**296.02 Undergraduate Independent Study**

**OPTION A**

**Title: Women in Media Leadership Roles since 1970**

**Reason for Independent Study rather than scheduled course:**

This independent study builds on previous research and reporting undertaken by five students in the Leadership in a Time of Change Class (552) in fall 2013. Those students identified five women who had been pioneers in media (either on the business or content side) and interviewed them to understand how they had changed the trajectory for women who came immediately after them.

Two of the students involved in that project have a keen interest in providing context and analysis to what they have discovered so far. The students will review the immense literature produced in both the academy and the profession on the changing demographics of women in leadership roles in all occupations since 1970, and then compare the findings to trends in the media world.

**Tangible product**

The students will produce a literature review (a minimum of 25 pages) that summarizes the research findings. In addition, they will identify categories of women pioneers in the media world (i.e. the entrepreneur, the foreign correspondent, the CEO, the diversity champion, etc.) and begin to identify specific women who fit those categories. If time permits, they will begin to interview these women and produce material that can published on a website, and potentially in a book at some future date. The current model for the book is Garry Wills, *Certain Trumpets*, which is assigned reading in JOMC 552.

**Grade will be based on:**

1. Caliber of their research and literature review
2. Papers and videos they produce for either the website or other publications

**Description of program of study:**

This study will require that students devote at least five hours a week to researching and writing about the topic. I will meet/confer weekly with them on their progress, and make adjustments in reading and research assignments.

Initial reading assignments include the yearly reports by Catalyst (The National Council for Research on Women), the McKinsey reports on women in business, as well as publications by David Thomas and Ella Bell.