

The Impact of Media on Gender Equity in Science, Engineering, and Medicine

WEDNESDAY, JULY 10, 2024

Purpose

- Overview the current state of media representation of women scientists and leaders, including trends, challenges, and opportunities
- Examine how media portrayals shape societal perceptions of women in STEMM and may impact diversity and inclusion efforts
- Discuss approaches to combatting stereotypes, biases, and systemic barriers that hinder the visibility and recognition of women scientists and leaders in media
- Detail strategies for promoting accurate and empowering depictions of women in STEMM

12:00–12:10 Welcoming Remarks

- Gilda Barabino – President, Olin College of Engineering, Chair of the National Academies' Committee on Women in Science, Engineering, and Medicine

12:10–1:10 Gendered Portrayals of STEMM

Session detailing representations of women in STEMM in the movies, television, and news media with attention to how this has shifted over time and where the current landscape presents challenges as well as opportunities and improvements for how we conceptualize who is a scientist.

Speakers:

- Wendy Calhoun – Executive Producer, ABC TV
- Madeline Di Nonno – President & CEO, Geena Davis Institute on Gender in Media

Moderator:

- Rick Loverd – Director of Science & Entertainment Exchange, National Academies of Science, Engineering, and Medicine

1:10-1:15 Break

1:15–2:15 Media: Shaping and Reflecting Reality

Session on the ways in which media serves to both reflect and shape our reality and what role media portrayals have in influencing our perceptions of women and other underrepresented groups in STEMM. Attention to ways that media has and can serve to challenge stereotypes as well as to the ways it has further entrenched them/produced unintended consequences.

Speakers:

- Jocelyn Steinke – Associate Professor, University of Connecticut
- Reshma Jaggi – Lawrence W. Davis Professor and Chair, Department of Radiation Oncology, Emory University School of Medicine
- Lynette Yarger – Associate Dean for Equity and Inclusion, Schreyer Honors College, Professor, College of Information Sciences and Technology, Pennsylvania State University

Moderator:

- Manuel A. Pérez Quiñones – Professor of Software and Information Systems, University of North Carolina at Charlotte; Member of the National Academies' Committee on Women in Science, Engineering, and Medicine

2:15-2:20

Break

2:20–3:20

Engaging with Media in a Gendered Context

Session engaging with PR professionals to discuss the ways in which they advise women leaders to engage with media in a gendered context and how to prepare for the specific challenges and complexities that arise for women.

Speakers:

- Duyen Truong – SVP, Public Relations, Sage Communications
- Esther-Mireya Tejeda – Chief Marketing Officer & Transformation Strategist
- Heather Richmond – International Creative Strategist

Moderator:

- Sandra Begay – Principal Member of the Technical Staff, Sandia National Labs; Member of the National Academies' Committee on Women in Science, Engineering, and Medicine

3:20–3:30

Closing Remarks

- Fay Cobb Payton – Professor Emerita, Information Technology/Analytics and University Faculty Scholar, North Carolina State University; Visiting Scholar, Rutgers University – Newark; Member of the National Academies' Committee on Women in Science, Engineering, and Medicine