



Officers Make ESIG Prosper; A Call To Serve

By Ginger Carter Miller ESIG Head



The year has flown by in ESIG-land, and I can hardly believe it will end soon. As this is our final newsletter of the year, there is no time like the present to offer my thanks and appreciation to the ESIG officers.

We set several goals at our annual board meeting, and I feel like we have conquered all of them. I was very lucky to have the assistance of ESIG officers in this task.

We wanted to establish a listserv and re-evaluate our Web site (<http://www.aejmc.net/es/>), and we managed to do this thanks to the hard work of **Carole V. Bell**. We've not used the listserv much, but it exists now and has proved useful in recruiting research paper judges and topics for panels and sessions in San Francisco. Thanks, Carole, for your hard work.

We wanted to continue our presence in the AEJMC scholarly circle, and, thanks to research chair **Brad Yates** and midwinter meeting coordinator **Jim Sernoe**, we continue to have a visible and credible presence in research. Thanks, Brad, for handling those 47 submissions this year, and thanks, Jim, for your work on the midwinter at Bowling Green. Contrary to popular opinion, gentlemen, chairing research issues does not come with free unlimited cocktails, courtesy of the ESIG head. Nice try, though.

There's no question we continue to value our ESIG newsletter, and it was a goal to continue its excellence. Newsletter editor **Heather Paige Preston** has been a wonderful eagle-eyed addition to our officer lineup, and she gets very little credit for her hard work. Heather, you represent the public history and image of ESIG, and I thank you for your dedication.

Kim Voss, John Chapin, Meghan Sanders, Kelly Shultz and **Maja Krakowiak** have all worked hard in the trenches for ESIG, planning panels and sessions and keeping us together. Thank you all for your collective hard work. You are the backbone of ESIG. Thank you.

And last, but certainly not least, I'd like to thank **Ron Leone**, our vice head and newly tenured

associate professor at Stonehill College. I think ESIG is lucky to have Ron as a member, and I look forward to his leadership next year. I can only wish him a year that is as stress-free as mine was. Ron, thank you for all you've done for me, for your friendship, and for your support. We all look forward to your entertaining ideas for next year as ESIG continues to grow and prosper in AEJMC.

As you can see, ESIG can't exist without the collective help of its officers. Please help shape the group's direction by serving as one of its officers. Duties vary depending on the leadership role you choose, but all offer chances to make newsletter and conference contributions. If you're interested, contact Ron Leone at rleone@stonehill.edu. ★

Dynamic Panels Provoke Thought

By Ron Leone ESIG Vice Head

ESIG's panels at the 2006 AEJMC San Francisco conference offer a dynamic, thought-provoking mix of topics that are co-sponsored with a variety of divisions and interest groups, including law, visual communication and cultural and critical studies just to name a few.

Our first panel has quickly become an annual event: Joe Saltzman again will host a PF&R panel examining the image of the

journalist in popular culture. Co-sponsored with visual communication, it features esteemed scholars Howard Good, Matthew Ehrlich, Sammye Johnson, and Richard Ness. Last year Joe's panel was "standing room only," and it promises to be another popular draw this year.

Wednesday, Aug. 2, is a busy day for ESIG. We have two other panels scheduled that day, includ-

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And I don't care. It's about who's the most talented getting the parts."

Sandra Oh. Oh joined a minority of Asian actresses when she was nominated for an Emmy Award for best supporting actress for her role in *Grey's Anatomy*.

Kriss Turner. She wrote the screenplay for the film *Something New*, and has written for the television series "Living Single" and "Everybody Hates Chris."

Cheryl Hines. Hines (more well known for playing Larry David's wife on HBO's "Curb Your Enthusiasm") serves as co-executive producer for the Oxygen

comedy series "Campus Ladies." She made her directorial debut for the "The Accused" episode of the show, which has been renewed for a second season.

Nicole Holofcener. Holofcener most recently directed the critically acclaimed film *Friends with Money*. She also directed episodes of both "Sex & the City" and "Gilmore Girls."

Tina Fey. She is the first female head writer for "Saturday Night Live." She also wrote the screenplay for, and acted in, the film *Mean Girls*, an look at teenage female bullying.

Resources

Goldberg, Michelle. "Where are the female directors?" Salon.com. August 27, 2002. http://dir.salon.com/story/ent/movies/feature/2002/08/27/women_directors/index.html. Seger, Linda. *When Women Call the Shots*. (New York: Henry Holt & Company, 1996).

Smith, Sean. "The Goodbye Girl." Newsweek. January 16, 2005.

"Real World" co-creator dies." CNN. January 31, 2004. <http://www.cnn.com/2004/SHOWBIZ/TV/01/30/obit.bunim/index.html>. ★

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"Twirly Is as Twirly Does: The Consumer Community of Shesheme.com" **Rachel Davis Mersey, U. of North Carolina, Chapel Hill**

Scholar to Scholar Session

1:30 to 3 p.m., Thursday, Aug. 3
Sponsored by Bowling Green State U.
Discussant is Brad Yates, University of West Georgia

"Network News Coverage of Celebrity Trials during 2004: A Study of Source Use and Reporter Context" **Serena**

Carpenter, Stephen Lacy, and Frederick Fico, Michigan State U.

"Parental Peer Mediation and Children's Perceptions of the Television World: Influence of Mediation and Exposure on Perceived Reality of Family" **Seok Kang, Arkansas Tech U.**

"Maintaining Friendships: A Content Analysis of Rituals in Friends" **Lisa Marshall, Bowling Green State U.**

"This Is Next Year: Myth and Ritual in Four Films about the Boston Red Sox"

Heather Muse, Temple U.

"The Brand Appearance Typology: Going Beyond Product Placement to a Broader Understanding of Brands in Primetime" **Anne C. Osborne, Louisiana State U.**

"Attitudes Toward Will and Grace: A Comparison of Heterosexual and Gay/Lesbian Viewers" **Tracy Tuten Ryan, Virginia Commonwealth U., and David W. Glascoff, Western State College** ★

ESIG 2005-2006 Officers_____

Head

Ginger Carter Miller
Georgia College & State University
ginger.carter@gcsu.edu
Tel. 478.445.8257

Vice Head

Ron Leone
Stonehill College
rleone@stonehill.edu
Tel. 401.333.9020

Research Chair

Brad Yates
State University of West Georgia
byates@westga.edu
Tel. 678.839.4938

PF&R Chair

John Chapin
Penn State University
jrc11@psu.edu
Tel. 724.773.3557

Teaching Standards Chair

Kimberly Wilmot Voss
Southern Illinois U. (Edwardsville)
kvoss@siue.edu
Tel. 618.650.2237

Graduate Student Liaisons

Kelly Shultz and Maja Krakowiak
Penn State University
kls482@psu.edu
kuk135@psu.edu

Newsletter Editor

Heather Paige Preston
Appalachian State University
prestonhp@appstate.edu
Tel. 828.262.2449

Webmaster

Carole V. Bell
University of North Carolina (CH)
cvbell@unc.edu
Tel. 919.933.3327

Secretary

Meghan Sanders
Penn State University
mesanders@rocketmail.com
Tel. 814.865.6106

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Article submissions may be sent to **Entertaining Ideas**, in care of Editor Heather Paige Preston at prestonhp@appstate.edu.

Women, Power In Entertainment

By **Kimberly Wilmot Voss** Teaching Chair

The statistics for women in positions of power in the entertainment field are depressing.

For example, Time magazine reported that women were responsible for only 10 percent of the past year's top-grossing films, while the Los Angeles Times and Salon.com claim the number is closer to six percent. No female director has won an Academy Award — in fact, only three women have ever been nominated — since the competition's beginnings in 1928.

The recognition of the women who have made achievements in the entertainment field needs to be incorporated into the curriculum. Below are a few examples of names from the past that are important to note and a few names to watch for the future.

Groundbreaking Women

Lucille Ball. Ball was the first woman to be head of a production company, Desilu, formed by Ball and her husband Desi Arnaz in 1951. Nine years later she bought out her ex-husband's share of the studio and became one of the most powerful women in Hollywood.

Mary-Ellis Bunim. Bunim is the co-creator of numerous reality television hits, including MTV's "The Real World," a series that predated "Survivor," and that is often credited as the first major program in the reality genre.

Sherry Lansing. Lansing became the first woman to run a studio when hired by 20th Century Fox as president of production in 1980. During her tenure, she oversaw such culture-defining films as

Kramer vs. Kramer, Fatal Attraction and The Accused. Although she had held almost every single job in the studio system, the New York Times headline announcing her promotion read: "Sherry Lansing, Former Model, Named Head of Fox Productions."

Esther Rolle. She left the popular television program Good Times after the 1976–1977 season because of her view that the character of J.J. was a poor role model for young African-American viewers. She returned at the beginning of the 1978-1979 season after the producers promised to make J.J. a more respectable character.

Barbra Streisand. With the release of Yentl, a film about both romance and a woman's fight for equal education, in 1983, Steisand became the first woman to direct, act and produce a sound film.

Emma Thompson. Thompson was the first person to win an Academy Award for acting (Howard's End, 1992) and for writing (Sense and Sensibility, 1996).

Names To Watch For

Shonda Rhimes. Rhimes is creator, writer and executive producer of the television hit "Grey's Anatomy." She said in a an October 2005 article in Ebony magazine that she aims to represent the diversity of the world she lives in.

"And with casting, I don't care what color they are," Rhimes said. "If a Black man comes in and he's great for a part and a White woman comes in and she's great for the part of his wife, well then, suddenly it's an interracial couple.

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Conference Papers To Be Presented In San Francisco

By **Brad Yates** Research Chair

The ESIG call for papers resulted in 47 total submissions, of which 25 were accepted for a 53 percent acceptance rate.

Of the 47 papers received, 25 were faculty submissions, of which 13 were accepted for a 52 percent acceptance rate.

The remaining 22 papers received were student submissions, of which 12 were accepted for a 54.5 percent acceptance rate.

Best of ESIG Refereed Papers

5 to 6:30 p.m., Thursday, Aug. 3

Sponsored by *ESIG*

Discussant is *Ginger Carter Miller, Georgia College & State University*

"Can Shows Be on Top When Mom's Not?: The Portrayal of the Sitcom Mothers from the 1950s to the 1990s" **Kyun Soo Kim, Jon Mills and Brett Morris, U. of Alabama**

"A Social Cognitive Approach Towards Understanding the Effects of Popular Poker Television Shows on College Students" **Marc Londo, U. of Central Florida**

"The Entertainment Experiences of Iron Chef" **Shu-Yueh Lee and Naemah Clark, U. of Tennessee**

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ing a teaching panel co-sponsored with the commission on the status of women. Its focus is using Mary-Lou Galician's "Sex, Love, and Romance in the Mass Media" as a media literacy teaching tool. For those of you who aren't aware, Mary-Lou played an instrumental role in the establishment of our interest group, and she continues to support ESIG members' scholarship and provide opportunities for conference work.

Rounding out our Wednesday

"A Test of Flow and Its Potential Moderators as Predictors of Video Game Enjoyment" (Top Student Paper) **Barry P. Smith, U. of Alabama**

"Women Wrestling Fans: Claiming Feminine Power in the 1950s" (Top Paper) **Chad Dell, Monmouth U.**

Joint Poster Session

8:15 to 9:45 a.m., Thursday, Aug. 3

Sponsored by *Public Relations*

Co-sponsored by *Advertising, Cultural and Critical Studies, & ESIG*

"Black and White on the Silver Screen: Representations of Interracial Romance in American Film of the Post Civil Rights Era" **Carole V. Bell, U. of North Carolina, Chapel Hill**

"Ancient Rome and Las Vegas: Communicating Entertainment as Diversion" **Gregory Borchard and Anthony Ferri, U. of Nevada, Las Vegas**

"Master of This Domain: Audience and the Reality of Disidentification in Seinfeld" **Phil Chidester, Illinois State U.**

"Playing Online: Motivations for Fantasy Sports Use" **Lee Farquhar, U. of Iowa, and Bob Meeds, Kansas State U.**

"Reality Trek: The Colonialist and Xenophobic Ideologies of International

program is a PF&R panel on media regulation in the 21st century that is co-sponsored with the law division. I'm moderating this one, and panelists will explore an array of regulatory problems that new media pose in relation to topics like obscenity, indecency and jurisdiction.

Our final two panels are on Friday, Aug. 4. We're co-sponsoring cultural and critical studies' panel about teaching documentary, and encouraging students to think

(and Intergalactic) Relations Portrayed in Star Trek" **Howard D. Fisher, Ohio U.**

"Motive Differentiation Among Viewers of Reality Television Subgenres: A Uses and Gratifications Approach" **Jill Griffith and Vincent F. Filak, Ball State U.**

"A Historical Examination of the Representation of Media Messages and Social Issues in ABC Afterschool Specials, 1972-1981" **Amanda Hall Gallagher, Texas Tech U.**

"Thirty Years Locked in Pandora's Box: Weirum v. RKO" **Mark D. Harmon, U. of Tennessee**

"The Images: A Content Analysis of Celebrity Photographs in Three Celebrity Magazines" **Elizabeth Hendrickson, U. of Missouri-Columbia**

"Tour de Lance: An Investigation of Lance Armstrong as a Celebrity Endorser of the 'LiveStrong' Campaign" **Andrea M. Holt, U. of Alabama**

"Chief Executive Officers: An Examination of Mediated Portrayals of Male and Female American Presidents in West Wing and Commander in Chief" **Christine A. Kleck, Penn State U.**

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about what is at stake when thinking critically about media representations of "the real."

A PF&R panel we're co-sponsoring with the commission on the status of women examines gender and advertising. The panel explores important questions related to representations of women in ads, and asks if we've progressed — or regressed — in recent years.

I hope everyone finds something to her/his liking this year. See you in San Francisco. ★