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Lecture Luncheon

*The Age of Oprah
and the Rise of
Neoliberalism*

Janice Peck

Tuesday, March 9, 2010
11:30 a.m.
(Payment due March 2)
Spice of Life Events Center
5706 Arapahoe Ave

Sneak Preview:

Peck will discuss Oprah Winfrey's rise from mere talk show host to cultural icon of mainstream America.
[See Page 2 for Details...](#)

How many of you watch, or have ever watched, *The Oprah Winfrey Show*? 46 million in the U.S. and viewers from 134 countries join in every week. Janice Peck tells us why and how Oprah Winfrey, a poor, illegitimate black girl from Mississippi, transformed herself into the richest and most powerful black woman in the world. She has become an icon for millions, and Peck suggests that reflects the times in which we live.

I am reading Janice's book, *The Age of Oprah*, and will admit to TiVo-ing Oprah and periodically watching some of her show. Apparently, I am not alone!

Oprah was hired in 1984 to host *A.M. Chicago*, a half-hour program airing opposite Phil Donahue who had pioneered the issue-oriented, audience-participation TV talk show and was the undisputed "titan of talk." Within three months, she proceeded to beat Donahue in the Chicago market and in 1986, her program went into national syndication and rapidly earned the top-rated talk show spot that it has maintained ever since.

You have to be impressed with Oprah's business acumen. She is

**President's
Message**



founder and head of Harpo, Inc., the first multimedia corporation (tv, film, radio, print, and online) owned by an African American. Her net worth in 2007 was \$1.5 billion.

She has been credited with resuscitating the publishing industry with the Oprah Book Club, and *O, The Oprah Magazine* sells 2.5 million copies a month. Her web site averages 64 million page views and more than 3 million unique visitors a month and the TV show receives 12,000-15,000 emails each week.

Who are these people?

Peck combines a political analysis of Winfrey's media empire and public persona with a historic analysis of the political, economic, and ideological practices of neoliberalism that have produced and sustained the *Age of Oprah*.

I invite you to the Lecture Luncheon and if you've never watched Oprah take a look before March 9.

See you on the 9th!
Karon Johnson, President



The price for each luncheon is \$18, due by the payment due date.

2009-2010 Lecture
Luncheon Series—
Buy your tickets
now!

NOTE! Change for March Luncheon: Please mail checks payable to UWC c/o **Karon Johnson, 2724 N. Torreys Peak Drive, Superior, CO 80027.**

If you have any special dietary requirements, it is very important that you advise us of this one week in advance so that we can place the special order. The day of the luncheon is too late. Contact Karon Johnson (karon.johnson@colorado.edu) or Kathy Randall (katherineran@gmail.com). Questions about the menu? Please contact Kathy Randall.

March

Please see
special note
above!

The Age of Oprah and the Rise of Neoliberalism

Janice Peck

Tuesday, March 9, 2010, 11:30 a.m.
(Reservations and payment due March 2)
[Spice of Life Events Center](#), 5706 Arapahoe Ave



Drawing on her recent book, *The Age of Oprah: Cultural Icon for the Neoliberal Era* (2008), Janice Peck will discuss Oprah Winfrey's rise from mere talk show host to cultural icon of mainstream America. She will explain how tracing the history of Winfrey's enterprise, and situating it in relation to major currents in American political, economic, and cultural history provides a means to critically examine the intersection of American politics and culture—and the contradictions therein—over the past quarter century.

Janice Peck is an Associate Professor in the School of Journalism and Mass Communication at CU-Boulder, where she teaches media studies. She is the author of two books, *The Gods of Televangelism: The Crisis of Meaning and the Appeal of Religious Television* (1993) and *The Age of Oprah: Cultural Icon for the Neoliberal Era* (2008), and has published work in many other media topics. Before becoming an academic, Peck worked as a journalist, editor, and free-lance writer for newspapers, magazines, and radio. She holds a B.A. in journalism from the University of Utah, an M.A. in communication from the University of Washington, and a Ph.D. in communications from Simon Fraser University in Canada.

UWC Directory Addendum

Beer, Diana 247-1106
115 Hawk Lane
Boulder 80304-0475
darnallbeer@mac.com

Crippen, LaReese 303-862-9908
388 Fairfield Lane
Louisville 80027-3211
lareesecrippen@aol.com

Dutton, Nancy 303-665-4185
1027 Willow Place
Louisville 80027
writngnancy@yahoo.com

Garcia, Mary 720-406-0261
1050 Arapahoe Avenue, #901
Boulder 80302
macgart@yahoo.com

Gibb, Olivia 720-255-2348
4662 Belford Circle
Broomfield 80023
livvygibb@aol.com

Hagerty, Pat 303-443-2972
3224 3rd Street
Boulder 80304
pat.hagerty@comcast.net

Hansen, Linda 720-938-8494
420 Terrace Avenue
Boulder 80304-4811
hansenco420@msn.com

Henze, Martha 303-786-1281
995 Gillaspie Drive
Boulder 80305
marthahenze@gmail.com

Irons, Heather 927-7099
4878 Tanglewood Court
Boulder 80301-3517
hgiron@aol.com

Marley-Sture, Karen 494-7628
1077 Diamond Court
Boulder 80303-3244
marley-sture@comcast.net

Morris, Edith I. 442-6091
800 Willowbrook Road
Boulder 80302-7439

Owen, Corinne E. 303-516-0541
8 Benthaven Place
Boulder 80305-6252
wfoceo@comcast.net

Price, Jeanne 449-6316
2012 Joslyn Place
Boulder 80304-1949
jeanneprice20@comcast.net

Roser, Rebecca 303-545-0000
1301 Canyon Blvd. #304
Boulder 80302-7401
beckyroser@gamil.com

Sattler, Gabriele 554-6308
68 Huron Court
Boulder 80303-4414
gaby41@aol.com

Shain, Nancy 666-4906
731 Club Circle
Louisville 80027
shainnl@aol.com

Steele, Shirley 440-4314
3275 15th Street
Boulder 80304
shirley429@comcast.net

Timmons, Eloise 530-3464
4747 Carter Trail
Boulder 80301-3812

Young, Deanna 443-8178
3145 Fremont Street
Boulder 80304
savta1.deanna@gmail.com

Opera Brunch—Sunday, March 14

UMC OPERA BRUNCH



Mark your calendar for Sunday March 14 at 11:30 a.m. to enjoy a delicious brunch followed by the opera, **Don Giovanni**, by W.A. Mozart. The CU College of Music describes the opera as filled with “seduction, vengeance, hellfire and comedy.” Mozart’s masterpiece promises to amuse and astonish with playful and dramatic turns. The brunch will be held at 11:30 a.m. in the UMC Aspen room, and the opera will be performed in Macky Auditorium at 2:00 p.m.



Reservations are required by Friday March 5, 2010, payable to UWC.

Send check to:

Tamera Van Spriell
2832 North Torreys Peak Dr.
Superior, CO 80027-6035

I would like _____ opera tickets at \$18.00 each. Amount \$ _____

I would like _____ places for the brunch at \$20.00 each. Amount \$ _____

Name and contact information _____

University Women’s Club cordially invites you to the 53rd Annual Spring Scholarship Luncheon.

Fashions by Barbara and Co.

Boulder Country Club
7350 Clubhouse Road
Tuesday, April 13, 2010
11:00 a.m. - 2:00 p.m.



Checks payable to UWC. Please observe the RSVP deadline of Friday, April 9, 2010. Mail to: UWC c/o Connie Pringle, 2205 Table Mesa Dr., Boulder, CO 80305 (303-499-2354; conlou1976@aol.com)

Name _____ Guest _____

Address _____ Phone _____

_____ Luncheons at \$37 = \$ _____

Additional donation \$ _____

Total enclosed \$ _____

(includes a tax deductible donation of \$10 to the UWC scholarship fund)

Please select your entrée:

- Rosemary Herb Chicken _____
- Vegetable Wellington _____
- Special Needs Meal? _____

When, What, Who?



Remember!

Dues are collected in accordance with the University of Colorado academic year. We will collect for the 2010-11 year in August. Contact Karen Diamond (303-939-8656; karen.diamond@mac.com) for questions.

Activity Calendar 2009-10

| EVENT | DAY & TIME | DATE |
|-------------------------------|---------------------|----------|
| Board Meeting | Tuesday; 11 a.m. | March 2 |
| Lecture Luncheon | Tuesday; 11:30 a.m. | March 9 |
| MESSAGES Deadline | Wednesday | March 10 |
| Opera Brunch: <i>Giovanni</i> | Sunday; 11:30 p.m. | March 14 |
| Board Meeting | Tuesday; 11 a.m. | April 6 |
| MESSAGES Deadline | Saturday | April 10 |
| Scholarship Luncheon | Tuesday; 11:30 a.m. | April 13 |
| Honor's Tea | Tuesday | May 18 |
| Tri-Board Meeting | Tuesday | May 25 |

Member Benefits

There are two benefits for dues-paying members: 1) an e-mail account through CU, which will provide a CU e-mail address and give you internet access to CU Library electronic resources; and 2) a CU guest Buff Card, which provides patron privileges at Norlin Library. To take advantage of the e-mail account, you must first contract with an Internet Service Provider. CU no longer provides free dial-up service. If interested in either of these two benefits, please contact Kathleen Salzberg (303-499-3128; Kathleen.Salzberg@colorado.edu).

UWC Executive Board

President

Karon Johnson

President-elect/Program Chair
Kathy Randall

Secretary

Peggy Darby

Treasurer

Martha McGavin

Past President

Esther Magathan

Advisory/Parliamentarian
Claudine Garby

Development Committee
Colleen Tucker

E-Mail

Kathleen Salzberg

Historian

Ginnie Ross

Honors Reception - May
Judy Minger

Hospitality

Rosemary Getsie

Interest Groups

Jill Grubb

Mailing/Publishing

Beth Rauch

Margaret Willard Award
Carol Saunders

Membership

Karen Diamond

Mary Huffman

Membership Directory

GeorgiAnne Campbell

MESSAGES/Webpage

Carol Etges

Nominating Committee

Joyce Spencer

Opera Brunch - Spring

Tamera VanSpriell

Public Relations

Esther Magathan

Scholarship Committee

Jeanne Wehner Collins

Scholarship Luncheon

Patty Ludke

Hetty McGinnis

Telephone Tree

Linda Blomquist

Interest Groups — Jill Grubb (614-440-5585; jillgrubb44@yahoo.com)

- Afternoon Book Group:** This group meets at 2 p.m. on the fourth Tuesday of the month. The March 23 meeting will be at the home of Shirley Deeter, 3902 Promontory Ct., Boulder (720-564-1509; ssdeeter@comcast.net). The group will discuss *Genghis Khan and the Making of the Modern World* by Jack Weatherford. In April, the group will discuss *The Elegance of the Hedgehog* by Muriel Barbery. Books are available at the Boulder Bookstore. For questions, please contact chair Toddy Patoff (720-890-5969; btpatoff@msn.com).
- Evening Book Group:** *Note new time!* The Evening Book group meets Thursday, March 11, at 7:15 p.m. at Christy Baggett's house, 1407 Cedar Ave, Boulder. Please RSVP to Christy. We will be discussing *The Elegance of the Hedgehog*, by Muriel Barbery. Books are available at the Boulder Bookstore. Co-chairs are Judy Reid (303-440-6040; judy.reid@comcast.net) and Christy Sweet Baggett (303-443-5680; christysweet@msn.com).
- Bicycling Group:** The Biking Group will not meet weekly during the winter. If the weather forecast is good for the upcoming Thursday, we will send out an e-mail and arrange a meeting place for bikers. To get your name on the list, please contact Mary Greenwald (303-443-6478, m.b.greenwald@comcast.net). Weekly rides will resume in the spring.
- Afternoon Bridge Group:** The Afternoon Bridge Group meets regularly the first Wednesday and third Thursday of each month. We have added a group for lunch and bridge at The Olive Garden from 11 a.m.—3 p.m. on the second Thursday. Come join us! Contact Barbara Turner (303-417-9778; golferB7@aol.com).
- New! Dinner-Dance Club:** University Dinner-Dance Club hosts six ballroom dances a year, featuring live bands, plus a social hour and an epicurean dinner. On March 13, it will be held at the Boulder Country Club, with Danny Showers. Social hour: 6-6:30; Dinner: 6:30-7:30; Dance: 7:30-10. Dinner runs around \$30 and membership is \$75/couple. For more information, call Beryl Clark at 303-440-0328; wallyclark4@gmail.com).
- French Conversation:** Currently this group is full. If interested in forming a new group, contact Interest Group Chair Jill Grubb (614-440-5585; jillgrubb44@yahoo.com).
- Garden Group:** We meet monthly, usually 3rd Tuesday or Wednesday; 10 a.m.—noon. Tour gardens (member, public, & commercial), exchange seeds, and garden galore. Contact Liz Schmidt (303-652-1495; ears44@comcast.net) for information.
- Hiking Group:** This group meets on Fridays at 9 a.m. September through May. Most hikes are of moderate difficulty and end just before noon. Hiking places vary depending on the weather. Currently we are meeting at the east end of the lower level of Macy's parking garage off 30th Street; however, meeting places may also vary. Contact Nurit Wolf (303-443-7958; nwolf@colorado.edu) or Heidi Lynch (303-499-5779; hslynch@comcast.net) for information.
- Investment Group:** We meet once a month on the second Wednesday of the month at 9 a.m. at a member's home. After a business meeting, we report on the stocks we follow, discuss these stocks, and report on any new stock we have studied. Please contact Mareike Ludkewycz (720-890-5802; mareike1875@yahoo.com) for more information.
- Italian Conversation Group:** The group meets each Wednesday from 1:30 to 3:30 p.m. at the Dairy Center for the Performing Arts, 2590 Walnut Street, Boulder. For further information, please call Maxene Wilson (303-530-4619, maxene@earthlink.net).
- Music Group:** The group is open to all performers and listeners. The Music Group will have two performances in March: Monday, March 1 at 7 p.m. at Frazier Meadows (in the Sky Room); and Monday, March 22 at 7:15 p.m. at Golden West. April's meeting will be held at the home of Sue Peterson, 4135 Caddo Parkway, Boulder, on Monday, April 12 at 7:30 pm. For more information, contact Brenda Hutchinson (303-527-0380; brenda1231@comcast.net) or Linda Levy (303-443-2119; lindalevy3@comcast.net).
- Out to Lunch:** This group will meet at 12 noon on the last Wednesday of each month. We get together to sample the Boulder area restaurants and socialize over lunch. In March we will meet at *Salt, the Bistro*, at 1047 Pearl St. (formerly Tom's Tavern) on Wednesday, March 31st at noon. RSVP to Jyotsna Raj (303-447-8831; jyotsna.raj@colorado.edu).
- Reader's Theater:** Membership of this group is presently full. Please join Reader's Theater 2 if interested.
- Reader's Theatre 2:** This group meets at 6:45 p.m. on the first or second Monday of the month at a member's home. We take roles and read and discuss a play that we've selected previously. No memorization is necessary. In March, the play will be *Lysistrata*. We'll meet at the home of Ami Sadler, 603 Kalmia Avenue, Boulder (303-938-8406). Please contact Patty Ludke (303-440-9590; pattycake.21@juno.com) or Kathy Randall (303-530-1095; katherineran@gmail.com).
- Beginning Spanish Conversation:** Come join our fun group of 12 women as we learn Spanish enough to travel and keep up with our changing world. Meets Tuesdays at 12:45 p.m. at Sherry Bruff's home at 1245 Old Tale Road, Boulder off Cherryvale between Baseline and Arapahoe (303-415-9970, sherry.bruff@colorado.edu). Classes with Professor Olson are \$12/week; pay only for those sessions you can attend.
- Conversational Spanish Conversation:** If you'd like to join us at a local restaurant once or twice a month on Mondays from 3:30 to 4:30 p.m. for Spanish conversation over tea or coffee, please contact Diana King (303 530-1860; diana_s_king@yahoo.com). We've been fortunate to have UWC member, Gloria Garcia de Miller from Venezuela, serve as our mentor.
- Sunday Afternoon at the Movies & More:** The group meets each month on the fourth Sunday to see a movie followed by refreshments and discussion. The choice of movie, meeting time and place are sent to all group members the week before the movie. Contact co-chairs Peggy Burrell (303-439-9533; peggyb80020@yahoo.com) or Patty Ludke (303-440-9590; pattycake.21@juno.com).
- Tea and Travel:** On March 16 at 1 p.m., June Saunders will speak about Costa Rica at her home, 2810 Juilliard Street, Boulder. Anyone interested in attending should contact June preferably by e-mail (303-494-6273; tjsaunders@comcast.net).
- Winter Sports:** This group is disbanding. For more information, please contact Ilyse Shechtel (303-953-2857; imgen@gmail.com) or Sharon Howrey (303-910-2898; fish54@gmail.com).

UWC Membership Form

Invite Your Friends

A Note from the Membership Chairs

Welcome! Please fill out the membership form completely, EVEN if you were a member last year. It is very important that we verify all the information presently in the database.

Please print clearly, especially your e-mail address.

MESSAGES will be e-mailed to our membership. We encourage everyone to receive *MESSAGES* in this manner (we offer technical help, if needed) as it saves UWC hundreds of dollars in postal mailing costs and printing – money that can be designated for scholarships. If you do not have an e-mail address, we will mail a copy of *MESSAGES* to you without charge.

Dues parallel the University of Colorado academic year calendar, August through July.

Looking forward to seeing you at our wonderful events.

Karen Diamond
303-939-8656

karen.diamond@mac.com

Mary Huffman
303-786-7013

mary@maryhuffman.com

Name _____ Phone _____

Address _____

E-mail address for newsletter _____

(please print clearly)

I am enclosing my annual dues of \$30. I am a returning or new member.

I am enclosing an additional tax-deductible contribution for the scholarship fund.

\$25 \$50 \$100 other \$ _____

Make all checks payable to UWC (combine dues and donations).

Mail to: **UWC Membership, PO Box 18844, Boulder, CO 80308-1844.**

Payment deadline for name printed in Membership Directory: **October 31, 2009**

I have a friend who might like to join the UWC. Please send membership information to:

Name _____ Phone _____

Address _____ E-mail _____