

# GAYLE SULIK

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Author Website: [www.gaylesulik.com](http://www.gaylesulik.com)

Blog: [www.pinkribbonblues.org](http://www.pinkribbonblues.org)

Organization Website: [www.breastcancerconsortium.net](http://www.breastcancerconsortium.net)

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## AREAS OF SPECIALIZATION

Medical sociology; Research, evaluation, and policy development in the areas of breast cancer, health and illness, and the intersections of gender, culture, and medicine; Public sociology, including social science writing, public speaking, media expertise, workshop facilitation, and international, multi-disciplinary collaborations; Professional and academic editing; Qualitative and mixed methods research; Graduate and undergraduate teaching, research, curriculum development, and supervision.

## EDUCATION

University at Albany (State University of New York)

Ph.D., Sociology, 2004

M.A., Women's Studies, 2001

University of Massachusetts at Amherst

B.A., Anthropology, 1991

## RECENT EXPERIENCE

### **Principal, Breast Cancer Consortium**

An international network committed to energizing scientific and public discourse about breast cancer and promoting collaborative initiatives among researchers, advocates, health professionals, educators, and others. Website: [www.breastcancerconsortiu.net](http://www.breastcancerconsortiu.net).  
Founded October 2012

**University at Albany (SUNY)**, Department of Women's Studies (Affiliate)

Research Associate, August 2010 - 2013

**Texas Woman's University**, Department of Sociology and Social Work

Assistant Professor (Tenure-track), September 2007 - May 2010

Affiliate Faculty, Department of Women's Studies, September 2007 - May 2010

**Vassar College**, Department of Sociology

Assistant Professor (Visiting), August 2004 - May 2007

**University at Albany (State University of New York)**, Department of Sociology  
Lecturer, September 2001- May 2004

**College of St. Rose**, Department of Sociology  
Lecturer, spring 2004

**Capital Region Action Against Breast Cancer (CRAAB!)**  
Executive Director, 2001-2002, Assistant to Director, 2000-2001

## **FELLOWSHIPS, GRANTS, AWARDS, AND HONORS**

- Distinguished Feminist Lecturer, Sociologists for Women in Society, 2013.
- ShareCare's Top Ten Online Influencers in the Field of Breast Cancer, 2012.
- College of Arts and Sciences Research Development, Texas Woman's University, 2010.
- National Endowment for the Humanities, Research Fellowship Award, 2008-2009.
- Research Enhancement Program Award, Texas Woman's University, 2008.
- Meadows Award for Excellence in Research, University at Albany (SUNY), Sociology, 2003.
- Initiatives for Women Feminist Research Award, University at Albany (SUNY), 2002.

## **PROFESSIONAL EDITING, EVALUATION, AND TECHNICAL WRITING**

- Co-Editor, Breast Cancer Consortium Quarterly.
- Associate Editor, Medical Sociology and Qualitative Approaches areas, American Sociological Association Digital Library.
- International Editorial Board, Sociology and Technoscience, Journal sponsored by the Department of Sociology and Social Work Palencia Campus (University of Valladolid), publication in Spanish, Portuguese, Galician, and Español.
- Editorial Advisory Committee, The Independent Scholar, National Coalition of Independent Scholars, 2011-12.
- Evaluation Team, The Blue Foundation for a Healthy Florida Sapphire Award Competition, Blue Cross Blue Shield of Florida, 2009, 2010, 2011.
- Technical Writer, "Breast Cancer Support Group for Lesbians and Women who Partner with Women," Community-Based Cancer Support Services Grants, New York State Department of Health, 2002.
- Technical Writer, "Building A Community Portrait," Susan G. Komen Breast Cancer Foundation, 2002.
- Managing Editor, Gender & Society, University at Albany (SUNY), Albany, NY, 1999.
- Ad Hoc Review, BioMed Central, Contemporary Sociology, Evaluation and Program Planning, Gender & Society, Journal of Contemporary Ethnography, Social Science & Medicine, Qualitative Sociology, Sociology of Health and Illness, Symbolic Interaction, Oxford University Press, Sage Publications.

## TEACHING

Texas Woman's University, Department of Sociology and Social Work, 2007-2010:

- SOCI 1013: Introductory Sociology
- SOCI 4903: Sociology of Health and Illness (Online)
- SOCI 5903: Medical Sociology (Graduate level)
- SOCI 6913: Methods in Health Research, Individual Studies (Graduate level)
- SOCI 5773/6903: Qualitative Methods (Graduate level)

Vassar College, Department of Sociology, 2004-2007:

- SOCI 151: Introductory Sociology
- SOCI 232: Cultural Sociology
- SOCI 250: Sex, Gender, and Society
- SOCI 254: Research Methods Sulik, page 13
- SOCI 256: Mass Media and Society
- SOCI 285: Sociology of Breast Cancer
- SOCI 288: White Identity
- SOCI 313: Women, Science and Society
- SOCI 382: Sociology of the Body

College of St. Rose, Department of Sociology, 2004:

- SOC 243: Media as a Social Force

University at Albany (SUNY), Departments of Sociology and Women's Studies, 2001-2004:

- A SOC 180M: Social Problems
- A SOC 220: Introduction to Social Research
- A SOC 221: Statistics for Sociologists, co-instructor
- A SOC 262M/WSS 262M: Sociology of Gender

## RESEARCH AND DEMONSTRATION PROJECTS

Sulik, G. "Developing the Breast Cancer Consortium Website."

Sulik, G. "Beyond Awareness: A New Breast Cancer Awareness Curriculum."

Sulik, G. "Taking the Pulse of the U.S. Breast Cancer Movement: A Network Analysis."

Sulik, G. "The \$6 billion Question: Where Does the Money Raised for Breast Cancer Go?"

Sulik, G. and Claffey, E., "Pink Ribbon Culture and Industry: An Interactive Exhibit."

## SCHOLARLY PAPERS UNDER REVIEW OR IN PREPARATION

Sulik, G. and Keys, J. "The Syllabus as Socializing Agent and Pedagogical Tool." Invitation to "Revise and Resubmit" from Teaching Sociology.

Sulik, G. "#RethinkPink: The Changing Social Landscape of Breast Cancer Advocacy."

Sulik, G. and Spanier, B. "Evidence Denied: How Some Stakeholders Placate Women and Distort Science to Sell Mammograms."

Sulik, G. "The Branding of Illness: Pink Ribbon Symbolism and the Semi-Conscientious Consumer."

Sulik, G. and Travis, M. "Can New Forms of Social Media Enhance Collaborations Among Health Care Professionals, Researchers, and Advocates?: An Examination of the Popular Twitter Tweetchat, Breast Cancer Social Media (#BCSM)."

Sulik G., "Mothering, Illness, and Survivorship: Public Musings on the Custody Case of Alaina Giordano, A Mother with Metastatic Breast Cancer."

## SCHOLARLY PUBLICATIONS

### Books:

Sulik, G. 2012. *Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health*. New York: Oxford University Press, 400 pp. Updated with images and a new introduction on recent fundraising controversies, 480 pp.

Sulik, G. 2011. *Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health*. New York: Oxford University Press, 400 pp.

### Peer-Reviewed Articles and Book Chapters:

Sulik, G., Cameron, C. and Chamberlain, R.M. 2012. "The Future of the Cancer Prevention Education Workforce: Why Health Literacy, Advocacy, and Stakeholder Collaborations Matter." *Journal of Cancer Education* 27 (2): (Feb. 7 Online First).

Sulik, G. 2011. "Our Diagnoses, Ourselves: The Rise of the Technoscientific Illness Identity." *Sociology Compass* 5 (6): 463-477.

Sulik, G. 2009. "Managing Biomedical Uncertainty: The Technoscientific Illness Identity." *Sociology of Health and Illness* 31 (7): 1-18.

Sulik, G. and Eich-Kroh, A. 2008. "No Longer a Patient: The Social Construction of the Medical Consumer." Pp. 3-28 in *Advances in Medical Sociology, Volume 10: Patients, Consumers and Civil Society*, edited by S. Chambre and M. Goldner. Bingley, United Kingdom: Emerald Group Publishing Limited.

Sulik, G. 2007. "The Balancing Act: Care Work for the Self and Coping with Breast Cancer." *Gender & Society* 21(6): 857-877.

Sulik, G. 2007. "On the Receiving End: Women, Caring, and Breast Cancer." *Qualitative Sociology* 30 (3): 297-314.

Jacobs, R.N. and Sulik, G. 2003. "Ethnic and Gender Stereotypes in the Media." Pp. 587-596 in *Encyclopedia of International Media and Communications*, edited by D. Johnston. San Diego: Academic Press.

## **Book Reviews:**

Sulik G. 2013 (forthcoming). "Review of Seizing the Means of Reproduction by Michelle Murphy." *Gender & Society*.

Sulik, G. 2012. "Review of The Paradox of Hope: Journeys through a Clinical Borderland by Cheryl Mattingly." *Contemporary Sociology* 41 (2): 223-4.

Sulik, G. 2012. "Review of Biomedicalization Technoscience, Health, and Illness in the U.S. by Clarke, A.E., Mamo, L., Fosket, J.R., and Fishman, J.R.," *Sociology of Health and Illness* 34 (1): 155-157.

Sulik, G. 2010. "Review of Better Cancer Care by Liz Forbat, Gill Hubbard, and Nora Kearney," *Sociology of Health and Illness* 32 (4): 2-3.

## **Professional Journals, Encyclopedia Entries, and Resource Materials:**

Sulik, G. 2013 (forthcoming). "Once a Cancer Survivor, Always a Cancer Survivor? Not Really." *Virtual Mentor*, American Medical Association online ethics journal.

Sulik, G. and Zierkiewicz, E. 2013 (forthcoming). "Breast Cancer Support Groups" and "Pink Ribbon Campaigns." In *Cultural Encyclopedia of the Breast*, edited by Merrill Smith. Alta Mira Press.

Sulik, G. 2010. "Cancer and Motherhood." In *Encyclopedia of Motherhood*, edited by A. O'Reilly and J. Geoffrey Golson. New York: Sage.

Sulik, G. 2010. "Breast Cancer." In *The Multimedia Encyclopedia of Women in Today's World*, edited by M.S. Zeiss, C.K. Oyster, and J.G. Golson. New York: Sage.

Sulik, G. 2010. "Pink, In Advertising." In *The Multimedia Encyclopedia of Women in Today's World*, edited by M.S. Zeiss, C.K. Oyster, and J.G. Golson. New York: Sage.

Sulik, G. 2010. "Yoga." In *The Multimedia Encyclopedia of Women in Today's World*, edited by M.S. Zeiss, C.K. Oyster, and J.G. Golson. New York: Sage.

Sulik, G. 2009. "Fetal Rights/Public Fetus." Pp. 328-330 in *Encyclopedia of Gender and Society, Volume 2*, edited by J. O'Brien, J. Fields, and E. Shapiro. New York: Sage.

Sulik, G. 2008. "Yoga and Health." Informational brochure about clinical research on mind-body modalities distributed at the Denton Yoga Center, Denton, TX.

Sulik, G. 2008. "Yoga and Health." Informational brochure about clinical research on mind-body modalities distributed at the Power of a Healthy Woman Symposium, Institute for Women's Health Leadership, Texas Woman's University, Denton, TX.

Sulik, G. 2007. "Sociology of the Body" and "Sociology of Breast Cancer." Pp. 101-115 and 116-124 in *Teaching the Sociology of Body: A Resource Manual*, edited by E.K. Anderson and S.J. Ferguson. Washington, DC: American Sociological Association.

Contributor. 2000. *The CRAAB! Breast Cancer Resource Guide* (108 pp.) Albany, NY.

## **PUBLIC WRITING**

Sulik, G. 2010 - present. Pink Ribbon Blues Blog, Readership: 400,000.

Sulik, G. 2012 - present. Psychology Today Blog, Regular contributor.

Sulik, G. "Why Jolie's cancer test costs so much." CNN Op-Ed, May 24, 2013.

Sulik, G. "Angelina Jolie and the One Percent," Scientific American guest blog, May 20, 2013. [Republished by Yahoo News.]

Sulik, G. "Barbara Brenner and the Road Less Pink." Ms. Magazine blog, May 20, 2013.

Sulik, G. "The Mammography Debate: To Screen or Not to Screen?" ShareCare, May 20, 2013.

Sulik, G. "Bringing on the pink," Philadelphia Inquirer, Op-Ed, Oct. 31, 2012.

Sulik, G. "Promises of Hope. Not Cure." Girl w/ Pen, Sep. 27, 2012.

Sulik, G. "Is Susan G. Komen Cleaning House?" Ms. Magazine blog, Aug. 9, 2012.

Sulik, G. "Komen leadership in flux." OUP Blog, Oxford University Press, Inc., Aug. 9, 2012.

Sulik, G. "Boobies, For Fun & Profit!" Translated into Polish by Karol Maślany. "Cycuszki, dla zabawy i dla zysku!" NASZE ŻYCIE Biuletyn Środowiska Amazonek, Nr 57. (KWIECIEŃ), April, 2012.

Sulik, G. "On Positive Attitude." Translated into Polish by Małgorzata Południak. "O „pozytywnym nastawieniu." NASZE ŻYCIE Biuletyn Środowiska Amazonek, Nr 57. (KWIECIEŃ).

Sulik, G. "Life-Changing Opportunities for Faculty and Independent Scholars: A Spotlight on the National Endowment for the Humanities." The Independent Scholar, National Coalition of Independent Scholars, 2012.

Sulik, G. "Breast Cancer and the Environment: A Report from the Institute of Medicine." Capital Region Action Against Breast Cancer (CRAAB!) Newsletter Vol. 14 Issue 1 (Feb), 2012.

- Sulik, G. "How-to-Take Action: Breast Cancer Action's Think Before You Pink® Toolkit." The Source (Fall/Winter, Issue 114). Breast Cancer Action, 2011.
- Sulik, G. "The Marriage of Lobbying and Charitable Efforts." OUP Blog, Oxford University Press, Inc., Oct. 31, 2011.
- Sulik, G. "Factoids & Impressions from Breast Cancer Awareness Ads." OUP Blog, Oxford University Press, Inc., Oct. 26, 2011.
- Sulik, G. "The Teal Before the Pink: Ovarian Cancer Awareness Month." OUP Blog, Oxford University Press, Inc., Sep. 30, 2011.
- Sulik, G. "How Susan G. Komen for the Cure affects other cancer non-profits." KevinMD.com, June, 2011.
- Sulik, G. "Boobies, For Fun & Profit." OUP Blog, Oxford University Press, Inc., Apr. 28, 2011.
- Sulik, G. "Re-learning the Lessons from Elizabeth Edwards' Death." OUP Blog, Oxford University Press, Inc., Mar. 15, 2011.
- Sulik, G. "It's Time To Get Real." Translated into German by Gudrun Kemper. "Es ist Zeit, sich nicht länger vorzumachen." Breast Cancer Action Germany, Mar. 7, 2011.
- Sulik, G. "Susan G. Komen for the Cure® Sells Out the Pink to Get the Green." OUP Blog, Oxford University Press, Inc. Jan. 24, 2011.
- Sulik, G. "An Independent Scholar: An Independent Voice." The Independent Scholar (24:1) National Coalition of Independent Scholars, p. 3, 2011.
- Sulik, G. "The Battle "For the Cure" – The Phrase, That Is." OUP Blog, Oxford University Press, Inc., Dec. 20, 2010. [Reprinted by Liquida.]

## **WORKSHOPS, WEBINARS, AND CONFERENCE PRESENTATIONS**

- Keynote, #ReThinkPink: The Changing Breast Cancer Landscape." Sociologists for Women in Society Distinguished Feminist Lecturer Presentation, New York, NY, Aug. 2013.
- Panel Presentation, "Thinking Outside of the Academy: Working as an Applied Sociologist." Sociologists for Women in Society, Santa Ana Pueblo, NM, Feb. 7-10, 2013.
- Professional Webinar with A. Eich-Krohmer, "Turning Your Dissertation into a Book." American Sociological Association, Jan. 25, 2013.
- Author Meets Critics Session (invited), "Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health (Oxford University Press, 2011) by Gayle Sulik." American Sociological Association, Denver, CO, Aug. 17-20, 2012.

Professional Workshop, "From Dissertation To Book." American Sociological Association, Denver, CO, Aug. 17-20, 2012.

Panel Presentation with M. Travis, "Can New Forms of Social Media Enhance Collaborations Among Health Care Professionals, Researchers, and Advocates?: An Examination of the Popular Twitter Tweetchat, Breast Cancer Social Media (#BCSM)." Society for the Study of Social Problems, Denver, CO, Aug. 16-18, 2012.

Panel Presentation, "Reflections on Being a Scholar-Activist." Thematic Session sponsored by the "Teaching Social Problems" division of the Society for the Study of Social Problems, Denver, CO, Aug. 16-18, 2012.

Professional Webinar with A. Eich-Krohm, "Turning Your Dissertation into a Book." American Sociological Association, May 11, 2012.

Author Meets Critics Session (invited), "Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health (Oxford University Press, 2011) by Gayle Sulik." Eastern Sociological Society, New York, NY, Feb. 24-26, 2012.

Professional Workshop, "How to Get Published in Trails, the Teaching Resources and Innovation Library for Sociology." Eastern Sociological Society, New York, NY, Feb. 24-26, 2012.

Professional Workshop, "Advice From the Field: How to Write Grants and Obtain Funding for Your Research." Sociologists for Women in Society conference, "Women, Feminism, and the Academy." St. Petersburg, FL. Feb. 2-5, 2012.

Panel Presentation, "Writing Across Audiences: Feminist Researchers and Mainstream Media." Sociologists for Women in Society, San Antonio, TX, Feb. 8-12, 2011. Professional Workshop with M. Vitullo, "Getting Credit for Your Teaching Excellence: Publishing in TRAILS." Sociologists for Women in Society, San Antonio, TX, Feb. 8-12, 2011.

Discussant, "Capacity Building: Grass Roots Agencies & Grass Roots Funding" and "Improving Medical and Prevention Services Through Continuous Evaluation and Organizational Learning." American Evaluation Association, San Antonio, TX, Nov. 8-13, 2010.

Roundtable Presentation with A. Deane, "Coping in Pink: Representations of Breast Cancer Support and Survivorship in Women's Magazines." Refereed roundtable, American Sociological Association, Boston, MA, Aug. 1-4, 2008.

Professional Workshop with J. Keys, "Classroom Policies to Communicate Expectations and Sociological Ideas." Pre-conference Workshop for New Teachers of Sociology, American Sociological Association, Boston, MA, Jul. 31, 2008.

Panel Presentation, "The Biomedicalization of Breast Cancer." American Sociological Association, New York, NY, Aug. 11-14, 2007.

Panel Presentation, "Gendered Commitments and Coping with Breast Cancer." Society for the Study of Symbolic Interaction, New York, NY, Aug. 11-14, 2007.

Panel Presentation, "Unraveling the Pink Ribbon." Eastern Sociological Society, Philadelphia, PA, Mar. 15-18, 2007.

Organizer, "Author [Kathrin Zippel] Meets Feminist Critics." Eastern Sociological Society, Philadelphia, March 15-18, 2007

Workshop, "Placing Breast Cancer in Context." Workshop presented to faculty, staff, and undergraduate students at Vassar College, Poughkeepsie, NY, Dec. 1st and 6th, 2006.

Poster Presentation, "Testify: Struggle and Survival" Breast cancer awareness conference for African American women in the Hudson Valley, sponsored by the Sister Network Mid Hudson Valley and Vassar College, Poughkeepsie, NY, Apr. 29, 2006.

Panel Presentation, "Naturism, Resistance, and the Reclamation of Public Space." Eastern Sociological Society, Boston, MA, Feb. 23-26, 2006.

Panel Presentation, "Using a Feminist Qualitative Approach for Researching Women's Health and Illness." Women and Society Conference, Marist College, Poughkeepsie, NY, Sept. 23-24, 2005.

Panel Presentation with Astrid Eich-Krohm, "What do Breast Cancer and Infertility Have in Common? Women's Responses to Medicalization across Two Research Studies." American Sociological Association, Philadelphia, PA, Aug. 13-16, 2005.

Panel Presentation, "Advocating for Themselves: The Power and the Pain of Being an Informed Health Consumer." Eastern Sociological Society, Washington, D.C., Mar. 17-20, 2005.

Panel Presentation, "De-Feminizing the Concept of Care." Eastern Sociological Society, Washington, D.C., Mar. 17-20, 2005.

Panel presentation, "Developing CVs for Developing Careers." Sociologists for Women in Society. San Francisco, CA, Aug. 14-17, 2004.

Panel Presentation, "Women Helping Women: The Incomplete Institutionalization of Care." Eastern Sociological Society, New York, NY, Feb. 19-22, 2004.

Panel Presentation, "Triple Jeopardy: Using a Gender Model to Understand How Breast Cancer Survivors Cope with Being Care-Receivers." Paper presentation, American Sociological Association, Atlanta, GA, Aug. 16-19, 2003.

Poster Presentation, "Resisting the Pink Ribbon: How Women with Breast Cancer Find Care and Social Support." Association for Women in Psychology, Jersey City, NJ, Mar. 6-9, 2003.

Panel Presentation, "Surviving Breast Cancer: The Influence of Gender and Caring Labor." New York State Sociological Association, Albany, NY, Oct. 11, 2002.

Panel Presentation, "Silence and Resistance in the Arts and Popular Media." New York Women's Studies Association, New Paltz, NY, Oct. 24, 1998.

## INVITED SPEAKING ENGAGEMENTS

Public Lecture, "#ReThinkPink: The Changing Breast Cancer Landscape." University of the Pacific, Spring, 2013.

Public Lecture, "#ReThinkPink: The Changing Breast Cancer Landscape." Texas Tech University, Fall, 2013.

Public Lecture, "#ReThinkPink: The Changing Breast Cancer Landscape." Colgate University, Oct. 1, 2013.

Invited Expert, "Untying Pink Ribbons." Women's International Summit for Health: 40 Days and 40 Nights of Wisdom for Women, [www.wishsummit.com](http://www.wishsummit.com), Mar. 13, 2013.

Classroom Lecture, "The Changing Landscape of Breast Cancer Advocacy." Texas Woman's University, Feb. 25, 2013.

Discussant (via audio) for Screening of "Pink Ribbons, Inc." Colony Film Festival, Oct. 9, 2012.

Classroom Workshop (via videoconference), "Pink Ribbon Blues as an Exemplar of Feminist Research." Michigan State University, April 18, 2012.

Classroom Lecture, "Pink Ribbon Blues and the Psychology of Women." Texas Woman's University, Mar. 5, 2012.

Classroom Lecture, "What Is Awareness?" Southern Connecticut State University, Feb. 23, 2012.

Moderator, "Wellness as a Business Strategy." 1st Tuesday Connections Dallas, TX, Jan. 3, 2012.

Virtual Book Club, "Q&A With the Author of Pink Ribbon Blues." Vassar College, Nov. 28, 2011.

Webinar, "Make Action Speak Louder Than Pink." Breast Cancer Action, Oct. 14, 2011.

Webinar, "Make Action Speak Louder Than Pink." Breast Cancer Action, Oct. 13, 2011.

Featured Guest, "What Good Hath Awareness Wrought?" Breast Cancer Social Media (#BCSM), a popular tweetchat for those diagnosed with breast cancer. Oct. 3, 2011.

Public Lecture, "What Is Breast Cancer Awareness?" Grand Rounds Presentations, The University of Texas MD Anderson Cancer Center, Houston, TX, Sep. 16, 2011.

Panel Presentation, "Blogging, Tweeting and Being Linked In." National Breast Cancer Coalition Annual Advocacy Training Conference, Crystal City, VA, May 2, 2011.

- Featured Speaker, Highland Village Business Association, Highland Village, TX, Apr. 12, 2011.
- Public Lecture, "Pink Ribbon Blues." University of North Texas, Apr. 8, 2011.
- Classroom Lecture, "Relevance of Pink Ribbon Blues to a Course on the Psychology of Women."  
Texas Woman's University, Feb. 22, 2011.
- Brown Bag Colloquium, "Pink Ribbon Blues." Vassar College, Oct. 29, 2010.
- Public Lecture, "Pink Ribbon Blues." SUNY New Paltz, Oct. 28, 2010.
- Public Lecture, "Pink Ribbon Blues." Siena College, Oct. 26, 2010.
- Public Lecture, "Pink Ribbon Blues." Hudson Valley Community College, Oct. 25, 2010.
- Public Lecture, "Pink Ribbon Blues." Southern Connecticut State University, Oct. 21, 2010.
- Public Lecture, "Pink Ribbon Blues." Texas Book Festival, Oct. 16, 2010.
- Public Lecture, "Pink Ribbon Blues." Virginia Tech, Gender, Bodies, and Technology Conference  
and Lecture Series, Oct. 12, 2010.
- Featured Speaker, "What Sociologists Do." Alpha Kappa Delta International Sociology Honor  
Society Induction Ceremony, College of Mount Saint Vincent, Apr. 30, 2010.
- Featured Speaker, "Pink Ribbon Blues." Faculty Spotlight Series, Texas Woman's University,  
Apr. 1, 2010.
- Public Lecture, "Pink Ribbon Blues." Southern Methodist University, Nov. 13, 2009.
- Featured Speaker, "What is a Woman Sociologist?" Alpha Kappa Delta International Sociology  
Honor Society, Texas Woman's University, Nov. 6, 2008.
- Panelist, "Researching and Writing Qualitative and Quantitative Studies." Alpha Kappa Delta  
Annual Paper Series, Texas Woman's University, Feb. 22, 2008.
- Classroom Lecture, "Women, Caring, and Breast Cancer." Russell Sage College, Apr. 20, 2007.
- Panelist, "Beyond the Bubble: Integrating Social Research and Community Interests." Main House  
Academic Committee, Vassar College, Apr. 15, 2006.
- Featured Speaker, "Focusing on the Self: A Women's Health Issue." First Friday Event, Women's  
Studies Program, Vassar College, Apr. 7, 2006.
- Public Lecture, "If I Can Just Help One Woman: Breast Cancer Survivors Participating in Social  
Research." Capital Region Action Against Breast Cancer! (CRAAB), Apr. 4, 2005.

Featured Speaker, Women's Studies Recognition Ceremony, University at Albany (SUNY), May 20, 2001.

## RADIO INTERVIEWS

- KCRW. To the Point, with Warren Olney. "Angelina Jolie and the 'breast cancer gene.'" Mar. 16, 2013.
- Sisters Talk Radio. "The Story Behind the Pink Ribbon Campaign." May 3, 2013.
- WBAL Radio. Maryland's Morning News. "Are some breast cancer awareness ads too sexy?" Nov. 2, 2012.
- Clear Channel. "On sexy breast cancer campaigns." Nov. 1, 2012.
- WGN (Chicago). "Do boobies campaigns demean women?" Nov. 1, 2012.
- CBS Pittsburgh. "Making cancer about the patient, not the body part." Oct. 31, 2012.
- America's Radio News Network. "What is breast cancer culture, and where does the money go?" Oct. 29, 2012.
- America's Radio News Network. "On the problem of breast cancer and the search for a cure." May 1, 2012.
- Ageless Media Network. "Pink ribbon scams." Apr. 11, 2012.
- CHUO 89.1 FM. The Third Wave: Feminist Community Radio. "On the corporatization of breast cancer and its detrimental effect on womyn's health." Feb. 14, 2012.
- CKNW 980 AM (Vancouver, BC). The World Today Weekend. "The business of raising money for breast cancer research." Feb. 5, 2012
- Live from the Left Coast Productions. In Deep" with Angie Coiro. "Susan G. Komen for the Cure defunds Planned Parenthood." Feb. 4, 2012.
- NPR affiliate, WAMU. The Kojo Nnamdi Show. "Pink ribbons and politics." Feb. 2, 2012.
- Ageless Media Network. "On the shortcomings of breast cancer awareness marketing." Jan. 25, 2012.
- NPR. All Things Considered. "Amid breast cancer month, is there pink fatigue?" Oct. 16, 2011.
- America's Radio News Network. Afternoon Edition, with Timothy Burg. Oct. 13, 2011.
- America's Radio News Network. Mid-Day Edition, with Lori Lundin and Chris Salcedo. Oct. 7, 2011.
- NPR Affiliate, WAMU. The Kojo Nnamdi Show. Jul. 5, 2011.
- XM Radio. Reach MD's Second Opinion Live with Doctors Michael Greenberg, MD and Matthew Birnholz MD. "In the Pink? Examining Breast Cancer Awareness Campaigns." Apr. 18, 2011.
- "Reality Check" with Amanda Marcotte. Dec. 20, 2010.
- AM 1450. Gesundheit! with Jacobus. "Pink Ribbon Blues." Nov. 27, 2010.
- The Stupid Cancer Show. "Cause Marketing." Nov. 15, 2010.
- WYBCX. Back Again with Keith Kountz and Jocelyn Maminta. Nov. 3, 2010.
- In the Den with Dr. Jenn. "Session 110: Pink Ribbon Blues." Oct. 25, 2010.
- NPR, Connecticut Public Radio. Oct. 21, 2010.

- Oprah Radio. “The Dr. Laura Berman Show” with Dr. Laura Berman. “Breast Cancer Research Awareness.” Oct. 20, 2010.
- WAMC, Northeast Public Radio. The Roundtable. “Touched by Breast Cancer and Doing Something About It.” Sep. 19, 2002.

## PROFESSIONAL SERVICE

Review Committee, Sociologists for Women in Society Barbara Rosenblum Cancer Dissertation Scholarship, 2009-2011, Chair 2013.

National Endowment for the Humanities Psychology and Sociology Panel on Research Fellowships, 2011.

Cancer Prevention Workforce Project: Health Policy and Advocacy Group for Future Directions in Cancer Prevention and Control. Cancer Prevention Research Training Program, Division of Cancer Prevention and Population Sciences, The University of Texas M. D. Anderson Cancer Center, 2010.

Sociologists for Women in Society Social Action Committee, 2007-2010.

Planning and Implementation Committee, Blended Learning and Large Class Resources, Texas Woman’s University, 2009-2010.

Federation of North Texas Area Universities Health and Illness Committee, 2008-2010.

Federation of North Texas Area Universities Theory Committee, 2008-2010.

Graduate Advisory Committee, Texas Woman’s University, 2008-2010.

Graduate Council, Texas Woman’s University, 2007-2010.

Denton Writing Group, Faculty Development Program, Texas Woman’s University, 2007-2010.

Eastern Sociological Society Committee on Status of Women, 2005-2007.

Organizer, College Lecture Series: Thomas de Zengotita, November 14, 2006; Clarence Lu, March 31, 2005; Ronald Jacobs, April 26, 2005, Vassar College, 2005-2006.

## PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

- American Evaluation Association
- American Sociological Association: Medical Sociology; Science, Knowledge and Technology; Section on Teaching and Learning
- National Coalition of Independent Scholars
- Sociologists for Women in Society
- The Collaborative on Health and the Environment, individual partner
- The National Research Center for Women and Families, research network member
- Eastern Sociological Society (2004-2007)