Gender and Journalistic Place Making

In Televised Tornado Coverage: A Qualitative Content Analysis of the 2020 Nashville, TN Tornado Outbreak

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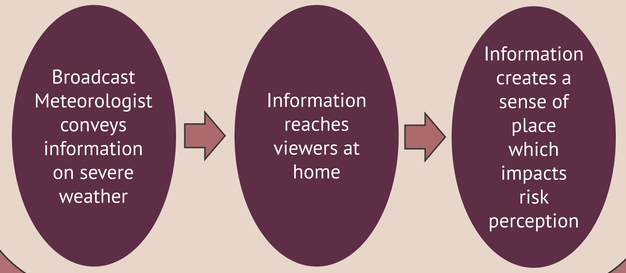
Introduction

Definition of Place-Making

- Describes how **meaningful places** emerge through interactions between people and their environments.
- In journalism, refers to the ability of journalists to create and convey **a sense of place** through their reporting.

Purpose of the Research

- Identifies **gender-sensitive** journalistic place-making processes in televised severe weather coverage.
- Ties these processes to the ways viewers perceive **risk** and convey the relevance of severe weather to the places where people live.



Methodology

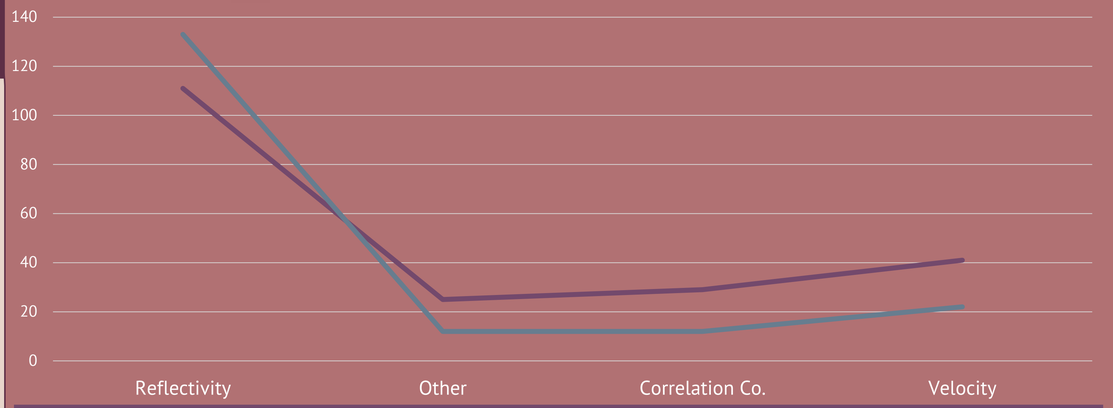
- Utilizes qualitative content analysis (**QCA**) to examine the effects of gender on WSMV's local television coverage of the 2-3 March 2020 tornado outbreak in Nashville, Tennessee.
- Identifies the presence of **themes** or **concepts** within qualitative data
- **MaxQDA**: Multimedia Analysis Software
  - Structural Coding

Results & Conclusions

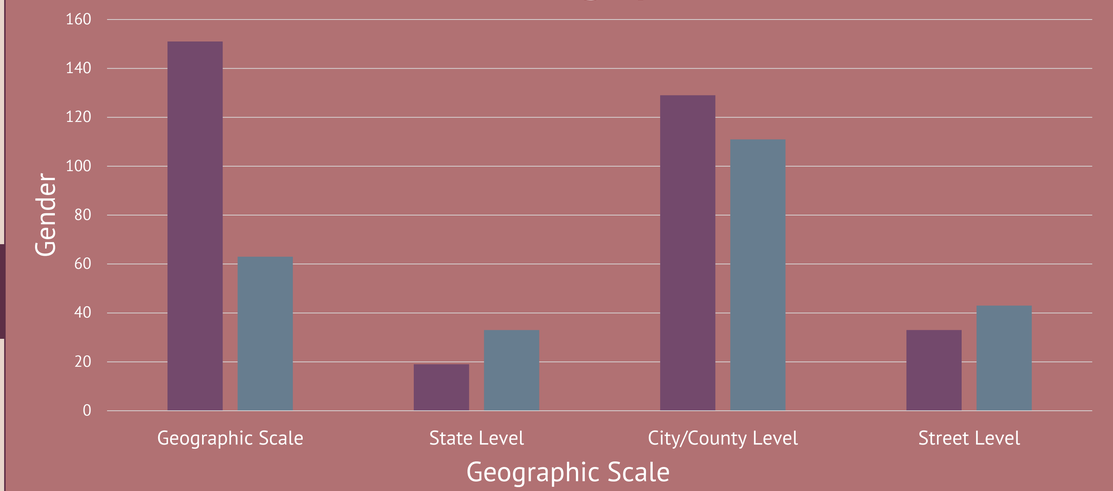
Preliminary Findings

- Journalistic place-making varies by gender
  - **Female meteorologists**
    - Emphasize broad-level information, such as protective actions at the city/county scale.
  - **Male meteorologists**
    - Provide detailed, street-level reports to clarify storm paths and risks to specific areas.

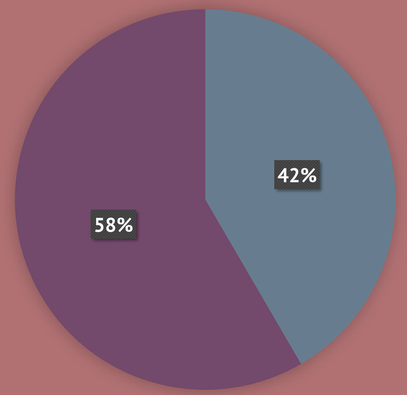
Instrumentation



Gender and Geographic Scale



Protective Action Advice



Attempts To Educate

