

Women, Politics, and the Media
GOVT 580.05

Instructor: Eleanor Clift

This class is designed to acquaint students with important issues dealing with women, politics, and the media. Study after study reports that women not only are not well represented as journalists, the media coverage of women also reveals that stories about women, women candidates or elected officials, and women's issues often fail to generate much media coverage. This class will discuss these issues, hear from leading journalists, press secretaries and communications directors, and view videos to highlight the problems that women continue to face in getting their fair share.

Readings: Pippa Norris, ed. *Women, Media, and Politics* (1997)

Course Requirements:

1. Attendance is mandatory.
2. Each student will complete a 7 to 10 page paper due on Monday, April 29 at 4:00 in the Department of Government office.

Grading: Your grade for the course will be based on your paper. One letter grade will be deducted for each day your paper is late. One letter grade will be deducted for each session you come late to or miss.

Course Outline

Saturday, April 20, 2002

9:00 - 9:30 **Introductions**

9:30 -11:00 **Overview of Women in Journalism**

For more information and an excellent collection of personal stories of pioneer's in women's journalism, see

"Women in Journalism," Washington Press Club Foundation Oral History Project

<http://www.wpcf.org/intvwees.htm>

Video

11:00-11:15 Break

11:15-12:30 **Women Journalists: Practicing the Profession**

Susan Page, Washington Bureau Chief, USA Today

Jodi Enda, Knight Ridder

Susan Kidd, NBC4 Anchor, News 4 at 5

Jane Hall, Assistant Professor, School of Communication, American University

Fox News Channel contributor and weekly panelist on *Fox News Watch*

Rita Henley Jensen, President and Editor-in-Chief, Women's Enews

Reading: In Norris: Weaver, "Women as Journalists"
Mills, "What Difference Do Women Journalists Make?"

12:30-2:00 Lunch

Women in the Media
"Not One of the Boys"

2:15-2:30 Break

2:30-3:15 **Women as Political Experts and Pundits**
Ann Lewis, National Chair, DNC Women's Vote Center
Ann Stone, President, Republicans for Choice, The Stone Group

3:15-3:30 Break

3:30-4:30 **Women on Sunday Morning Talk Shows: The White House Project Report**
Page Gardner for The White House Project

4:30-5:00 Wrap Up

Sunday, April 21

9:00-9:15 Preview of Day

9:15- 10:15 **Case Study of Jane Swift**
Amy Jaspersen, University of Texas, San Antonio

Read: In Norris: Kahn and Gordon, "How Women Campaign for the U.S. Senate"

Iyengar, "Running as A Woman: Gender Stereotyping in Women's Campaigns"

Kohut and Parker, "Talk Radio and Gender Politics"

Online: Larson, Stephanie Greco. 2001. "American Women and Politics in the Media: A Review Essay," PS, Political Science & Politics, June, vol. 34, Issue 2, pp.227-230.

Available in the Academics section of our web site,
www.american.edu/wandp

10:15-11:15 **Class Exercise**

11:15-11:30 Break

- 11:30-12:15 **Women in Radio**
Ellen Ratner, TalkRadio News
- 12:15-1:00 Lunch
- 1:00-2:15 **Getting the Word Out on Women Candidates and Elected Officials:
Press Secretaries Speak**
Brendan Daly, Press Secretary, House Minority Whip Nancy Pelosi
Margaret Murphy, Press Secretary, Senator Kay Bailey Hutchison
Felicia Knight, Press Secretary, Senator Susan Collins
Anne Buresh, Press Secretary, Rep. Shelley Moore Capito
Ashley Westbrook, Press Secretary, Rep. Rosa DeLauro
- 2:30- 4:00 **Getting Press Attention: The Dilemma for Women's Organizations**

Rebecca Farmer, Press Secretary, National Organization for Women
Julie Bernstein, Press Secretary, Media Director, Fund for a Feminist Majority
Margaret Carroll, Independent Women's Forum
Wendy Wright, Concerned Women for America

Read: In Norris: Huddy, "Feminists and Feminists in the News"
- 4:15-5:00 Wrap Up

Read: In Norris: Beasley, "How Can Media Coverage of Women be Improved?"