

C LINK

COMMUNICATION

Community Journalism

This month's speaker shares how to take an active role in local news

With newsrooms cutting staff and resources, citizens must take a growing role in ensuring vibrant coverage of their communities. The SGFNews project is one such effort. Dr. Jonathan Groves, an assistant professor at Drury University, will talk about SGFNews, a volunteer effort to complement coverage of the traditional Ozarks news media.

Prior to coming to Drury, Jonathan Groves worked for 14 years as a professional journalist at various newspapers in Missouri and Arkansas as a reporter and editor. He then spent two years at the University of Missouri-Columbia as a Reynolds Journalism Institute doctoral fellow studying how the Internet was changing the face of journalism. His research focus includes social media, organizational change, and media management.

Mark your calendars now for Tuesday,



June 7, starting at 11:30 a.m. with networking; and the program will begin at noon. The cost is \$15 for members and

first time guests, \$18 for returning guests and \$14 for AWC student members and full-time degree-seeking students. Lunch will include grilled chicken piccata, salad, vegetables, rolls, dessert, iced tea and coffee. If you have a special dietary request please specify when you

month dependent on availability and will be announced in every email.

RSVP to me at awood@aeci.org by June 3 at 12 p.m. Please remember, if you indicate you will attend but don't make it, you will still be charged. RSVP.

Our meeting location is at the University Plaza Hotel, and will be in the Arkansas room this month. The room location will vary from month to month.

JUNE 7, Meeting
11:30 a.m. - 1:00 p.m.

University Plaza

333 John Q. Hammons
Kansas or Arkansas Room
Downtown Springfield
11:30 AM - Networking
12:00 PM Member Spotlight

Introductions & Lunch

12:30 Speaker

Please RSVP to

awood@aeci.org

No-Shows will be billed

Lunch charges:

Members and 1st time

Guests \$15

AWC Student members or

full-time degree-seeking

students \$14

Repeat Guests \$18

Guests are encouraged to

join our organization to

enjoy the

many member benefits

PRESIDENTIAL PONDERINGS

Dear Members,

I'm honored to be the incoming chapter president... and more than a little flabbergasted just the same. I joined AWC as somewhat of a lost soul looking for guidance, and I found more than that within our chapter's community. Our membership is made up of some of the most amazing women I've ever met, from seasoned communicators to the newest and brightest of the bunch.

I've been thinking seriously about how I can make a difference this year and what goals to aspire to accomplish. While considering a game plan, I asked some of the current board members why they joined AWC. The following are the reasons I was given:

- To stay on top of industry trends
- To broaden horizons
- To network with like-minded professionals
- Enhancing the leadership role
- For educational opportunities
- Communications Connections

These reasons are awesome, and I'd like to add a few more. Where better to find goals than by getting back to the organization's mission?

The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

I'd like to challenge each and every one of you to consider our mission and how you can encourage growth in yourself and others within the organization (and in other facets of your life). In the words of Ghandi, "Be the change you want to see..." If you are interested in becoming more involved, mentoring or joining a committee, please approach any board member and let them know how you would like to contribute to the organization.

With some amazing presentations in the works and National Conference around the corner, this is amping up to be an amazing year to be a member of the Association for Women in Communications.

Looking forward to another great year with AWC!

Angela Frizell, President



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MEMBER SPOTLIGHT

Julie Conway

Where do you work, and what do you do?

I am Director of Development and Public Relations for the Good Samaritan Boys Ranch. I am responsible for all fund raising and public relations for the agency including special events, grants, capital campaigns, direct donor relations and all marketing for our agency. I raise an average of \$1,000,000 each year for the Ranch.

Have you always been in communications?

I have always worked on the communications field starting with radio, TV and print in the 1980's when I graduated with a BA in Communications from Mizzou. For the past 20 years I have worked in communications for non-profits helping to spread awareness and mobilize resources.

What's the best part of your job?

I love working in this field because I am using my communication skills to help agencies which help people and truly make a difference in lives.



What will you be doing this summer?

This summer, I will travel! First I go to St. Pete Beach with a close friend in June. Then in July I will road trip it to South Dakota and Wyoming with my two sons, who both recently graduated from high school and college. Some great bonding time with my boys.

Shameless Plug

I also wanted to promote the need for volunteers at the Good Samaritan Boys Ranch. We need people who are willing to come visit our boys at least once a month at the Ranch.

These volunteers need to commit to at least four hours monthly and more if possible. We have residents who have no family and these volunteers just provide a caring heart and encouragement for them.

They can find more information on our website www.ranchlife.org

NEWS AND TIDBITS

Regina Waters is a faculty adviser for the Drury Student Ad Team, whose integrated marketing communications plan for JCPenney took second place at the AAF 9th District Student Advertising Competition in Kansas City.

Jill Randolph has been selected to participate on United Way's Community Investment Panel. The Community Investment Panel determines allocation awards to their member agencies.

MESSAGE FROM PAST PRESIDENT

My term as president has come

to an end. It has been a pleasure to serve all of you this past year. I want to thank you, the members, for your support of our organization. Also, a huge thank you to the terrific ladies who served on our board and committees this year. Each month we learned a little about each other, enjoyed a few laughs, and accomplished a lot. Our tasks are not done, but I have confidence that our incoming leaders will guide us well into the future. Best of luck to Angela and your 2011-12 Board.

Mitzie Zerr, President 2010-11

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From Progress of Women Chair Maggie Castrey

Thanks to Linda Putman for spotting this article.

“Articles like this make my blood boil, as I have a 12-year-old daughter that I will be sending off to college in 6 years!”
Susan VanDoren

Trimmed from an article by Katie Thomas that appeared April 25, 2011 in The New York Times

College Teams, Relying on Deception, Undermine Gender Equity

Ever since Congress passed the federal gender-equity law known as Title IX, universities have opened their gyms and athletic fields to millions of women who previously did not have chances to play. But as women have surged into a majority on campus in recent years, many institutions have resorted to subterfuge to make it look as if they are offering more spots to women.

At the University of South Florida, more than half of the 71 women on the cross-country roster failed to run a race in 2009. Asked about it, a few laughed and said they did not know they were on the team.

At Marshall University, the women's tennis coach recently invited three freshmen onto the team even though he knew they were not good enough to practice against his scholarship athletes, let alone compete. They could come to practice whenever they liked, he told them, and would not have to travel with the team.

At Cornell, only when the 34 fencers on the women's team take off their protective masks at practice does it

become clear that 15 of them are men. Texas A&M and Duke are among the elite women's basketball teams that also take advantage of a federal loophole that allows them to report male practice players as female participants.

Title IX, passed in 1972 at the height of the women's rights movement, banned sex discrimination in any federally financed education program. It threw into sharp relief the unequal treatment of male and female athletes on college campuses.

Over the next 40 years, the law spawned a cultural transformation: the number of women competing in college sports has soared by more than 500 percent — to 186,000 a year from fewer than 30,000 in 1972.

But as women have grown to 57 percent of American colleges' enrollment, athletic programs have turned to a sleight of hand known

as roster management. Many are padding women's team rosters with underqualified, even unwitting, athletes. They are counting male practice players as women. And they are trimming the rosters of men's teams.

“Those of us in the business know that universities have been end-running Title IX for a long time, and they do it until they get caught,” said Donna E. Shalala, the president of the University of Miami.

Each year, institutions must report their male and female participation numbers to the Department of Education. And even though the numbers would not be used in a formal investigation, many colleges manipulate them to avoid bringing about one.

Yet football, the pride of many universities and a draw for alumni, rarely faces cuts. The average Division I football team went from 95 players 30 years ago to 111 players in 2009-10.



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