From the Director

WGS has a number of exciting events planned to help the Wilkes community contribute to the creation of a more just and equitable world. Give hope to women in our community who live in poverty by participating in the annual Ruth’s Place Walk-a-Thon. Sunday, October 5th (see p. 9). On Thursday, October 23rd we will be celebrating National Love Your Body Day by holding a free Zumba class in the SUB Ballroom. And be sure to stop by our table in the SUB to pledge to love your body the way it is (read more on p. 6). Want to help empower girls through education while satisfying your sweet tooth? On Tuesday, October 28th we will be in the SUB selling homemade tie-dye cupcakes for only $1. All proceeds go to She’s the First (learn more on p. 5).

Be on the lookout for the WGS interns. If you are currently enrolled in a WGS-eligible course, they may be visiting your class soon to discuss the benefits of the minor and to answer questions. Not taking a WGS course? Stop by my office in Breiseth Hall, room 306, or email me at Jennifer.thomas@wilkes.edu and I’ll be happy to talk with you.

Have you noticed that much of the marketing to children is gendered? Ever wonder whether characteristics of entrepreneurs vary according to gender? Check our interview with Dr. Anne Batory, and learn more about the gendered nature of marketing, business, and consumer behavior (see p. 3).

The Communications Department is offering a new WGS-eligible course – COM 398: Gender and Communication. Learn more about the myriad of ways in which gender and patterns of communication are interwoven on page 4.

The 2015 WGS Conference will be held April 13th – 15th at King’s College. The theme – Women and Work – is sure to spark much debate. Learn more on pages 7 and 8.

Finally, keep up-to-date on WGS-related events by liking “Wilkes University Women’s and Gender Studies Department” on Facebook!

Dr. Jennifer Thomas

Meet the Interns
Danica and Gift …………………..PG. 2
Dr. Batory
Faculty Spotlight …………………..PG. 3
Com 398: Gender & Communication
New WGS Eligible Course ……..PG. 4
She’s the First
Girls’ Education …………………..PG. 5
Love Your Body Day
Join the movement……………….PG. 6
2015 WGS Conference
Women and Work………………..PG. 7
Keynote Speaker …………………..PG. 8
Ruth’s place
Walk-A-Thon…………………..PG. 9

Contact WGS
Dr. Jennifer Thomas
Director of Women’s & Gender Studies
jennifer.thomas@wilkes.edu

P3 | Female entrepreneurs are more self-reliant? Dr. Batory spoke with us about the gendered nature of marketing in our faculty spotlight.
P6 | Learn more about Com 398: Gender and Communication, a new WGS course that is challenging students to think about gender in new ways.
P7 | Help fund girls’ education and enjoy a sweet treat! Buy a tie-dye cupcake on October 28th in support of She’s the First.
Meet The Interns!

Danica DeMesa and Gift Magomero

Hello! My name is Danica DeMesa and I am joining Women and Gender Studies as a new WGS intern! This is my second year as a psychology major at Wilkes. Outside of class, you can find me as the secretary for Programming Board, an e-mentor, a radio show host with our school’s station 90.7 WCLH, and a proud member of the National Society of Leadership and Success.

I became a WGS intern because the activism, awareness, and societal change that WGS strives to achieve is something I am excited to be a part of. Much of my personal focus is on women’s self-esteem. We are all under societal expectations to cater to men, to be submissive, and to keep our opinions to ourselves. I grew up in a home where traditional femininity—wearing dresses, being delicate—was the right way to be a girl. However, I believed too strongly in self-expression and grew up protesting an environment that was trying to shape me. I’m ready to help other women break out of that rigid mold society forces us into. I want women to become confident in their own bodies. It doesn’t matter whether a woman wants to wear baggy pants or floral dresses; it is her choice. What needs to be dismantled is the idea that there is only one way to be a woman or a feminist.

On another note, women are routinely denied the opportunity to become man’s equal, be it in education, the workforce, the household, or society in general. We all need to become more aware of this oppression that occurs not just in the US, but all over the world. Women and men everywhere are starting to stand up against systematic injustice. If you’re interested in these issues and how you can help make a change, I encourage you to learn more! Take WGS-eligible courses, seek out our events on campus, or add the WGS minor.

Contact me at danica.demesa@wilkes.edu or visit the WGS office if you have any questions or comments!

While I was aware of how societal expectations limit men’s and women’s behaviors, taking this course gave me new insight. It got me thinking about different cultures and traditions and how gendered expectations may be even more restrictive in other countries. I am from Malawi, Africa, a country that values its culture and tradition especially in the villages. For example, once girls reach womanhood, they are taught about taking care of their family. Boys are taught about providing for the family. Fortunately, my parents have never been ones to enforce strict traditions on my brothers and me. However, I still grew up to learn that I was expected to do certain things that my brothers did not have to do. For instance, it was not accepted behavior if I had close male friends but my brothers could have female friends.

Due to my background, my interest is in cultures and traditions that women all over the world have to face. Taking the Women’s Studies class showed me that no woman is alone. There are women and men who are raising awareness for the need to end sexism and promote the rights of all human beings; we are part of that movement. I encourage everyone to consider being part of the WGS program. You can take WGS courses, declare the WGS minor, or come to our events.

For any questions or comments you might have, you can find me in the WGS office (Breseth 321) or email me at gift.magomero@wilkes.edu. I hope to be hearing from you.
Success is a Journey, Not a Destination
WGS Faculty Spotlight: Dr. Anne Batory

By: Gift Magomero

Growing up we learn that success does not come easily. It requires hard work, dedication, determination, and motivation. WGS is fortunate to have great professors who have demonstrated the self-determination and drive necessary to become successful. Among them is Dr. Anne Batory, Professor and Chair of the Entrepreneurship, Leadership, and Marketing Department in the Sidney School of Business and Leadership. In this issue of our newsletter, we honor the innumerable contributions Dr. Batory has made to the WGS program in her 25 years of service to the Wilkes community. In particular, she has mentored numerous students and faculty, and has served as a role model for all of us.

If you have not had the pleasure of meeting Dr. Batory, you might not know that she did not begin her career as a business major. In fact, Dr. Batory is an alumna of Wilkes University. She earned her B.A. in psychology and sociology. She went on to the University of Maryland where she received her M.A. and Ph.D. in Developmental Psychology. It was her dissertation research, an examination of how children learn nurturance and prosocial behavior, which sparked her interest in business and marketing. In particular, she noticed that promotional messages, especially television advertising, were a part of the influence circle affecting a child’s behavior. She also observed that products directed toward children were gendered. For instance, although Legos are not an inherently gendered toy, the company makes pink and purple Legos for girls and brown, blue, and gray Legos for boys. Toys stores have separate aisles for girl toys and boy toys, further emphasizing that gender is an important social category. Dr. Batory was struck by the gendered messages children receive and the powerful influence these messages have on expectations, values, and aspirations. Thus she began her journey into the marketing and the business world.

Over the course of her career, Dr. Batory’s research interests have led her to investigate the gendered nature of marketing and entrepreneurship. For instance, one of Dr. Batory’s published works is on entrepreneurial women - women who build and manage their own businesses. Do women and men become entrepreneurs for the same reasons? Do entrepreneurs possess the same personality characteristics or do they vary according to gender? Surprisingly, she found that female entrepreneurs tend to be more self-reliant than male entrepreneurs. This is in contrast to the traditional view of men as more independent and self-reliant than women. Her results revealed that male entrepreneurs are better at reaching out for help in establishing their businesses. For instance, they are more likely to actively seek investors and sources of external funding to build and grow their businesses. Women, on the other hand, are more likely to try to succeed without outside help. This may be because men have developed stronger networks and better access to wealthy investors. Alternatively, gender stereotypes may make it more difficult for women to find investors.

Traditionally men are considered better leaders and more dedicated to their jobs than are women. Whatever the cause, this research is important as it suggests that one way to aid entrepreneurial women is to help them trust in their passions, be confident about their abilities, and enhance their access to potential investors.

Dr. Batory’s research interests, background in psychology, sociology, and marketing and her concern with WGS issues come together in the courses she teaches at Wilkes. In particular, she is primarily responsible for marketing classes, many of which focus on consumer behavior and are eligible for the WGS minor. Even if you are not a business major, you will likely be interested in the content of her courses. Some of the issues she engages her students in include why do people make impulse buys? How does one’s family background influence buying and innovation? If you create a product, how do you get people to buy it? And of course, is gender an influential variable in explaining consumer behavior?

Dr. Batory utilizes innovative techniques to help her students take what they’ve learned and apply it to real-world situations. For example, in her Consumer Behavior course (MKT 328), student teams go into the community and research a local, small business. They collect information including the types of consumer services provided, the atmosphere the business creates, and who the business’s competitors are. In terms of gender, students also investigate whether products or brands are being tailored to both males and females or each gender separately.

As you can see, Dr. Batory has effectively incorporated gender into her research and teaching. She views understanding WGS issues as a form of diversity and is committed to exposing students to a variety of view points and perspectives.

Continued on page 8
WOMEN’S & GENDER STUDIES
COM 398 sheds light on communication

By: Danica DeMesa

This year, a new WGS-eligible course is catching the attention of the academically adventurous: COM 398, Gender and Communication. Taught by Dr. Mia Briceno, assistant professor of Communication Studies, the “398” designates this class as a special topics course, only meant to run once. However, the Communications Department, and we in WGS, hope this course will become integrated into the major’s curriculum.

You might think, how are gender and communication related? Gender and communication are inextricably linked; one hardly ever exists without the other. For example, a man can communicate his masculinity to others by expressing interest in typically masculine things such as sports and cars. Dr. Briceno notes that this relationship between gender and communication is “so deeply ingrained in us that we take it for granted.”

Take note that gender is entirely different from sex; Sex is based on one’s biology, whereas gender is constructed by society. People can express gender in many ways, such as through writing or speech. A woman may argue for a health care policy that emphasizes reproductive health, something a man may not focus on as much. People also interpret appearances as either masculine or feminine and automatically assume the gender of masculine- or feminine-looking people. Many women wear dresses and makeup. Therefore people who display those things are usually assumed to identify as a woman. On the other hand, men typically wear short hair and no makeup, so those characteristics are associated with men and masculinity. Most people identify as either male or female, and that is expressed through speech patterns, clothing, opinions, interests, and much more.

People communicate their gender as easily as they communicate their ideas and interests. Cisgender people, those whose gender identity matches their biological sex, communicate their femininity or masculinity in predictable ways. But what about people who don’t express their gender along predefined lines? COM 398 sheds light on communication patterns of individuals who identify as genders other than male or female.

The course materials bring attention to the variety of genders people identify as, including genderqueer, transgender, and agender. Genderqueer is an umbrella term for all who don’t identify as cisgender. Genderqueer people prefer not to identify as either male or female because they may not feel comfortable choosing to express either masculinity or femininity. They instead may display a mix of both masculine and feminine traits. Transgender people identify with the gender they were not biologically assigned. Some even take hormone therapy or undergo sex reassignment surgery so their physical bodies will match their gender. Agender people identify as genderless and do not express either masculine or feminine characteristics. Awareness for these types of people is very limited, and so the oppression they face goes unnoticed. For example, did you know that most insurance companies only offer “male” or “female” options? This keeps transgender people from receiving sex-specific care such as birth control just because they may identify as another gender. Also, most insurance plans do not provide health care coverage related to gender transition (Basic Rights Oregon, 2014). Institutional oppression like this communicates to society that genderqueer people should be restricted from having the same rights as cisgender people. Another problem is that only a handful of organizations are providing education about LGBTQ issues. This is stifling the communication between queer people who are fighting for their rights and a society that is not educated about these unmet needs.

One can imagine how difficult it can be to effectively teach such sensitive and complicated material, yet this nontraditional course runs in a nontraditional way. Dr. Briceno designed the class to be discussion based; students sit in a circle and engage in dialogue about how gender influences communication and how gender roles and expectations can constrain an individual’s self-expression. For example, men and women in Western society are brought up to shame women who express sexual desire outside marriage but men are allowed this freedom. Paradoxically, women are continuously sexualized on a mass media level. Sports Illustrated releases its Swimsuit Issue annually (Sports Illustrated, 2014), featuring women posing suggestively in revealing swimwear for no purpose other than to please its readers. Issues like this are openly discussed each

Continued on page 5
Upcoming Event: Cupcakes for A Cause!

By: Danica DeMesa

Like cupcakes? Have a dollar to spare for an amazing cause? Join us on Tuesday, October 28th from 11am-1pm in the SUB as we sell tie-dye cupcakes in support of the non-profit organization, She’s The First. 100% of proceeds help fund a year’s worth of education for a girl in a developing country.

Why raise money to fund GIRLS’ education? That’s a fair question. Research shows that of the 104 million children between the ages of 6-11 that are not in school, about 58% are girls (UNESCO, 2003). In Yemen, for example, the illiteracy rate among girls (54%) is triple that of boys (17%). One reason girls’ education is not as high a priority as boys’ education is that families and communities believe the cost to educate a girl will not yield as high a return as the cost to educate a boy.

When Rithika grows up, she wants to be a doctor. She says, “I plan on being the best doctor and saving lots of people!”

Educated are, in the long run, likely to marry later, bear fewer children, educate their own children, and be less vulnerable to sexual abuse and coerced sex.” (www.shesthefirst.org; Hertz & Sperling, 2004). As you can see, investing in girls’ education means investing in the health and well-being of future generations of girls and boys!

Since 2010, She’s the First has raised enough money to sponsor 382 girls and 896 years of education! Imagine the possibilities and opportunities these girls now have as a result of earning an education.

Inspired to help a girl lift herself out of poverty? Want to contribute to the creation of a just and equitable world where everyone has the opportunity to learn and earn a living? Then buy one of our tie-dye cupcakes on Tuesday, October 28th between 11am-1pm in the SUB. Last year we raised $260 and sponsored the education of Rithika, a 9-year-old girl from Bangalore, India. See her picture above.

Help us beat last year’s total! For only $300 we could fund an entire year of education for a girl in Nepal. For $360, we could sponsor a girl in Uganda. Come out, satisfy your sweet tooth with a delicious cupcake, and support a young girl’s education at the same time!

Com 398 Continued

Continued from page 5.

class meeting with the intent of understanding and challenging these gender expectations. Gabrielle Glinski, a sophomore Communications major, admitted that she didn’t expect each class meeting to have the open floor for everyone to share their thoughts. Students have the opportunity to see the ways society imposes its gender expectations through a variety of perspectives.

Class discussions almost always concern other sensitive issues such as racism, classism-prejudice based on social class- and sexual orientation. Markeata White, a junior Communications major, recognizes that this class is “for those who are open-minded and optimistic” and that it’s “too open and broad for any narrow-minded individual.” One day, the discussion is focused on how racism and gender roles are intertwined. Another day, everyone shares their opinions on families that function with one parent, same sex parents, or no parents, and how society treats these nontraditional families. Soon there will be dialogue about transgender people and their battle for legal recognition. Touching all of these topics, Dr. Briceno hopes to offer “a more nuanced understanding of Women’s and Gender studies as a field and feminism as a concept and a subject position”.

James Jaskolka, a senior Communications major, recommends this class to other students, saying, “it’s imperative that we all work to better understand each other.” Glinski hopes this class becomes a part of the general education curriculum “to help all students become more aware of people who are different than them.” Dr. Briceno also hopes that, after becoming aware of the social inequality pervading our culture, we learn to be “agents of social change.” Students from all disciplines are encouraged to take this class and to become educated on feminism and the inextricable relationship between gender and communication.

For more information contact Dr. Briceno at mia.briceno@wilkes.edu
There is a quote that states, “everything has beauty, but not everyone sees it.” If we apply this to human beings, it simply means that everyone is beautiful in their own way. Unfortunately, due to narrowly defined, superficial beauty standards, people often do not appreciate or respect the beauty each of us possesses. Beauty is so much more than one’s outward appearance. It also encompasses our inner selves – how we treat others, the good that we do for our community, society, and so on. It is a shame that most of us have internalized the societal misconception that physical appearance is what makes us beautiful and worthy of love and affection.

In the US, a narrow range of standards define female beauty. Women and girls learn that beauty means being thin, tall, having long hair, and flawless skin. Magazines continuously promote this image of “perfection” by altering the images of women. It is no surprise that young women desperately strive to achieve this idea of beauty. And the consequences of the drive to meet these unachievable standards are often dire. For instance, girls and women have plastic surgery to alter parts of themselves they deem imperfect. They try to lose weight by fasting, skipping meals, or vomiting. These behaviors may lead to eating disorders such as anorexia and bulimia. In fact, the third most common mental illness among adolescents is anorexia. In addition to eating disorders, the images of what perfection looks like can lead to low self-esteem, anxiety, shame, and embarrassment. Women are so much more than their outward appearance. We are all beautiful no matter what and we need to accept ourselves for who we are.

Meet traditional US beauty standards. Women of other ethnicities and sizes are often given smaller roles. Pink is pushed on girls whether in toys or clothing while boys are given a variety of color choices. This narrow understanding of beauty needs to be expanded to encompass the variety of women who are part of our culture.

WGS is a big supporter of LYBD as we share its goals. We too desire to live in a world where diversity is celebrated and people have value based on their contributions as opposed to superficial characteristics, such as one’s physical appearance. We hope you will stop by our table in the SUB on Thursday, October, 23th, from 11am-1pm, and pledge to love, respect and accept your body the way it is. We will also be partnering with Psi Chi, the psychology honor’s society, to distribute eating disorder and mental health screenings. Our campus counselors will be available to answer any questions you may have.

For more information on LYBD please visit loveyourbody.nowfoundation.org

Anonymous eating disorder and mental health screenings are also available online at:

http://screening.mentalhealthscreening.org/WILKES

Free Zumba Session!
When: October 23rd, 11:15am – 12pm
Where: SUB Ballroom
Instructor: Kassi Bugg
Mark Your Calendars!
2015 WGS conference is April 13th – April 15th, 2015
Theme: Women and Work

We are thrilled to announce that this year’s WGS conference will be held at King’s College April 13th – 15th, 2015. The theme will be ‘Women and Work.’ We believe this is a timely, thought provoking, important topic – especially for college students who will soon graduate, enter the “real world,” and find gainful employment.

Although some view a “woman’s place” to be in the home, caring for children and a husband, women account for a significant portion of the paid workforce. In fact, worldwide women account for 40% of employed workers. In the US, 60% of women work and 70% of mothers are employed. And if you add the hours women spend in paid labor together with their hours in unpaid labor (e.g., housework, child care), women do more work than men, averaging 60 to 90 hours per week (UNICEF, 2006)!

Although the Equal Pay Act (1963) guarantees equal pay for equal work - passed over 40 years ago – gender discrimination in pay persists. According to the U.S. Department of Labor (2013), white women make $0.77 per dollar a white man earns, while African American and Latina women earn even less: $0.62 and $0.53 per $1, respectively. A college degree does not eliminate the gendered pay gap. One year post graduation, men earn on average 18% more than their female counterparts (US Department of Education, 2009; see figure above). Parenthood hurts women’s pay as well. Mothers earn only $0.69 per $1 fathers earn (National Women’s Law Center, 2013). In addition, women are disproportionately represented in low-wage jobs that do not provide important benefits such as paid sick or vacation time. In fact, 2/3’s of the working poor are women. And women continue to be underrepresented in positions of power and influence. For example, women hold only 4.8% of the CEO positions for fortune 500 companies.

On the bright side, the topic of women and work has recently garnered national attention. President Obama, shortly after taking office, signed the Lilly Ledbetter Fair Pay Act and established the National Equal Pay Task force. In April, President Obama again drew attention to this issue when he signed an executive order to prevent gender discrimination in the workplace and to empower female workers. Sheryl Sandberg, the chief operating officer of Facebook, began a national conversation about women and leadership with the release of her bestselling book “Lean In.” And Anne-Marie Slaughter, President and CEO of the New America Foundation and Professor Emerita at Princeton University, furthered the debate with her Atlantic article, “Why Women Still Can’t Have it All.” Among other things, she discussed the fact that structural, societal changes are needed so that women can “lean in”.

Gender discrimination in pay is an issue we should all be concerned about because it negatively affects families and communities. Women’s paid labor reduces poverty. When women work, they devote more of their income to family expense than do men. For every dollar a woman earns, she invests $0.80 in her family as opposed to only $0.30 men contribute.

We hope you will join our conversations regarding women and work at this year’s WGS conference! It is a wonderful opportunity for students, faculty, staff, and the community to come together to share research, engage in artistic expression, disseminate information, and raise awareness for issues not only surrounding women and work, but any topic that concerns gender, sexuality, social justice, and activism. The conference provides a venue for those who desire to establish a more just and equitable world to share ideas. It is also an occasion to celebrate women and their achievements.

This year’s conference will surely be informative, exciting, and thought provoking. We encourage all who can to either present or simply listen to the many fascinating talks the conference has to offer. Come make connections, inspire forward momentum, raise awareness, and spend time with others who share common interests. You will not regret it!

Annual Salary 1 Year Post College Graduation

<table>
<thead>
<tr>
<th>Annual Salary 1 Year Post College Graduation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women, $35,296</td>
</tr>
<tr>
<td>Men, $42,918</td>
</tr>
</tbody>
</table>

When: April 13th – 15th, 2015
Where: King’s College
Contact Dr. Thomas for more information
Continued from page 3.

It is her hope that through these experiences students will develop their interests based on their own unique talents, not because they are male or female. WGS courses are valuable because they help students better understand themselves and learn to treat others with respect and compassion. WGS is especially empowering for women, as it can encourage one to become more active in the pursuit of his or her dreams.

In sum, Dr. Batory is a great role model who has followed her passion and has been able to carve out a career where her research and teaching come together. Her advice for success: Know yourself and be at peace with who you are. “It is not about what you want to be but who you want to be. Whatever you do, be happy, follow your passions, and feel like you have contributed something for yourself and others.” Through her classes and research, she is working to better the lives of women and men so that we can create a more equitable world. The WGS department is honored to have her as a member.

I strongly encourage those who are interested in business and WGS to consider taking one of Dr. Batory’s classes. Success is not easy to achieve but the journey is worth your while and you soon find yourself just where you need to be.

Interested in taking a class with Dr. Batory?
She teaches MKT 321, MKT 322, and MKT 328
By: Gift Magomero

Hope. It is a short, simple word with so much meaning behind it. Hope is what keeps people going when they come upon challenges. It is what keeps people motivated and determined in the face of adversity. Hope is about trusting and believing that things will get better. What is even more amazing is that people are capable of giving each other hope. It does not require a big gesture. An act as simple as buying someone lunch can make a difference. It is not the fact that you bought them lunch that makes the difference. It is the act of showing you care that gives a person hope.

Ruth’s Place is a prime example of what giving people hope is all about. It is the only organization in Luzerne County that offers emergency shelter for homeless women. Since its inception in 2003, over 2,000 local women have received shelter and services from Ruth’s Place. Ruth’s place is more than a homeless shelter. It provides women with tools such as help finding a job and counseling services to maintain a better lifestyle and escape poverty. This is done in coordination with other service providers who consider each woman’s physical, financial, health, and spiritual needs before determining a good, permanent housing plan. The program is about helping women find stability, hope, and a voice in the community.

Are you interested in bringing hope to women in our community? Ruth’s Place holds an annual Walk-A-Thon that allows the community to take part in making a difference. It is a two mile walk that, in a way, provides a glimpse of what it may be like to be in a homeless woman’s shoes. It in no way compares to exactly what they go through but it is one way of raising awareness. The theme of this year’s walk is, “Walk for Hope.” The route takes participants by organizations in the community such as the Salvation Army, where homeless women go to seek assistance.

Join WGS on Sunday, October 5th, from 1-3pm for the Ruth’s Place Walk-A-Thon. You can register and find information about volunteering and making donation on their website, www.ruthsplace.com. For more information, you may contact Dr. Jennifer Thomas at Jennifer.thomas@wilkes.edu or Dr. Maria Grandinetti, maria.grandinetti@wilkes.edu