives behind female college students' choice of Internet as both a source and a platform to seek sexual information.
- To investigate the dynamics among gratifications, Internet use frequency and dependency in seeking sexual knowledge, permissive sexual attitude, and everyday health information literacy (EHH).

Methods

Sample and Sampling Procedure

- Sampling proceeded by initially selecting two comprehensive and multidisciplinary universities respectively located in Jiangsu and Zhejiang in 2016.
- Of the 469 total responses collected, 414 were confirmed to be valid.
- The sample has median age at 21 years, and median education was undergraduate.

Measures

Gratifications sought from sexual information-seeking

The study combines relevant gratification items employed in traditional media (Rubin, 1983) with those in new media, especially the Internet (Papacharissi & Rubin, 2000; Sundar & Limperu, 2013). A focus group with 11 female postgraduate students from mainland China was also conducted to better grasp some unique motivations. A total of 22 items were selected and included in the final instrument using a 5-point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree).

Intensity of online sexual information-seeking

Respondents were first given a list that pointed out eight types of sexual information on the Internet, and were asked (1) how many types of sexual information they had searched or browsed on the Internet; (2) how often they had searched or browsed each of the eight types; (3) to what extent they feel that they are dependent on Internet for each type. Cronbach's α of each composite measure was at .84 (intensity), and at .93 (use dependency).

Sexual knowledge

The multidimensional measurement for sexual knowledge developed by Shanghai Institute of Planned Parenthood Research (SHIPR, Wang et al., 2012; Yu et al., 2013) was adopted. A 15-item instrument consists of three dimensions: reproductive physiology (7 items), VD/AIDS (4 items) and contraception (4 items).

Permissive Sexual attitudes

It was measured by respondents' permissive attitudes toward (1) premarital sex ($n = 97$), referring to acceptance of premarital sex; (2) close heterosexual relationship ($n = 70$), meaning one's acceptance of having intimate heterosexual friends regardless of her being married; (3) sexual assault ($n = 75$), denoting sexual violence, including rape. Respondents were asked to indicate their agreement on a scale from 1 (strongly disagree) to 5 (strongly agree), with a 7-item instrument.

EHH

Niemi's (2011) EHH screening tool was used to measure respondents' health information literacy. The EHH instrument included 10 statements to which respondents were asked to respond on a scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Control variables

They include (1) demographics, (2) love and marriage status, (3) sex education both at school and at home, (4) sexual experience.

Results/Conclusion/ & Discussion

RQ1: What motivates Chinese female college students to use Internet for seeking sexual information?

A principal component factor analysis yielded six factor gratifications sought from sexual information-seeking via Internet: information variety-seeking ($n = 81$), coolness and novelty ($n = 77$), community-bonding ($n = 70$), voyeurism ($n = 68$), embarrassment-avoidance ($n = 70$), hedonism ($n = 65$).

→ These gratifications obtained from online sexual information-seeking were found to exhibit a culture afforded by the Web 2.0 era.

RQ2: What gratifications will be the strongest predictors of the Internet use in sexual information-seeking?

- The use frequency was significantly predicted by gratifications of information variety-seeking and voyeurism.
- The use dependency was significantly predicted by gratifications of information variety-seeking and embarrassment-avoidance.
- Household income in demographics was a significant predictor of both use frequency and use dependency.
- The more female college students were motivated to resonate with the feelings of surfing sexual information tabs, peering into other users' lives and escaping from interpersonal embarrassment, the more intensively they would seek sexual information via Internet.
- Two patterns: (1) sexually aggressive usage denotes that students with a voyeurism motive may hold a hedonic habit to actively spy on others' online moves, but also keep a relatively fragmented yet frequent use pattern; (2) actually conservative usage means that ones with an embarrassment-avoidance motive may show more shyness and conservatism, leaving themselves to be sticking to the Internet source for sexual information.

RQ3: How can demographics, personal history, gratification sought, and internet use for sexual information predict sexual knowledge? (See Table 1)

- Only in the Internet use block accounting for 3% of the variance, both use frequency and use dependency were found to significantly predict sexual knowledge.
- The more frequently or intensively female students seek sexual information online, the more sexual knowledge they will have.
- The less dependent ones on the online approach for sexual information, the more sexual knowledge they will have.

RQ4: How can demographics, personal history, gratification sought, and internet use for sexual information predict permissive sexual attitude? (See Table 1)

- The higher use frequency kept in online sexual information-seeking contributed to more permissive attitudes towards premarital sex and close heterosexual friends, whereas less permissive attitudes towards sexual assault. No correlation was found between sexual knowledge and all sexual attitudes.

RQ5: Are the effects of EHH on the Internet use in sexual information-seeking mediated by gratifications obtained?

- Higher EHH did not necessarily lead to higher online seeking frequency, but those female college students who simultaneously obtained information variety-seeking gratification were more likely to look for sexual information via Internet. (See Figure 1 & Table 2)

Hypotheses/Testing

Tables & Figures

Table 1 Regression equation testing the mediating effect of demographics, gratification sought, and internet use for sexual information on sexual knowledge

Variables	Model	Adjusted R ²	Sexual Knowledge	Information Variety-Seeking	Use Dependency
Model 1 (Demographics)	1	.01	.01	.01	.01
Model 2 (Gratification)	2	.02	.02	.02	.02
Model 3 (Internet use)	3	.03	.03	.03	.03
Model 4 (All)	4	.04	.04	.04	.04

Table 2 Regression equation testing the mediating effect of demographics, gratification sought, and internet use for sexual information on permissive sexual attitude

Variables	Model	Adjusted R ²	Permissive Sexual Attitude	Information Variety-Seeking	Use Dependency
Model 1 (Demographics)	1	.01	.01	.01	.01
Model 2 (Gratification)	2	.02	.02	.02	.02
Model 3 (Internet use)	3	.03	.03	.03	.03
Model 4 (All)	4	.04	.04	.04	.04

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PhD students in Communication, The Chinese University of Hong Kong

(Poster above) An exploratory study linking uses of and gratifications from online sexual information-seeking to Chinese female college students' sexual knowledge, sexual attitudes and everyday health information literacy, by Yuanjie Grace Xia & Xiao Wang, The Chinese University of Hong Kong

(Poster below) Gender Representation and Occupational Portrayals on Primetime TV, by Brittany Smith and Jan LeBlanc Wicks, University of Arkansas

Gender Representation and Occupational Portrayals on Primetime TV

Abstract

This content analysis examined female characters on 70 primetime shows airing in fall 2013 on ABC, CBS, NBC, Fox, and the CW. Similar to previous research, fewer married female characters held professional jobs, suggesting women should be single to hold a prestigious career.

Cultivation & Social Cognitive Theory

Youth learn gender norms by observing characters on TV programs (e.g., Signorielli, 2009).

Viewers internalize patterns of gender representation depicted over time on primetime TV, with stereotypical depictions of female characters especially instructive to viewers who are similar in gender (e.g., Parrott & Parrott, 2015).

Methods – Content Analysis

Randomly selected one episode of 70 primetime TV series airing on ABC, CBS, NBC, Fox, and CW. First author and independent coder coded 20% of sample with Scott's ρ reliabilities of .90 and above.

Variables:

- Gender and Marital Status
- Genre: comedy or drama
- Major and Minor characters
- Occupation: professional, white collar, blue collar, other, and none
- Network & Type by Average Audience Age
- Older Audience – ABC, CBS & NBC
- Younger Audience – Fox & CW

Results

Females were 39.7% of 829 sampled characters, underrepresented compared to their proportion of the U.S. population (50.8%).

Females were 43.2% (214 of 495) of major characters and 34.4% (115 of 334) minor characters sampled.

Females comprised 37% of characters in professional and white-collar occupations, compared to 51% in reality.

More female characters than expected were depicted in major roles [$\chi^2(1, N = 829) = 6.45, p = .011$].

There were more males than expected (23.9%, 198) depicted in professional occupations than females (12.5%, 104) [$\chi^2(1, N = 829) = 5.47, p = .019$].

More females than expected (2.7%, 22) were depicted in white collar occupations (including secretarial and clerical jobs) than males (1.8%, 15) [$\chi^2(1, N = 829) = 6.33, p = .012$].

Of the 234 married or single females who worked in any job, 74.4% (174) were single and 25.6% (60) were married.

For context, 50.3% of unmarried women and 56.2% of never married women worked in 2013 (U.S. Bureau of Labor Statistics, 2014).

Of the 114 married or single women depicted in professional occupations, 72.8% (83) were single and 27.2% (31) were married.

As predicted, single females held more than twice as many professional and white-collar jobs than married female characters

Portrayals by TV Network

When only the 329 female characters in the sample are considered, females were more likely to appear in professional and white-collar occupations on networks with older (ABC/CBS/NBC) rather than younger audiences (Fox/CW) [$\chi^2(1, N = 329) = 4.27, p = .039$].

Women were more likely to be shown as employed in any occupation on networks with older compared to younger audiences [$\chi^2(1, N = 329) = 5.32, p = .021$].

Discussion

More major female characters are depicted as working women in this study, but they may hold lower status occupations on primetime TV than they do in reality.


Female characters with higher occupational status are still more frequently depicted as single, perhaps cultivating the perception among viewers that women must be single in order to have a prestigious career.

Networks reaching younger audiences (Fox/CW) tend to depict female characters in more traditional or stereotypical occupational roles.

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Scholar-to-Scholar Session | AEJMC 2017



THE UNIVERSITY
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at CHAPEL HILL

Domestic Violence in Appalachian Newspaper Coverage: Minimizing a Problem or Mobilizing for a Solution?

Natalee Seely
Daniel Riffe
UNC – Chapel Hill

Introduction

- Social and physical isolation, cultural values, access to healthcare, and poverty associated with the Appalachian region of the U.S. may shape how domestic violence is discussed and addressed in communities
- Through framing, sourcing decisions and the inclusion or exclusion of mobilizing information, news media play an important role in how the social problem of domestic violence is perceived by the public

Research Questions

- How is domestic violence news coverage framed in Appalachian newspapers?
- What types of sources and mobilizing information are cited within domestic violence news coverage, and how often are they cited?
- Does the presence of thematic framing, sourcing and frequency of mobilizing information differ among news coverage from three economic status regions (Distressed, At-Risk, and Transitional) designated by the Appalachian Regional Commission?

Method & Codebook

- A quantitative content analysis of domestic violence news articles (N=868) from Appalachian newspapers was conducted to identify overarching topics, frames, sources, and mobilizing information
- All domestic violence news content from a one-year period (Oct. 15, 2016 – Oct. 15 2016) from 24 newspapers located in counties within three economic regions (Distressed, At-Risk and Transitional) was collected using America's Newsbank database
- A sub-sample (14%) of the final sample was double-coded, and satisfactory reliability (Krippendorff's α) was obtained for primary variables of interest

Table 1. Thematic and Episodic Frame Frequencies and Thematic Frame Type

Frame Type (N=868)	Count	Percentage
Thematic	93	10.7
Episodic	775	89.3

Thematic Frame Type (N=93)

Domestic Violence Statistics	47	50.5
Discussion of Domestic Violence Legislation	25	26.9
Social, Cultural, Economic Causal Factors	23	24.7
Large-scale Consequences	26	28.0
Rarity/Isolation as Causal Factor	5	5.38
Discussion of Criminal History of Domestic Violence	17	18.3
Other	1	1.10

Table 2. Presence, Type & Orientation of Mobilizing Information

	Count	Percentage
Presence of Mobilizing Information (N=868)		
Identification	84	9.7
Explicit Call to Action	65	77.4
Both Identification & Call to Action	2	2.4
Orientation of Mobilizing information (N=84)		
General Public	63	75
Victims	26	40
Friends & Family	11	13

Table 3. Percentage of Thematic Framing by Newspaper Location Status

Status Type	N	Presence of thematic frame (%)
Distressed	121	26.4 _a
At-Risk	418	33.3 _a
Transitional	329	14.3 _b

$\chi^2(2,868)=59.40$

Table 4. Percentage of Police and Advocate Sourcing by Newspaper Location Status

Status Type	N	Police source (%)	N	Victims' Advocate source (%)
Distressed	121	57.1	121	12.4 _a
At-Risk	418	91.9 _a	418	3.8 _b
Transitional	329	77.8 _a	329	10.9 _a

$\chi^2(2,868)=81.44$ $\chi^2(2,868)=17.40$

Note: Percentages with different subscripts denote significant differences between the groups. Percentage represent within-cell percentages.

(Poster above) Domestic Violence in Appalachian Newspaper Coverage: Minimizing a Problem or Mobilizing for a Solution?, by Natalee Seely and Daniel Riffe, The University of North Carolina at Chapel Hill

(Poster below) Cocks, Glocks & Culture Shocks: Coverage of Feminist Expression and Protest Paradigm at an Anti-Gun Rally, by Deepa Fadnis and Kelsey Whipple, University of Texas at Austin, School of Journalism

Cocks, Glocks & Culture Shocks: Coverage of Feminist Expression and Protest Paradigm at an Anti-Gun Rally

Deepa Fadnis and Kelsey Whipple
University of Texas at Austin, School of Journalism


Abstract

The Cocks Not Glocks protest condemned the court ruling that allowed concealed carry of guns on university campuses in Texas. It attracted enormous attention from news media because of its satirical use of 'dildos' as protest props.

This study examines the news stories and images about the protest to understand the way journalistic routines and editorial values influence the coverage of sexually suggestive situations and gendered content in national and Texas-based news publications.

Using the mixed methods approach, this paper also investigates the extent to which these reportorial practices adhere to the protest paradigm. Especially, given the social and political awkwardness around sex toys in Texas, findings suggest a progressive yet subtle expression of female sexuality and empowerment portrayed through visuals in the local news publications.

Moreover, while national news publications conformed to the traditionalistic principles of the paradigm, Texas-based news publications reversed the paradigm by sourcing information from female experts and authority figures who supported the cause of the protest.



Methods

Corpus: News stories and images from national and Texas-based news sites

Dates: August 24 to 26, 2016

Keywords: Cocks not Glocks, UT protest

Methods: Content Analysis, Discourse Analysis, & Visual Framing

National Publications	Texas-based Publications
The New York Times	Austin-American Statesman
Washington Post	Dallas Morning News
Washington Times	Houston Chronicle
Huffington Post	Texas Monthly
Yahoo News	Texas Tribune
Breitbart News	Daily Texan

Results

Suggestive Terminology
National news stories used the words 'sex toys' and 'dildos' more number of times than local news publications in Texas.

Several national news stories referred to the protest as 'Cocks Not Glocks', while local news publications used 'Cocks Not Glocks' and 'UT protest'.

Sourcing
Female sources predominantly expressed anti-gun views.

Local publications sourced views from female experts or authority figures legitimizing the cause of the protest.

Several male sources expressed support for guns and criticized the protest and the protest prop.

National news sites sourced information from UT officials and pro-gun supporters.

Protest Visuals
Local publications used vivid, bold and provocative images to showcase the highlights of the protest.

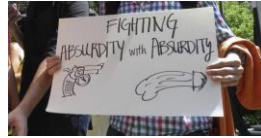
National news publications used stock photos, less explicit images and sourced visuals from social media.

Protest Paradigm
National news stories were more critical about the protesters than local news publications

National news stories talked about the cause of the protest encouragingly

Discussion

- Local news media has greater access to political and social developments
- Local news media overturned the paradigm by sourcing information in support of the protest and by quoting female authority figures
- National news stories were more open to using sexually suggestive language
- Local news publications used imagery to express revelry and circus
- Visuals portray Protest Paradigm more evidently than words



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