

SUMMER 2021 ISSUE

COMMISSION ON THE STATUS OF WOMEN (AEJMC)

CHAIR'S MESSAGE p. 2

As we collectively try to ease back into a sense of normalcy, with the coronavirus pandemic still threatening to upend our lives with consistent waves,

Q&A W/ LISA LENOIR p. 4

Lenoir is the recipient of the Mary Gardner Award for Graduate Student Research, for her work, "The Chicago Defender's Quiet Power: The Legacy of Mattie Smith Col- in—From Covering Emmett Till's Death to Everyday Life."

Q&A W/ AMANDA HINNANT p. 5

Amanda Hinnant is the Outstanding Woman in Journalism & Mass Communication Education.

PUBS & PROMOS p. 6

Read about the new publications, accepted papers, awards, and other celebrations of women+ scholars doing amazing work. Also learn more about how you can get your work the next CSW newsletter

RESEARCH COLLABORATION p. 11

The challenges of producing research and juggling all the other responsibilities of academic life are daunting even for established scholars.

TOP FACULTY AWARD p. 14

Winners of the Top Faculty Paper Award share their work, "What a nasty girl! Incivility and gendered symbolic violence in news discussions"

DONNA ALLEN AWARD p. 15

Dr. Maria B. Marron, Professor & Former Dean, University of Nebraska-Lincoln College of Journalism & Mass Communications, has won the Donna Allen Award for Feminist Advocacy.

TOP STUDENT PAPER p. 16

Dana Dabek, Temple University, won the CSW's Top Student Paper Award for her study, "Covering the Second Wave: Grace Lichtenstein, The New York Times, and the Legacy of Liberal Feminism."



CHAIR'S MESSAGE, KIM FOX

Inequity and Change

As we collectively try to ease back into a sense of normalcy, with the coronavirus pandemic still threatening to upend our lives with consistent waves, it will be interesting/frustrating to see how things pan out, especially as it relates to face-to-face classes for the fall semester. Though it appears as if some progress has been made in terms of the availability of vaccinations as well as the number of Americans who've been vaccinated, we now have a very clear look at global inequity with who has access to the jab(s) and who doesn't, with the US appearing to hoard vaccinations while other parts of the world struggle to keep COVID-19 under control. All of this as we confront more of the unknown by way of new variants of the disease (NOTE: to be fair, the US will donate millions of vaccines to the "lowest-income countries").

Inequity seems to have been the theme over the past few months, even as we met the anniversary of George Floyd's murder alongside with the rebirth of the Black Lives Matter (BLM) movement. But it wasn't just Black lives, but more specifically Black women, who suffered from varying levels of injustice. The injustice happened in sports with Simone Biles being penalized for being exceptional ... and Sha'Carri Richardson's suspension from the US track team for failing a drug test for smoking marijuana (USA Track & Field have now indicated that THC should be reevaluated). Naomi Osaka couldn't even peacefully take a mental break from the high-end stress that is the world of professional tennis. The injustice happened in our own backyard in higher ed, with journalist Nikole Hannah-Jones' tenure debacle at the University of North

Carolina (Hannah-Jones has since accepted a tenured position on the faculty at Howard University). The injustice happened in sports AND journalism with ESPN's continuing saga with diversity issues, in this case how host Rachel Nichols, who is white, disparaged her colleague Maria Taylor, who is Black. As women faculty and admin, in journalism and mass communication, we will certainly be faced with some degree of inequity, as we have in the past. It has been said that "this too shall pass," but what we know for sure is that it doesn't pass without a focused effort on the inequities and without sacrifice. As we endure these battles, we sometimes ask— why is change that is deserved so mentally taxing?

AEJMC is at the helm of change with the vacancy of the executive director position. Also, there's a new database that, among other things, will allow for collectively storing data and files in a way that will assist us in retaining some institutional memory for our organization, DIGs and commissions. Of course new leadership is taking place, as it does annually. That means that my tenure as the chair of the CSW is coming to a close. Some of you may or may not know that this position comes with a seat



on the AEJMC board. I've always felt that it's important to be at the table when decisions are made, particularly because I'm a double minority as a Black woman, and these days I also bring my concerns for international representation since I live and work in Cairo, Egypt. Though I've voiced my concerns about inequity as it related to the cost of membership for international constituencies, concerns about the lack of inclusivity related to the time zones of the past two virtual conventions and advocated for child care at physical conventions, too often I didn't feel as though my voice was heard. But I'm happy to pass the torch to the CSW leadership who are committed to addressing issues that will improve, not just AEJMC, but the academic lives of our colleagues globally. The inaugural CSW virtual Book Talk

(continued on pg. 3)

(from pg. 2)

series was an idea that Meg Heckman, CSW's vice chair and incoming chair, tossed out last summer as a way to grant exposure to women authors during the pandemic. We are proud of its success and our ability to highlight topics, such as inequity in higher education, that might have otherwise gone unnoticed. I'm thankful for my time as chair of the CSW, to listen, to learn and to act; hopefully my service in this capacity has made a positive impact. I know that the CSW's leadership has had a profound impact on me as I watch them juggle motherhood and family responsibilities while teaching full loads plus research projects; indeed, a lot to wrestle with.

In terms of the inequities, what we know for sure is that the struggle for our rights will never go away. As faculty and admin, we will need to retain our agility and creativity to stay the course on this road to a better future; and I'm right there with the CSW who will be right there along with us getting in some "good trouble."

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Demystifying Academic Speaker Fees: Setting Rates as Underrepresented Scholars



Conversation Starts
Monday, August 2
9am PST / 11am CST / 12pm EST

Pre-Conference Round Table Discussion Co-Sponsored by

COMMISSION ON THE STATUS OF WOMEN
Advancing the Education of International and Minorities Concentration (AIMEC)



We Want to Hear From You!

Have you been promoted? Do you have any new publications? Have you been the recipient of an award? Share your achievements with us so we can celebrate your success in our next CSW Newsletter! Email Newsletter Editors Natalee (nseely.1@gmail.com) or Charli (ckerns@vols.utk.edu) with your updates and keep an eye out for the next newsletter call.



Q&A with Lisa D. Lenoir

From the University of Missouri-Columbia, Lenoir is the recipient of the Mary Gardner Award for Graduate Student Research, for her work, “The Chicago Defender’s Quiet Power: The Legacy of Mattie Smith Colin—From Covering Emmett Till’s Death to Everyday Life.”

How did you become interested in this particular study on gender and intersectionality?

I proclaim to be a Midwesterner who has explored beyond borders, largely inspired by my education and family. My parents came from two cultures—my mother grew up in Indiana and my father in Mississippi. Navigating between these two culturally diverse spaces on family vacations helped to develop a level of curiosity. Both parents had a love of journalism, exposing me at early age. My mother used to deliver a local newspaper with me in tow in Indiana, called the North Topics. She appeased me on hot days with a Dr. Pepper. My father, who grew up in rural Mississippi, used to deliver the Chicago Defender as a teenager. Their experiences run through my DNA, fueling my interest in being a reporter and editor for more than 17 years at publications in Ohio, Illinois, and Indiana, and now a scholar.

I received my B.A. in Journalism from Indiana University; my M.S.

from DePaul University in International Public Service, and currently a Ph.D., candidate in Media Sociology at University of Missouri-Columbia, Missouri School of Journalism. I transferred my professional experience into academia, where I teach undergraduates in areas of fashion communication and journalism; cross-cultural journalism; media writing and production; and senior capstone research and project. My research uses a critical and cultural lens to explore contemporary cultural phenomenon in media discourses. Areas of interest include journalism studies, activism, and identity and consumer culture.

What is the inspiration and motivation behind your research, “The Chicago Defender’s Quiet Power: The Legacy of Mattie Smith Colin—From Covering Emmett Till’s Death to Everyday Life.”

I learned of Ms. Colin’s background through her obituary, posted on my social media feeds five years ago, and Dr. Kimberly Voss’ research on post-World War II women’s pages. I met Ms. Colin during my fashion reporting and editing days at the Chicago Sun-Times. Ms. Colin attended fashion events, and we interacted often. I recall Chicagoans in the fashion industry mentioning the importance of Ms. Colin being at their events. When I read about the significance of her background, I wanted to know more and wished I had asked her more questions about her career. I vowed to learn more and put her on my list of future research projects to explore.

Dr. Amanda Hinnant, one of my dissertation committee members, shared this research grant opportunity with me and my chair, Dr. Cristina Mislán. Dr. Hinnant’s mentorship in media sociology research and Dr. Mislán’s in critical/cultural studies and Black press history guided my approach to this project.

Why is this research important to you, and to journalism in general?

Conducting research on Ms. Colin will allow me to focus how she

navigated public and private spaces to tell the stories of historical significance in the Black community. I am interested in how Black newspapers shaped content through a racial uplift ideology, long established by antebellum Black publishers and journalists. Whether adopting Victorian domestic and fashion ideals post-Civil War or launching the Double V campaign by Black newspapers looking to seek justice for Black soldiers at home and abroad during World War II, the Black press’ advocacy role helped to navigate hegemonic spaces. Ms. Colin’s reporting in food and fashion and Civil Rights serves as a case to examine the everyday and the political.

Have you come across any challenges, unexpected findings or insights while doing this research?

I started with her obituary and used it to launch my inquiry. I find gaining access to certain archives remains difficult remotely and this research requires me to head to Chicago to obtain access to more records. I am an on-the-ground researcher, which comes from my years of beat reporting and editing. In the databases explored, I found fashion stories filled with trends and designer profiles much like what editors featured in legacy papers. Ms. Colin’s attention to detail in her stories made them relatable. I look forward to researching how her pieces resonated with the Chicago community and beyond through interviews as well.

If you had to sum up the legacy of Mattie Smith Colin in a few sentences, how would you?

Ms. Colin documented a pivotal moment in Civil Rights history, the lynching of Emmett Till and his mother’s pain. However, the Black experience not only consists of Black racial violence and trauma but also Black joy and well-being, as scholar Dr. Badia Ahad-Legardy (2021) argues in *Afro-Nostalgia: Feeling Good in Contemporary Black Culture*. Ms. Colin’s contribution to journalism features both perspectives worthy of documenting.

Q&A with Amanda Hinnant

Recipient of the Outstanding Woman in Journalism & Mass Communication Education

Tell us a little about your career and areas of interest and expertise.

First, I want to say that CSW is so important to me because it was the first refereed conference paper acceptance I ever received back in 2004. That vote of confidence from CSW while I was still a doctoral student helped me realize that I could succeed in this field. My magazine journalism career started in 1999 at Glamour, followed by Real Simple. Then, I stayed on as a contributor for Real Simple while earning my PhD at Northwestern's School of Communication in Media, Technology, and Society. I have now been teaching at the Missouri School of Journalism for 15 years, and my research focus has centered on health and science communication and media sociology.



What makes teaching in journalism and mass communication rewarding for you?

Getting to work with and be challenged by our excellent students is a source of joy and renewal for me. Their dedication to improving their craft, asking new questions, and serving the public through journalism and research are inspiring to me. Once my students graduate, it is so gratifying to see what paths they take, whether in academia or the industry. I love watching them succeed!

What advice do you have for journalism educators in today's climate?

There is so much important territory for us to cover in our classrooms: the vital role that quality journalism plays to keep democracy functioning; the core mission of keeping the public informed; combating the corrosive force of misinformation; representing the realities of those who are marginalized...the list goes on. We are living in a misinformation hellscape, and the tools we give students to both identify verifiable facts and share them will serve the public. My advice is to locate good readings, foster open discussion among students so they can learn from themselves and each other, and continually circle back to what this means in the big picture. Despite broad changes in journalism — both format and consumption — our core values still stand for and produce excellence.

The commission on the Status of Women received 40 submissions for the 2021 AEJMC Conference, with an acceptance rate of 50%. Thank you to all our reviewers. We sent 15 Thank You letters to our conference papers reviewers this year.

	2020 SUB	2020 ACPT	2020%	2021 SUB	2021 ACPT	2021%
FACULTY	14	9	64.3%	14	8	57.1%
FACULTY + STUDENTS	20	4	20.0%	8	4	50.0%
STUDENTS	18	8	44.4%	18	8	44.4%
EXTENDED ABSTRACTS	12	5	41.7%	12	5	41.7%
FULL PAPERS	41	21	51.2%	28	15	53.6%
TOTAL	53	26	49.1%	40	20	50.0%



[CSW Writing Support Group](#)

Participating in this group is easy! Grab your coffee, tea or some snacks. Cuddle in with your computer or your research. Then tell us how much you accomplished each day! One of the group moderators will post a “how are you doing” post once a day that you can respond to. Give everyone else virtual high fives and love!

PROMOTIONS & PUBLICATIONS



Meenakshi Gigi Durham, University of Iowa, has a new book, *MeToo: The Impact of Rape Culture in the Media*, published by Polity Press in April 2021. She was interviewed about it by the New Books Network. Listen to the podcast here: <https://newbooksnetwork.com/metoo>.

Durham has taken on a new leadership position as director of the university's nonfiction writing MFA program.

Stine Eckert and Karin Assmann published "The 'ProQuote' initiative: Women journalists in Germany push to revolutionize newsroom leadership" in *Feminist Media Studies*. Using standpoint epistemology and critical mass theories this study examines outcomes of the 2012 ProQuote [ProQuota] initiative in Germany demanding at least 30% women in leadership per newsroom. In-depth interviews with 53 journalists in 21 newsrooms show that ProQuote boosted women's ascension into leadership by triggering and sustaining a debate about gender in newsroom leadership. This contributed to the normalization and legitimization of women in top positions, somewhat alleviating the stigma of tokenism. With critical mass in a given newsroom, women's standpoints have entered the discourse on leadership. More representation of women of different backgrounds and overall diversity in leadership are still needed. Access it online: DOI: 10.1080/14680777.2021.1881984.



Marilyn Greenwald, Ohio University, and **Yun Li's** biography, "Eunice Hunton Carter: A Lifelong Fight for Social Justice," was published in April by Fordham University Press. The book tells the story of Carter, the only woman and person of color on the legal team that prosecuted mobster Lucky Luciano in 1936. Carter was also active in several social movements of the mid 20th century and served as a legal adviser to the United Nations.



Jessica Fargen Walsh, University of Nebraska-Lincoln, published the in-depth story, "Nebraska towns pay

millions to fight nitrates as water bills go up," which ran May 1, 2020, in the Omaha World-Herald. The piece placed second in the news category in the competition sponsored by the North American Agricultural Journalists. One judge wrote of the story, "Public service journalism starts and ends with a reporter who locks on to an issue and works it to the bone." The story was selected from 55 entries nationwide.

Walsh, faculty fellow at the Daugherty Institute, and research partner Mimi Perreault, were awarded an internal seed grant from the College of Journalism and Mass Communications for research to support a thematic analysis on news coverage of water issues in Nebraska. In 2021, she received \$5,000 in matching funds from the Daugherty Water for Food Global Institute, which is an international research hub at the University of Nebraska. The Daugherty Institute works to address the global challenge of achieving food security with less stress on water resources through water management in agricultural and food systems.

Kelsey Mesmer and Rosie Jahng published "Using Facebook to discuss aspects of industry safety: How women journalists enact ethics of care in online professional space" in *Journalism Studies*. Read it online: <https://doi.org/10.1080/01461670X.2021.1920452>

Kelsey Mesmer (PhD, Wayne State University) recently defended her dissertation, titled "Understanding the resilient practices of journalists in the face of hostile sources: An intersectional approach." She will join the communication faculty at Saint Louis University in the fall as a tenure-track assistant professor of journalism.

Mimi Perreault has published several new studies:

- Perreault, M. & Perreault, G. (2021). "Journalists on COVID Journalism: Communication Media Ecology of Pandemic Reporting." *American Behavioral Scientist*. <https://journals.sagepub.com/doi/10.1177/0002764221992813>
- Perreault, M.F. and Perreault, G.P.

(In Press) ““I Stand by the Comments I Made,” The 2019 FIFA Women’s Soccer Championship: images, commentary and narratives made with Memes” in *Being Better: What We Learned from the 2019 FIFA World Cup* edited Molly Yanity and Danielle Sarver Coombs eds.

- Perreault, M.F. and Perreault, G.P. (In Press) “Pepper Potts: Partner, Professional, CEO and Superhero in Performance,” in *Gendered Defenders: Female Superheroes in Transmedia Spaces* edited by Bryan J. Carr & Meta G. Carstarphen.
- Richards, M. & Perreault, M. (In Press). *THE MASK MAKERS: How Women in Appalachia were Empowered During the COVID-19 Response through Sewing*. Wendy Welch ed. *WORKING TITLE*. Ohio University Press, Athens, Ohio.
- Perreault, M. & Perreault, G. (2021). *Responding to Video Game Moral Panic: Persuasive messaging by the video game industry’s response to shootings and violence. Innovations and Implications of Persuasive Narrative*. Schartel Dunn, S. & Nisbett, G. (Ed.) Austin, TX: University of Texas Press.
- Perreault, M. (in press). “Journalism Beyond the Command Post,” *Journalism Studies*.

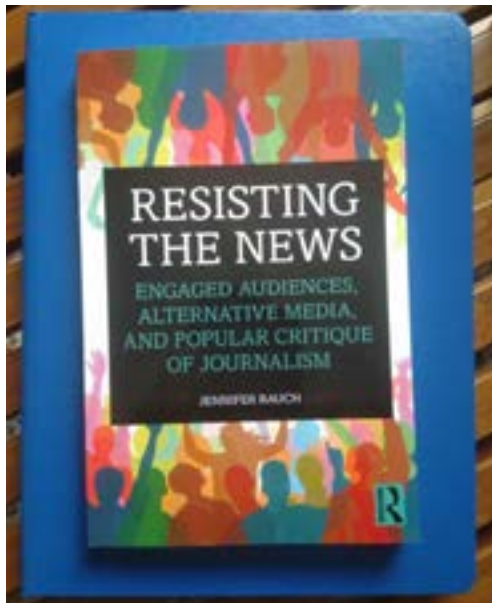


Kelli Boling will start as Assistant Professor in the College of Journalism and Mass Communications at the University of Nebraska-Lincoln in Fall 2021

Dr. Jen Vardeman was elected to a 3-year term as the director of the Jack J. Valenti School of Communication at the University of Houston.



Jennifer Rauch published a new book with Routledge in 2021. “*Resisting the News: Engaged Audiences, Alternative Media, and Popular Critique of Journalism*” examines how audiences filter their interpretations of mainstream news through their experiences with alternative media and political protest. The book illuminates public criticism of news to offer a distinctive perspective on how to repair trust in journalism. Details about “*Resisting the News*” are available here: <http://jennifer-rauch.com/book/>.



Dr. Paromita Pain has recently become the co-editor of the journal *Media Practice and Education* where she will also be overseeing the book review section. She is especially enthused to bring about special issues related to feminism, race and media, both from the industry and pedagogy, to make space for traditionally marginalized voices in academia. Book reviewers are welcome to contact her at paromita.pain@gmail.com. Dr. Pain was also recently awarded the Nevada Semenza Christian Teaching Award by the Reynolds School of Journalism, University of Nevada, Reno.

This award is presented each year to a Reynolds School faculty member, to recognize outstanding teaching. Nominations are made by students.



Programming for the Commission on the Status Women

WEDNESDAY, AUGUST 4, 2021

3:00 to 4:30 p.m.

Commission on the Status of Women

Scholar-to-Scholar Session

Women as Champions, Rebels, and Enemies of Shame

A Feminist New Materialism Analysis of Digital Pelvic Floor Health Messages*

Jennifer Vardeman, University of Houston; Lyric Mandell, Natasha Saad, and Alaina Spiers, Louisiana State University

Covering the Second Wave: Grace Lichtenstein, The New York Times, and the Legacy of Liberal Feminism**

Dana Dabek, Temple University

Rebel! Rebel! How Megan Rapinoe's Celebrity Activism Forges New Paths for Athletes

Tracy Everbach, Gwendelyn Nisbett, and Karen Weiller-Ables, University of North Texas

[EA] Women in Communication: Assessing and Advancing Gender Equality

Solyee Kim and Juan Meng, University of Georgia

An SEC soccer champion and a winless football team: Media framing and the self-representation of Sarah Fuller's fall season as a Vanderbilt Commodore student-athlete

Shannon Scovel, University of Maryland

* Top Paper

** Top Student Paper

[EA] = This submission was accepted as an extended abstract

Discussant

Katie Place, Quinnipiac University

THURSDAY, AUGUST 5, 2021

9:00 to 10:30 a.m.

Commission on the Status of Women

Refereed Paper Session

International Examinations of Women in Television, Advertising, Vlogging and News

Moderating/Presiding

Charli Kerns, University of Tennessee

“What a nasty girl!” Incivility and gendered symbolic violence in news discussions*

Valentina Proust and Magdalena Saldaña, Pontificia Universidad Católica de Chile

An intersectional examination of representations of Muslim women in television series

Sharmeen Jariulla, Texas Woman’s University

Femvertising and postfeminist discourse: Advertising to break menstrual taboos in China

Jingyi Guo, Ziwei Zhang, Jinhong Song, Lu Jin, and Duan Yu, The Chinese University of Hong Kong

Incarcerating Successful Women? Affective Economies in Popular Chinese Television Series

Jun Xu, Shanghai Jiaotong University

Vlogging pregnancy and laboring during the pandemic: Narratives of Chinese pregnant women in diasporas

Zehui Dai and Michael Meindl, Radford University; Dinah Tetteh, Arkansas State

* Top Faculty Paper

Discussant

Linda Aldoory, University of Maryland

Meg Heckman, Northeastern University

Focusing on international depictions and discussions of women, this session explores the intersection of gender and television, advertising, vlogging, and news to better understand gender narratives on an international level.

FRIDAY, AUGUST 6, 2021

7:00 to 8:30 p.m.

Commission on the Status of Women

Refereed Paper Session

Hashtags and Sexual Assault: Creating Awareness Beyond #MeToo

Moderating/Presiding

Tracy Everbach, University of North Texas

#MeToo academia: Media coverage of academic sexual misconduct at U.S. universities

Stine Eckert, Jade Metzger-Riftkin, Fatima Albrehi, Najma Akhther, and Zalika Aniapam, Wayne State University;

Linda Steiner, University of Maryland

It was all consensual: The news, sexual assault, and student athletes

Leticia Couto and Stacey Hust, Washington State University

#freebritney, #freekesha, #freemelania: Hashtag Activism and Notions of Feminism in Online Communities
Jodi Friedman, University of Maryland

[EA] Building the Gender Beat: U.S. Journalists Refocus the News in the Aftermath of #MeToo
Meg Heckman, Northeastern University

How to Connect: Sexual Assault Activists' Reliance on Social Media
Mikayla Pevac, Pennsylvania State University

[EA] = This submission was accepted as an extended abstract

Discussant
Candi Carter Olson, Utah State University

Are we in the aftermath of #MeToo, and have we relied too much on social media to propel the movement? While the #MeToo movement continues to shed light on how society has normalized sexual assault, these scholars will demonstrate how online feminist communities and journalists are pushing forward to educate and advocate.

SATURDAY, AUGUST 7, 2021
10:30 a.m. to Noon

Commission on the Status of Women

Refereed Paper Session

Politics, Race, and Influence: Intersectionality, Erasure, and Misinformation in News and Leadership

Moderating/Presiding
Natalee Seely, Ball State University

[EA] Mentorship as a Tool to Close the Leadership Gender Gap: Understanding How Professional Relationships Impact Women During Their First Five Years in the Strategic Communications Industry
Katie Olsen and Danielle LaGree, Kansas State University

[EA] #JusticeForBreonnaTaylor: A Case Study of the Evolution of the Black Lives Matter Movement
Meredith Clark and Miyoung Chong, University of Virginia

An Analysis of Memes and Misinformation about Kamala Harris's Rise to U.S. Vice President
Dorothy Bland, University of North Texas; Mia Moody, Baylor; Ghenni Platenburg, Auburn University; Mira Lowe, University of Florida; Lawrence Mosley, Omni Analytics Group

[EA] Momala and Willie Brown's Mistress: A computational analysis of gendered news coverage of Kamala Harris
Rahul Bhargava and Meg Heckman, Northeastern University; Emily Boardman Ndule, Media Cloud

Framing Alexandria Ocasio-Cortez: Intersectionality and News Frames in Local and National Press Coverage
Maha Bashri, United Arab Emirates University

Discussant
Andrea Weare, University of Nebraska-Omaha

With an increase in women and minorities in U.S. national politics, examining media coverage through a gendered lens is vital. This session explores the intersection of women in prominent political roles, women in leadership within the media industry, and the absence of women in the #BlackLivesMatter movement to better understand the importance of inclusion and accurate representation.

Making the Best of Your Research Collaboration

The challenges of producing research and juggling all the other responsibilities of academic life are daunting even for established scholars.

By Dr. Mimi Perreault, CSW Secretary for 2020-2021, and Assistant Professor of Media and Communication at East Tennessee State University

We often discuss the importance of productivity, building a streamlined research agenda, and research support in terms of our own capacities—time, money, or intellect. What I have found useful in the process of research productivity is intentional collaboration at three levels:

1. **Teachers and Learners:** Collaborate with former professors and PhD colleagues and current and former students. Try to maintain at least two of these relationships at all times in order to grow your research network. Students can be graduate students in professional divisions that you have worked with as well
2. **Colleagues:** Collaborate with people—inside or outside of your institution— within your specific area of research. First, network with people whose research sparks your interest or connects with your own. Use conferences to connect with these people, send a message praising their research and ask questions about their work. Look for colleagues in your department or other departments at your university who study similar topic areas.
3. **Mentors and Senior Scholars:** Collaborate with people in a particular field in order to hone either a theory, methodology, or topic area. Reach out to three or so scholars a year to pick their brain either through email or a virtual meeting. They might say no, but you might also gain a new collaborator or research perspective.

Regardless of the type of collaboration, scholars need to set up specific boundaries and rules before the project begins. Here are a few tips I have gathered from personal experience:

*When you form a new collaboration, be clear from the start what your plans are for working together. Will you be working on a conference paper? A long-term study? Will you seek to build on previous work either of you have done?

*Make sure all the collaborators are aware of the other people who will be part of the research. Make sure you introduce them over email and speak with the individually and as a group before launching the project. Think about including scholars at differing levels so they can support each other. Be aware of who is up on the job market, up for third-year review, tenure or promotion. Think about this before you plan studies so people are doing work that benefits their career and helps them build a strong dossier.

*When you collaborate, be clear from the beginning who will be doing what and what the authorship will look like. Set up a regular weekly, biweekly, or monthly meeting, depending on the research deadlines. Work backward from the deadline and set realistic goals for completion. Create a Google folder or drive where you can share data as needed so you have it for writing and IRB applications. Be aware of how the IRB works at your colleagues' universities, as this might affect approval. Make sure you understand who owns what data if you are doing survey or interview-based research.

Think of research in four stages, and try not to overload yourself:

This is what I recommend based on a 3/3 course load. Remember, sometimes you have more in each bucket, but this ensures a clean line of productivity. Remember to keep track of project status in a document, spreadsheet or application like Slack:

1. **Ideas worth investigating (3-5 studies).** Meet with 2-3 people a year to discuss ideas for new projects. Be intentional and think about how to benefit each person or help other collaborators connect. Give the project a short name or title which you can change as needed. This helps to differentiate it from other work.
2. **Collaborations or studies in planning (2-3 studies).** This means IRB applications, survey design, interview planning, and group discussions. Use this phase to work through individual and group responsibilities. One person should set up meetings and keep the team on track. Other people should take on tasks based on the paper or project

ownership and authorship.

- 3. Projects currently undergoing data collection and writing (2-3 studies).** Usually these correspond with deadlines. Conferences can be great for setting deadlines! For example, AEJMC has a spring deadline and ICA has a fall deadline. These deadlines ensure a constant flow of papers. Make sure you set aside two to five hours a week for each project you are working on, check in with team members as needed, and add your stuff to the shared document and drive so others can view it.
- 4. Projects in editing or revision (2-3).** This is the hardest place to be, and often papers stay here for a while. If you are collaborating, it is important to communicate with other authors or collaborators about the concerns of editors. Also make sure all data is consistent and not duplicated across publications if there are multiple publications that come out of a study. Update the study with the title you are using for submission.

Got ideas for collaboration? Join our CSW Writing Group on Facebook or email Mimi Perreault at perreault@etsu.edu to get connected to others.



Dunja Antunovic (University of Minnesota)*

The Mary Ann Yodelis Smith Award for Feminist Scholarship

Q&A with lead author Dunja Antunovic

What is your professional/educational background and general research interests?

I am a former athlete, and very early on I noticed the problems in media representations of women's sports. My research focuses on three main issues: media visibilities of women's sports, gendered media industry practices, and fandom of women's sports. I earned my PhD in Mass Communication from Penn State University, with coursework in Women's and Gender Studies and Kinesiology (History and Philosophy of Sport). For five years, I was a faculty member in a Sports Communication program where I taught courses on global perspectives in sport, sport promotion and publicity, and communication theory/methods. Currently, I am an assistant professor in Sport Sociology at the University of Minnesota's School of Kinesiology where I also contribute to the media-related research agenda of the Tucker Center for Research on Girls & Women in Sport.

What drew you and your team together to collaborate on this project?

Our team consists of a group of scholars who have spent decades studying various issues in women's sport, including media representations, economics, marketing, branding, retail, and uses of social media. What drew our team together is that we see tremendous potential and need for change in all of these areas.

We are a truly multidisciplinary group, which helps us examine issues from multiple perspectives. The team is led by Dr. Nicole M. LaVoi, who is the director of the Tucker Center. We are all affiliated scholars with the Center. I am an "internal" member as I work at Minnesota, while Dr. Katie Lebel, Dr. Nancy Lough, Dr. Ceyda Mumcu and Dr. Ann Pegoraro are "external" affiliated scholars. We are working on multiple projects that examine the changing ecosystem of women's sport and we each take a lead on a project. This study on corporate social advocacy seeks to answer questions about the role of women's sports properties in the media visibility of women's sport and identify "disruptions" in the male-model of sport. We have been keeping track of some of these disruptions in our Tucker Center Talks podcast and we also find it essential to talk to industry professionals.

Tell us a little bit about the inspiration and motivation behind your research, "Communicating for Justice and Equality: Women's Sport and Corporate Social Advocacy"

This project was inspired by a call for grant proposals on corporate social ad-



Nicole M. LaVoi (University of Minnesota)



Katie Lebel (Ryerson University)

vocacy from The Arthur W. Page Center for Integrity in Public Communication at Penn State’s Bellisario College of Communications. Women’s sports leagues in the United States saw remarkable commercial success in 2020 and did so while taking a stand on social issues related to gender equity, racial justice, and LGBTQ+ rights. However, researchers still primarily focus on advocacy in the context of men’s sports.

Corporate social advocacy (CSA) refers to companies’ purpose-driven communication strategies that take a stance on sociopolitical issues. In our project, we plan to interview staffers who work in communication-related roles for women’s professional sports teams to examine the decision-making processes, strategies, and values that inform the teams’ communication with fans, journalists, sponsors, and community partners. We will particularly focus on 1) the objectives of teams’ digital media use and 2) the opportunities and challenges of taking a stand on social issues on digital media platforms. We are grateful that the Page Center funded our research.

Why is this research important to you, and to journalism in general?

We are beginning to see more and more data from the industry (e.g., Nielsen, Deloitte, Sport Innovation Lab, etc.) that women’s sports are a worthwhile financial investment, but legacy media outlets still dedicate minimal coverage to women’s sports. As such, teams’ digital platforms serve an important role in telling stories, engaging with fans, monetizing on promotion--and driving the conversation on social change.

The literature that informs this project builds upon studies previously presented at AEJMC and contributes to the theoretical and methodological development of research in corporate social advocacy. In addition, our study seeks to identify “best practices” for public relations, relationship marketing, and branding in sport. Industry professionals need to be prepared to address complex social issues. Talking to staffers who work at sports teams will provide insight into the various aspects of these roles.

Have you come across any challenges, unexpected findings or insights while doing this research?

One of the main challenges is that women’s sports are still routinely left out from conversations about sport and social change. We hope our study will help researchers, educators, and media professionals better understand this unique context.



Ceyda Mumcu (University of New Haven)



Nancy Lough (University of Nevada-Las Vegas)



Ann Pegoraro (University of Guelph)



Valentina Proust

Q&A with Valentina Proust & Magdalena Saldaña, Pontificia Universidad Católica de Chile

Winners of the Top Faculty Paper Award share their work, “What a nasty girl! Incivility and gendered symbolic violence in news discussions”

Tell us a little about your research interests and background.

Valentina Proust is an adjunct instructor in the School of Communications at Pontificia Universidad Católica de Chile. Her research interests are related to discourse analysis, rhetorics, gender, and social movements.

Magdalena Saldaña is assistant professor in the School of Communications at Pontificia Universidad Católica de Chile.

Her research interests are related to digital journalism, social media, political communication, and Latin American studies.

What was the inspiration/motivation behind your paper, “What a nasty girl!: Incivility and gendered symbolic violence in news discussions”?

During the last three years, Magdalena and I have been working on a research project about incivility in comment sections of Chilean news outlets. In “What a nasty girl!...” we wanted to explore the relationship of gender and incivility, observing the extent to which uncivil speech affects interactions between female and male users.

Our research takes place in Latin America, a region that has experienced important social changes due to the resurgence of feminist movements during the last decade. Despite such changes, Latin America continues to be a patriarchal territory characterized by machismo. Therefore, part of the phenomena we wanted to analyze was gendered symbolic violence towards women in the virtual public sphere.

Were there any challenges or unexpected findings from the study? What were some insights from the research?

As expected, most of the uncivil comments were written by male users and were directed toward

female users. However, we were surprised to find that civility prevailed when a female user started a comment thread. As women are less likely to post uncivil comments, those comments posted in response to the initial one were also less likely to be uncivil. Therefore, encouraging women’s presence in the digital public sphere can be a strategy to reduce uncivil speech in online interactions.

Also, many of the uncivil posts we analyzed revealed symbolic gendered violence, reinforcing gender stereotypes. Interestingly, women were not the only victims of these stereotypes: female roles and female characteristics were also used to attack men, reinforcing the negative connotations of feminine traits in society.



Magdalena Saldaña

Donna Allen Award for Feminist Advocacy

Dr. Maria B. Marron, Professor & Former Dean, University of Nebraska-Lincoln College of Journalism & Mass Communications, has won the Donna Allen Award for Feminist Advocacy.

Can you tell us a little about your career, expertise and your recent book, “Misogyny Across Global Media?”

Perhaps one of my most defining characteristics is that I am Irish—and a naturalized American citizen. Unlike many Irish people, I have no relatives in the United States; I was the first in my family to live here. I am native to County Laois, where my maternal family has been rooted for generations, and which was “home” for my first 17 years. I went to school there and later to University College Dublin where I studied English, French and Latin. When I decided on a career in journalism, I became a rookie reporter at a regional weekly newspaper and later became the youngest and first female editor of a regional publication. A stint in government public relations followed five years in newspapers, and then a Rotary International Fellowship took me to The Ohio State University to study for a master’s in journalism. Afterward, I worked on my doctoral degree in journalism/mass communications at Ohio University, and since then, I’ve had teaching/research and/or leadership roles at Texas State University-San Marcos (then Southwest Texas State University); Zayed University, Dubai and Abu Dhabi; University College Dublin; Central Michigan University; and the University of Nebraska-Lincoln.

I have been a generalist throughout my career, enjoying interests in investigative journalism, media ethics and law, international media and women’s studies. These interests converge around societal norms—politics, economics, law, gender and other variables where media and society intersect.



Misogyny Across Global Media arose from a collection of chapters submitted in response to a Call for Papers for a book I had tentatively titled *Misogyny, Media and the Clash of Cultures*. There was such an overwhelming response to the Call that chapters were allocated to two books, *Misogyny and Media in the Age of Trump* and *Misogyny Across Global Media*. The first book, published in December 2019, is essentially theoretical and devoted to domestic U.S. case studies of misogyny across various types of media, and the second, published in 2021, as the title suggests, is devoted to international media’s representations of misogyny.

What inspires you to research gender and the media?

My interest in the media and my great awareness of injustices based on gender are the inspiration. I have never been a person to accept what “is” but rather one who questions things as they are and sometimes suggests why things should be different. Growing up in the Ireland of the 1960s and ‘70s, I was cognizant of differences based on Anglo versus Gaelic culture, differences based on religion, politics, education, social class, economics, law, and gender. As an undergraduate, I became painfully aware of the banning of literature by some of Ireland’s foremost and some of my favorite writers, among them Edna O’Brien, John McGahern, James Joyce; of the severe curtailing by law of certain voices in Irish media; and of the enormous influence on Irish society of certain women leaders and journalists. In many respects, “voice”—banned or blared—as well as an interest in news, prompted my interest in media. I also gained inspiration and an early feminist awakening from reading writers not prescribed in any of my actual classes—Simone de Beauvoir (*The Second Sex*), Germaine Greer (*The Female Eunuch*) and Betty Friedan (*The Feminine Mystique*). Later on, as the only woman in newsrooms of men, I often had to assert myself and defend my editorial viewpoints, a matter that was not easy for someone brought up to be “a nice young woman.” Later again, I was inspired by Pam Creedon’s work at Ohio State on women in the media. Pam clearly was applying feminist theory to media studies and

was breaking new ground in doing so.

(continue to pg. 16)

It was not we learned of President Donald Trump's egregious behavior toward women and statements about them, however, that I seriously took issue with the way women are treated and depicted in the media and in academic programs related to media. I started to reflect on my own career and the way in which some men had intimidated, threatened, harassed or bullied me, and I saw parallels with what was happening across the board to women nationally and internationally. And I also saw that some women whose roles are beholden to the patriarchy are the enablers of the bullies, the harassers, the misogynists. Some people's "worth" depends on upholding injustice and unfairness. And some women can benefit (deliberately) every bit as much as men (who do so systemically) from perpetuating injustices, inequities, against women. Thus, not only men, but unfortunately, women also can be misogynistic.

Are there particular areas of gender and media studies that you would like to see more research/advocacy being done in? Why?

There is great opportunity for more research/advocacy in the realm of gender and the leadership of journalism/mass communications programs. Research might examine the leader/faculty relationship as well as the leader/upper administration relationship. As we've seen in the Nikole Hannah-Jones case at the University of North Carolina, there is enormous opportunity to research inequities across the intersection of race, ethnicity and gender in academe's journalism/communications programs. Invariably, women who are racial minorities may not attain tenure, may have to fight bitterly to gain it, and/or may never make full professor. Data from the Brookings Institution show that women represent only 31 percent of faculty and, in 2016, only 26 percent of tenured faculty across all disciplines. Black women, who constituted 6.2 percent of the U.S. population in 2008, occupied only 0.4 percent of full professor roles in engineering, for example. Although no firm data are available for the percentage of tenured full professors in journalism/mass communications programs who are women and minorities, Lee B. Becker et al. noted in 2003 that "Faculty who were members of racial or ethnic minority groups and female faculty continued to be concentrated at the lower academic ranks, where they have less job security and less influence on curricula development and faculty governance."

Research can be conducted into female faculty and journalism/mass comm. leaders and the intersection of race, ethnicity, gender identification, sexual orientation, marital status, ability, maternal status, etc., Other potential areas include studies of women in media corporations, in social media, public relations, advertising, and journalism, broadly defined as well as studies of women and media in light of changing socio-cultural norms.

Top Student Paper Award

Dana Dabek, Temple University, won the CSW's Top Student Paper Award for her study, "Covering the Second Wave: Grace Lichtenstein, The New York Times, and the Legacy of Liberal Feminism."

Can you tell us a little about your research interests and background?

My main research interest is social movements and the media's role in constructing our collective memory of them. This interest stems mostly from my previous 15+ year career in the nonprofit industry working for grassroots organizations and historic sites. Especially within the public history and movement building fields, I find it interesting how organizations use the memory of previous social movements to build continuity and inspiration for their present work. Starting with the different iterations of the U.S. feminist movement feels comfortable to me, given my background in studying and teaching gender studies, but I hope to expand in the future.

What was the inspiration/motivation behind your paper, "Covering the Second Wave: Grace Lichtenstein, The New



York Times, and the Legacy of Liberal Feminism”?

After reading Patricia Bradley’s book *Mass Media and the Shaping of American Feminism, 1963-1975*, I was inspired to dig deeper into the ways in which craft traditions bounded female journalists during the Second Wave. At the time, my research was focused on the ways in which we construct our collective memory of the U.S. suffrage movement, given what was then the upcoming 100th anniversary in 2020. I was looking in newspaper coverage for the ways in which the memory of the suffrage movement was used as a tool in the 1970 Women’s Strike for Equality when I came across Lichtenstein’s work. Her articles about the event seemed to belie more sympathy for Second Wave causes than others, and I wanted to investigate further what about her writing was giving me that impression.

Were there any challenges or unexpected findings from the study? What were some insights from the research?

While finding narrative themes tied to liberalism and liberal feminism in contemporaneous newspaper coverage of a Second Wave feminist social action is not necessarily groundbreaking, I found it interesting to think how these themes are entrenched in our collective understanding of what it means to be a feminist. The research itself is historical in nature, but these themes are still present in our current discourse. Additionally, it was often difficult to resist the urge to attribute narrative and thematic choices to Lichtenstein. I have plans to interview her in the next year and look forward to seeing how much her intentions may or may not line up with my textual analysis of her work.

The Commission on the Status of Women Top Paper Award

Dr. Jennifer Vardeman, University of Houston, and her co-authors Lyric Mandell, Natasha Saad, and Alaina Spiers, of Louisiana State University, for their paper, “A Feminist New Materialism Analysis of Digital Pelvic Floor Health Messages.”

Tell us a little about your research interests and background?

I’ve been studying women’s health decision-making for 18 years now, from a public relations perspective. I have researched how women and girls of various backgrounds make decisions about health topics like the HPV vaccine, heart disease, and breast cancer screening. I also research how our intersecting identities provide opportunities as well as inequities in health communication.

Alaina Spiers and Lyric Mandell are my former graduate assistants; they’re now both working on their PhDs at TAMU and LSU, respectively, and hold leadership positions on my research team. They study similar health topics to me, but Alaina takes an applied health comm approach -- she works with different organizations to create intervention materials -- and Lyric looks at them from a mass communication perspective. Natasha Saad is my current graduate assistant. We make a great team!

What was the inspiration/motivation behind your paper?

I met some doctors at a major hospital system in Houston called Houston Methodist Hospital. They’re called urogynecologists: they treat conditions at the intersection of urology and gynecology, specifically for reconstructive surgery for pelvic floor disorders (PFDs), which include urinary and fecal incontinence and pelvic organ prolapse. Even though one in four women experience at least one of these issues, because of the stigma surrounding it, no one talks about it. And because women don’t talk about these issues, they don’t know to seek help for what they’re experiencing or that they don’t have to live with the disorders. So that’s where our research comes in- we’re studying how women perceive PFDs and how they want to communicate about them and receive information about them. We will be implementing a health campaign about the issue.



Were there any challenges or unexpected findings from the study?

One of the biggest challenges we faced when conducting the study was collecting data off Tik Tok. Because of the newness of the platform, there is a lack of accessible and user-friendly software to systematically collect data. Additionally, while there are a growing number of social media accounts that advocate for the connection amongst

women with PFDs (i.e., discussion forums or Facebook groups), these channels are often sealed off and private. This limited our ability gather valuable data for review.

We did not expect to uncover the ways advocates and content creators are forced to constantly adapt their messages about women's bodies in order to even exist on these social mediums. For example, advocates acknowledge the inability to speak candidly about women's health and bodies due to platform constraints and fear of being shadowbanned (the removal of content without formal notifying the user). This is of importance as the inability to use a fundamental word in the lexicon of women's anatomy further downgrades women's health as unspeakable, invisible, abnormal, and illegal. Read the paper to find out which words TikTok has banned but continue to be vital to honest discussions about women's health!



**WE'RE SEEKING
FEMINIST SCHOLARS
FOR OUR
FALL #CSWBOOKTALK!**