

FROM THE EDITOR



In our sophomore year of the Newcomb Scholars Program, we learn about feminism through the case method. Although an 8:00 AM class is sometimes a challenge, I marched up the two flights of stairs to Newcomb Institute eager to debate my peers over the case at hand, whether we were discussing Oprah Winfrey’s school in South Africa, the organizational challenges of the Intersex Society of North America, or how workplaces should protect healthcare providers from violent patients. The case method allows students to apply theory to concrete situations and is useful in a variety of fields. As an inter-disciplinary cohort studying women’s leadership and scholarship, the case method teaches us to think critically, question existing power structures, consider intersectionality, and develop sound arguments for our proposed course of action.

Beyond learning the case method, Newcomb Scholars then craft their own case study. These works contribute to the limited body of cases focusing on women or women’s issues, as identified by the Executive Director of Newcomb Institute, Dr. Sally Kenney. Writing a case study poses an interesting challenge. The author must build a compelling narrative while remaining true to the facts and oftentimes working with limited information. They also must also consider all sides of the story, regardless of how the author feels about their protagonist. Not to mention the challenges of being a college student during the upheaval of COVID-19: these authors have faced Zoom classes, quarantines, and great uncertainty while crafting complex works of scholarship. I have thoroughly enjoyed undergoing the editing process with these scholars, and I am proud of the work that they have accomplished.

The cases in this issue explore stories of women in the workplace. Some cases are centered around the careers of women protagonists who affected change within corporate America, while other cases are focused on the organizational challenges of women-dominated professions. Hickbottom examines Elaine Welteroth’s transformative career at *Teen Vogue*, Conde Nast’s decisions regarding the print version of the publication, and the challenges of teen magazines in a virtual age. Allen describes Jess Weiner’s work on Dove’s ‘Real Beauty’ Campaign and the implications of corporate social responsibility and “femvertising” for female audiences. Both cases explore both the organizational dynamics of large corporations and the media industry’s impact on gender roles and female consumers. Vergheze examines both the impact of the media upon women’s representation and labor issues through her examination of unpaid internships in Hillary Clinton’s 2016 campaign. Klimek and Sanchez explore issues of female-dominated professions: Klimek investigates how gender was tied to the professionalization of nursing, while Sanchez discusses how OnlyFans and celebrity participation has impacted the lives and working conditions of sex workers. These cases provide valuable examples of feminist leadership, whether that is through the decisions of individuals or the work of movements.

I am eager to present these cases to you and I congratulate the scholars for their hard work, perseverance, and skill. Happy reading!

Sincerely,

Emma Schreier
Newcomb Scholar
Class of 2022