

NEWS



National Coalition of 100 Black Women,
Chattanooga Chapter, Inc.

NCBW
100

-presents-

FASHIONS OF Fall

Fashion Show & Day Party

**SATURDAY
SEPTEMBER 17TH**

CHATTANOOGA CONVENTION CENTER

\$65 11 a.m. - 3 p.m.
Doors Open at 10:30 a.m.

Fashion Show, Vendor Showcase & Entertainment

Tickets available for purchase
at Chic Beauty Salon, 3715 Brainerd Road
online at **eventbrite**
or see any NCBW Member

In accordance with CDC recommendations and the National Coalition of 100 Black Women, Inc. mandate pertaining to COVID 19, all guests must show proof of vaccination. Face safety masks are required for entry.
NCBW is a 501(c)(3) tax-exempt organization

NCBW: from front

\$600 - \$5,000. For more information regarding sponsorships, tickets, vendor space or the fashion show, please visit our local website at info.ncbwchattanooga100@gmail.com or contact Beverly McKeldin (423) 316-8661 or Roshonda Woods (423)598-6233.

All necessary Covid protocols will be followed in compliance to the guide-

lines of our national headquarters to ensure the safety of our guests. All guests, participants', and anyone who attends must show proof of vaccination and temperatures will be taken at the door.

The mission of the National Coalition of 100 Black Women, Inc. is to advocate on behalf of Black women and girls to promote leadership development and gender equity in the areas of health, education and economic empowerment.



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— John L. Edwards, III,
Chattanooga News Chronicle

Serena Williams Forced Sports Journalists to Get Out of the 'Toy Box' – and Cover Tennis as More Than a Game



Serena Williams serves in her quarterfinal match during the 2019 Australian Open. Cameron Spencer/Getty Images



The many faces of Serena | Getty Images by John



Serena, Venus Williams get US Open 2022 doubles wild-card entry

By Erin Whiteside | Associate Professor of Journalism and Electronic Media, University of Tennessee

Of the many outstanding components of her game, Serena Williams may best be known for her commanding serve.

Those serves, unleashed over the course of a 27-year professional career, arguably heightened the power and intensity of the women's game, forcing her opponents to game plan for each wicked volley.

To those chronicling her exploits as

one of the world's best tennis players, Williams served up a different challenge.

As a scholar of sports journalism, I have observed how its practitioners have struggled to find their footing when it comes to establishing consensus about what exactly constitutes good sports journalism.

Williams' presence as a Black woman in a historically white, patriarchal sport, her commitment to activism and her willingness to bare her personal challenges to the public forced sports journalists to

reevaluate professional norms that urged them to focus only on what happened between the lines.

Apolitical origins

Sports journalism emerged in the late 19th century and fully established itself as a distinct journalism genre when newspaper publishers, in an effort to attract wider audiences, moved away from being partisan party organs. Sports quickly became a lucrative way to sell newspapers.

Those apolitical origins shaped its future trajectory. Success often depended on access to players and front office personnel, as well as cozy relationships with league officials. Chief among the outcomes of that arrangement was the general reluctance among sports journalists to cast a critical eye toward the role sports plays in our communities and greater society.

In general, Americans often imagine sports as aligned with the values they hold dear. Journalists and public officials regularly talk about sports as the embodiment of a meritocracy and a reflection of the power of the individual to overcome any biases or challenges.

Such media narratives fail to address how sports, despite all their feel-good moments, play a role in contributing to forms of discrimination and alienation.

Reporters play in the toy box

By the late 20th century – just when Williams was emerging as a tennis star – the industry had turned into an enormous multimedia profit-making enterprise at a time when newspapers' ad revenue was starting to crumble.

Sports journalists had come to be

seen by their news peers as playing in a proverbial "toy box" within the wider newsroom. That is to say, their colleagues saw them as frivolous, lacking in a serious approach. They weren't there to serve as watchdogs or contribute solutions, through their reporting, to issues affecting the nation or local communities.

Serena Williams stretches for a backhand during the 1998 French Open when she was 16 years old. Clive Brunskill / Allsport via Getty Images

Instead, sports journalists simply became known as sports gurus adept at parsing the finer points of a football receiver's routes or debating the merits of a basketball team's zone defense.

And so when Williams turned professional in 1995 at the age of 14, early coverage sidestepped conversations about the the unique kinds of gendered racism that a Black girl from a working-class California neighborhood might face on the professional tour.

As sociologist Delia Douglas has explained, tennis has a history as being accessible only to people who can afford to play at resorts, country clubs and tennis academies. It is also a sport with different rules for men and women, a practice that contributes to stereotypes about women athletes as weak, or less interesting, than their male peers.

But the context of Williams' entry into professional tennis often went unacknowledged. Coverage instead focused