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"Whole Binders Full of Women:" From Meme to Political Satire by way of Amazon's Product Review Page.

Joanne E. Gates, Jacksonville State University.

Presentation at Popular Culture Association of the South / American Culture Association of the South (PCAS/ACAS) 2013 Conference in Savannah, Georgia, 2013 (October 4)

[This paper is inspired by the remarkable story of Lilly Ledbetter, whose name is honored for the Lilly Ledbetter Fair Pay Act, Barak Obama's first piece of legislation, a legal remedy to the flawed Supreme Court Decision which caused Ruth Bader Ginsberg to read her dissent from the bench. See the final pages for updated information on Lilly Ledbetter, especially as it relates to JSU.

Attachments include the page from the original Popular Culture Program and the PowerPoint showed for the presentation. Many memes from the Binders Full of Women Tumblr site were also displayed. A raffle was held to award a lucky attendee a signed copy of Ledbetter's biography, *Grace and Grit*.

Text of the presented paper follows.]

It was merely a slip of the tongue, and as one scolding product review commentator suggested, Mitt Romney really meant to say "Whole binders full of

women's *resumés*" when replying to an audience member's question at the second "Town Hall" Presidential debate, October 16, 2012. But the Republicans had centered an entire evening of their Presidential Convention around a similar inelegant remark, when Barak Obama suggested "you didn't build it" all by yourself: the roads, the infrastructure, a functioning government *helped* you build your business.

It didn't take long for Romney's "Binders" remark and response to it to "go viral" -- despite the fact that there were other key "sound bites" worth replaying: The "please continue" remark in which Romney got twisted into Candy Crowley correcting him about what the President said about terrorism in the Rose Garden very shortly after the Benghazi attacks. The "have you looked at your pension?" tangle, and Obama's revisit of the 47% remark to remind veterans, students, all on social security that he, Romney, was slighting them.

Romney's remark came after Obama responded first to the question, "In what new ways do you intend to rectify the inequalities of women in the workplace?" Predictably, Obama reasserted that his first piece of Legislation was the Lilly Ledbetter Fair Pay Act, of which more later. He then made perhaps an over general statement affirming equal pay in the workplace. Romney then launched into an energized "I know this from experience" testimony in which he took credit for putting in place the state cabinet that had the highest proportion

of women to men. By the next day, *CBS*, *The Washington Post*, *Boston Globe* were reporting that it was MassGAP, a coalition of women's groups, who had generated the binders. At a blog on the topic, the correction to Mitt's version should be first credited to *The Boston Phoenix*, and as early as Oct 16 2012, 10:46 PM (or within an hour of the debate ending) by David S. Bernstein. The last few paragraphs of Bernstein's post are worthy, given their timing:

What actually happened was that in 2002 -- prior to the election, not even knowing yet whether it would be a Republican or Democratic administration -- a bipartisan group of women in Massachusetts formed MassGAP to address the problem of few women in senior leadership positions in state government. There were more than 40 organizations involved with the Massachusetts Women's Political Caucus (also bipartisan) as the lead sponsor.

They did the research and put together the binder full of women qualified for all the different cabinet positions, agency heads, and authorities and commissions. They presented this binder to Governor Romney when he was elected.

I have written about this before, in various contexts; tonight I've checked with several people directly involved in the MassGAP effort who confirm that this history as I've just presented it is correct -- and that Romney's claim tonight, that he asked for such a study, is false.

I [Bernstein] will write more about this later, but for tonight let me just make a few quick additional points. First of all, according to MassGAP and MWPC, Romney did appoint 14 women out of his first 33 senior-level appointments, which is a reasonably impressive 42 percent. However, as I have reported before, those were almost all to head departments and agencies that he didn't care about -- and in some cases, that he quite specifically wanted to not really do anything. None of the senior positions Romney cared about -- budget, business development, etc. -- went to women.

Secondly, a UMass-Boston study found that the percentage of senior-level appointed positions held by women actually *declined* throughout the Romney administration, from 30.0% prior to his taking office, to 29.7% in July 2004, to 27.6% near the end of his term in November 2006. (It then began rapidly rising when Deval Patrick took office.)

Third, note that in Romney's story as he tells it, this man who had led and consulted for businesses for 25 years didn't know any qualified women, or know where to find any qualified women. So what does *that* say?

(Bernstein, David S. "Mind The Binder."

<http://blog.thephoenix.com/blogs/talkingpolitics/archive/2012/10/16/mind-the-binder.aspx>)

Now archived at:

<https://blog.thephoenix.com/blogs/talkingpolitics/archive/2012/10/16/mind-the-binder.aspx>

Bernstein's clarification of the record never mattered to the satirists who saw ridicule as a perfect political attack mode. In addition to the near instant communication through Facebook posts, sites such as *UpWorthy*, *The Daily Beast*, and *Mashable* covered the Amazon Product Review phenomenon. A few posters pointed out that the media had little to do with the near spontaneous generation of satirical content. At least one reviewer demonstrated how easy it was to post the full link to the Avery Product review page into one's Facebook "Like"s column. And indeed, the screen captures of the Amazon Product Review page that got reposted displayed demonstrated that the explosion of posts was almost immediately well-established.

The phenomenon of satire on the product review pages was not born with Romney's *faux pas*. (Nor would it be the only one that would have a feminist agenda.) We probably should back up a step and note that Amazon's product reviews for "Bic Pens for Her" had previously taken a turn to the highly feminist and creative just around August 27-28, 2012. Previously the site had collected an array of jokes about pens just for women, but then reviewer "Shelah M" entitled her eroticized review **Bic Saved my Marriage.**" Shelah M's review,

unlike the content of previous reviewers who merely complained and pointed out sarcastically that black ink and sleek thinner barreled pens in pastel colors were an affront to the idea of gender neutrality, took a decided turn into fantasy and story-telling:

After my manly husband came in from hours of shooting deer, he decided he wanted to start writing down the size and weight of each game so he can keep up with his accomplishments. Seeing all the blood and dirt on his hands, I simply suggested to help him by writing it down for him (please don't call the authorities, I simply wanted to help my husband). He nearly lost control and had to contain himself from laying a hand on me. I slept on the couch that night. We never brought up the subject again.

However, nearly one month later, he apologized for his outrage. He reclaimed his love for me, and acknowledged my intentions to help him. The next day when I arose from my sleep around 5 am to start my regular kitchen duties, there was a note. It was from my husband. "Sweetie," the note said, "I have decided to allow you to write down my accomplishments. We'll just keep this between us. Here is a proper writing utensil fit for your small, delicate hands. Love, your husband." Next to his note was a package of Bic's pens for her.

Thank you Bic for restoring our marriage and finally creating

something to bridge the gap between women and their need to write things.

A mere 253 of 270 total people found Shelah M. story helpful. Right after she posted, Madeleine B., situated in Boulder Colorado, got a total of 1,984 out of 2,164 "helpful"s. Several posts after this, still on August 27, Real name "E Bradley, LuckyLady1978" chimed in. She is relevant to the Avery Binders response on Amazon's review page because she appears to have been the very first to attach satire to Mitt's remark to the Avery two-inch three ring binder in white. E. Bradley Lucky Lady, though not quite as creatively inspired as Shelah M, garnered 28 comments to her review, and, as of last month [September 2013], an astounding 7,324 ratings, 6,706 of whom found this review "helpful." Receiving 5 of 5 stars, Ms. Bradley Lucky Lady posted her Bic Pens for Her response:

Ideal for A Variety of Feminine Writing Tasks, I love BIC Cristal for Her! The delicate shape and pretty pastel colors make it perfect for writing recipe cards, checks to my psychologist (I'm seeing him for a case of the hysterics), and tracking my monthly cycle. Obviously, I don't use it for vulgar endeavors like math or filling out a voter application, but BIC Cristal for Her is a lovely little writing utensil all the same. Ask your husband for some extra pocket money so you can buy one today!

One of those 28 reply posts perhaps explains the extra interest. **Kumar Challa** posted on September 8, 2012, "Congrats dude, you were on NPR's "Wait Wait Don't Tell Me!" (The transcript at NPR.org shows that Paula Poundstone was temporarily stumped by what the new Bic product was "for a particular group of people," but once single sentences from Bradley's and another from a different reviewer's were read, Poundstone pivoted to an over-the-top, appropriate, satirical response, commenting:

I hope they'll include my submission, which is "I use it to induce vomiting and I don't even have to stick it down my throat."

<<http://www.npr.org/2012/09/08/160781212/panel-round-two>>

Most of the Bic Pen for Her reviews on Amazon came in the two days of August 27-28, with a simple line and a half post on the 27th exploding with "helpful"s on the 28th. 12,372 of 12,688 found helpful the brief post from **M. Ashley "melly belly"** of Utah:

Missing the batteries: I can't find a switch to turn it on, and it didn't come with batteries. This is not the "for her" product I was expecting. At all.

Just a little over five weeks later, the Amazon Product Reviewers were no doubt primed for such a sexist gaff coming from Romney. Once E Bradley Lucky Lady posted hers, the contest was on, and the satire spewed out so fast it was

almost impossible to follow as it happened. By the time such news outlets as CNN were reporting the 300,000 or so that "liked" the specific "binders full of women" page at Facebook, the Avery two-inch binder had hit a chord with the savvy reviewer set.

The premise of my study is that the variety of creative responses and interchange cemented a richer kind of verbal satire than did the visual meme. Yet it is nevertheless worth noting that the photo-shopping talents that made the binders meme noteworthy in its own right would fuel the longer-lasting impact of the sexist implications of Romney's gaffe. Again, one can track the origins. Yuki Noguchi of NPR News, in a story with a time stamp of October 17, 3:00 p.m., secured an interview with Veronica de Souza who had, within a minute or so of Romney's making the remark, secured the site name Binders Full of Women at tumblr.com. She characterized herself as not overtly political, not even sure who she would vote for, but interested in the phenomenon of the way the internet works "that anybody can do anything," even though, like "Big Bird . . . it'll be mostly done in about a week" [a reference Romney's remark in the first presidential debate when Romney suggested cutting the funding for Public Television]. At the time Noguchi spoke to de Souza, about twelve hours after she opened her site, "she had 1,600 waiting to be read." In fact, on her site, she got complaints she was not turning those submissions around fast enough. Perhaps

her lack of political leanings, if her characterization is accurate, dampened the impact. De Souza's story personal story is also one of those classic ones that would make even the owner of "Lil Bub" envious. (Lil Bub is the deformed cat who transformed his owner's life when he posted memes of the cat's mournful face.) As Noguchi reports, Veronica de Souza had just been fired from her job in Social Media that day, was sitting at home with her lap top open to Tumblr, watching the debate that was broadcast from her own alma mater, Hofstra. She took it all in:

And, I mean, look what happened to me overnight. Like, in an hour, I had 5,000 people looking at what I was posting. And that's insane to me, but great.

<<http://www.npr.org/2012/10/17/163109387/binders-of-women-becomes-viral-sensation>>

De Souza kept up the site through election day, thus capturing both the initial phase of the phenomenon (simple photo-shopped cartoons with captions) and a later phase, in which posters sent in photos of their friends in Halloween costumes. Then, in a post stamped November 6, 2012 at 6:07 p.m., HeyVeronica posted her last, entitled "It's Time to Close the Binder." Her Twitter profile now describes her as a Social Media Editor at Digg. [As of early 2022, she is listed at LinkedIn for working at WNYC, but I failed to track her down there. Though considered closed, the Binders full of Women Website still exists, but

only contains a handful of what had been several hundred screened submissions.] In contrast to the self-styled quick placement and time-limited impact Veronica De Souza made within Tumblr, the Facebook connected address made an even bigger impact and lasted beyond the election season. The Toronto resident who snagged the Facebook address, Mike C, along with a female colleague, has [as of the presentation date of this paper], continued to be engaged in women's issues.

What is remarkable about the Amazon Office Product Review site is that most of the content remained there for the longest time. Only a rare "removed by the reviewer" or removed by Amazon interrupts the archive of satire, and that seems fine with Amazon's policy. On May 1, 2013, just as I was preparing my submission for this Popular Culture Conference, the *Wall Street Journal* used their slot on the bottom of page A1 typically reserved for off-beat and humorous oddities to print the Michael M. Phillips story entitled "These Amazon Products Are No Joke, But the Online Reviews Are." With a subtitle, "Whether on Books About Random Digits or Toilet Seats, Everybody's a Comedian," Phillips outlines the banana slicer, the can of uranium ore, books with the titles *A Million Random Digits With 100,000 Normal Deviates* and *How to Avoid Huge Ships*, the latter described as an "earnest guide to maritime safety" by the late John W. Trimmer. The article spent some time on the banana slicer and these two book titles, as

well as the jar of uranium ore. Interestingly, the Phillips article ends with two telling paragraphs that counter-pose the feminist angle on complaints (using Lucky Lady's very popular sarcastic creation) with a "dry" or was it merely officious comment from the Bic spokesperson:

The sharpest-edged consumer sarcasm seems reserved for the thin-barreled BIC Cristal For Her Ball Pens.

[Phillips goes on to quote the same Lucky Lady Review I quoted above]

"The delicate shape and pretty pastel colors make it perfect for writing recipe cards, checks to my psychologist (I'm seeing him for a case of the hysterics), and tracking my monthly cycle," wrote one reviewer. "Obviously, I don't use it for vulgar endeavors like math or filling out a voter application, but BIC Cristal for Her is a lovely little writing utensil all the same. Ask your husband for some extra pocket money so you can buy one today!"

[Then Phillips concludes with this statement:]

A package of 16 sells for \$13.12.

[And finally, he caps off his cleverness with the directly quoted official response from the company:]

"We continue to be intrigued by the conversation that surrounds the BIC for Her line and are always interested in hearing consumer

feedback about our products," said BIC USA spokeswoman Jill Johnson. (Phillips: available where WSJ is archived.)

It seems clear that Phillips was oblivious to both the anti-Romney satire of a few months prior and the more recent, headline-news worthy details of the trashing of a book title authored by Alyce LaViolette. Those who followed the Jodi Arias trial on the cable channel *Headline News* knew that the online attacks on LaViolette caused this author's distress; the trial was delayed in the midst of her cross examination. "Reviewers" of her book at Amazon took the occasion of their spite for Arias, who--after years of two alternate cover stories, admitted to the murder on the stand. But this was after days of preliminaries during which her defense lawyers set up convoluted examples of her abuse by Travis Alexander. Then, improbably, Arias testified she had no memory of the 29 stab wounds she inflicted. More or less to repair or to drive home the abused victim defense, LaViolette took the stand shortly after. It is both a bit surprising that Amazon allows these attacks to remain on its book review section. They seem much more deliberately ad hominem than to single out an office product for satire on a political gaff (What if all the responses to Binders full of Women had been attached to Romney's book, *Turn Around?*) Equally surprising is that Phillips and his editors allowed his humor laced piece to stand with the most "scathing" of the satirical reviews he could document directed against the Bic Pen for Her. It

was if Phillips had written his article in the vacuum of pretending there had not been a further blossoming of feminist counter responses. Of course, Alice LaViolette did not help herself. She had inflated her resume and misrepresented herself on the stand. Then she went through great pains to portray Travis Alexander as the abuser. **Dogrocks** had this to say on April 3, reviewing LaViolette's book:

This woman LaViolette is a fake and a fraud. She could care less about real abuse victims. For the right price she will get on the stand, in a court of law, and defend a cold blooded sociopathic murderer (Jodie Arias). She will trash the true abused (Travis Alexander.) She is willing to lie, defame, and remurder true victims just for a dollar amount. She is more then happy to use the words of a proven pathological liar, to help her walk free from a horrible crime, and put her back on the street to murder someone elses son or brother. LaViolette has zero credibillity when she says that men cannot be victims of abuse or domestic violence. She is simply a man hater, period. LaViolette is a disgrace to true victims of abuse, men or women, and has done more damge to this cause then 20 people put together. Please do not purchase this book. Instead take the money and donate it to a battered persons shelter, or another charity that will help victims of abuse. LaViolette and her fictional nonsense book deserve zero stars. Mrs LaViollete SHAME SHAME SHAME ON YOU!! [copy/pasted, without attempting corrections]

Reviews at LaViolette's book page have also generated 49 separate discussion threads, most of them discussing Arias's conduct. As of mid-September, there were over 2700 posts to the discussion topic, "Jodi Arias is an abuser," and nearly 300 to the discussion, "Battered Women Stay," all within this book review forum for LaViolette's one title at Amazon.

(Another discussion worth noting, but beyond the scope of this paper, is that the particular brand of running shoe worn by Texas State Senator Wendy Davis during the early June special session Filibuster generated many comments supportive of Planned Parenthood and access to women's health.)

Back to Romney's campaign: Those most committed to satirizing Romney's remark managed an over-the-top narrative or scenario to which they could attach other issues. They referenced the 47%, the assumption that all women needed to be home by 5:00 to cook dinner, the issue of "legitimate rape" that arose from Todd Aiken's remark, even Mitt thinking he could name a figure that Rick Perry might want to bet on. Here is one from JOliver October 17, 2012, with a first comment posted by 8:14 p.m. that evening:

This Binder Is Garbage.. All LIES!!! I tend to take what a presidential candidate has to say seriously, so when Mitt Romney said he had a binder full of women, I was in awe. Ever since my employer changed my hours so that I could come into work 5am

and get home in time to get the kids off the bus, do homework, and fix dinner, I haven't seen much of my husband. His hours are those crazy normal working hours and I have been so lost without him being around to make decisions for me. A binder full of women sounded like the perfect solution to my dilemma, I could just flip through the pages and find someone qualified enough to help cook dinner and do the laundry, maybe even clean a few toilets.

When UPS showed up at the door with that amazing brown box with the black happy smile on the side, my heart skipped a beat. The wait was over, I would finally have a binder full of qualified women to meet my every need!!! I tore open that box, grabbed the binder and... are you joshing me? There are no women?! the binder was empty!

I laid there on the floor for hours, sobbing, crying my eyes out, not knowing where to go, who to turn to. I had no one qualified enough to tell me what to do next. I tried to get up and make my way to the front door but one of my shoes were untied and I just couldn't figure out to fix that. I kept tripping over and over and over again, I didn't think I was going to make it. Just when I had given up all hope, my husband came home from his shift of normal working hours and rescued me. He tied that shoe.... he tied that shoe good and I was able to walk again without falling on my face, hallelujah! He even forgave me for being out of bed past my bedtime!

But despite how fortunate I was to have my man come home just in

time to figure things out for me, I can't forget about the fact that I wouldn't have gone through all this if I didn't rely on the not so truthful words of Mitt Romney. Actually, I can bet \$10,000 on it.

Many tracks are left by the anonymous and pseudonymous posters. For instance, this reviewer replied back to one of her commenters to remind her that she could paste a direct review link into their facebook status. **Mom in AK** received mostly positive reviews for this comment:

I didn't need an abortion, all I needed was this binder!,

October 17, 2012

I thought I needed control of my reproductive choices. It turns out all I needed was this awesome binder! When it came time to give birth to my child conceived from "illegitimate" rape ("one method of conception," you know), I had no here to go. With no health insurance, no hospital would take me in. This binder provided me with a safe place to give birth. It's spacious, plastic, and comfortable. I like to think of it as my tiny manger, a haven for homeless mother. I'm so relieved that my rape baby was a girl. That way she can happily live in my binder with me until the day she has to go to prison. Since there's no Joseph in the picture for me, I know my child will be a criminal. I'll miss her, but that's ok because once they cut food stamps, we'll have to eat the plastic coating on this binder. She'll get better food in prison. I dream of the day my daughter is illegimately raped herself, and I'll become a grandmother. Once my daughter is in prison, there will be plenty of room for me and my grandbaby in this binder. It's great being a woman! I sure love my binder!

CNN reported less than twenty-four hours after the debate, on October 17, 4:51 p.m. ET, that the facebook page, Binders full of women, had over 300,000 likes. (It is still active, up to 319,000 plus, and MikeC with a gmail address identifies himself from Toronto, and, as mentioned previously, and with the help of another, keeps "likers" informed of current issues related to women.)

I want to reserve time at the end of my slot for a bit more play with the Permanent Reviews posted. But two important agendas precede, for me to be true to my goals: One, to give a more personalized account of how the Lilly Ledbetter Fair Pay Act intersected the Romney campaign. Two, to reflect on the nature the purpose and the effects of satire, especially the impulse to put in words (or in some cases appropriate a song) some personal yet often fictionalized, sarcastic, response to political discourse.

The phenomenon of the Amazon product reviews is surely something of its own, emerging full blown and with little media prompting. But it also was made possible because of the strange confluence of what can only be called the rabid Republicans, so intent on making women's issues a dividing marker that we had Rush Limbaugh sabotaging Sandra Fluke, all over the rights to contraception that some of Fluke's acquaintances took as a hormone controller. We had Todd Aikin's remark about legitimate rape and even VP candidate Paul Ryan's "one method of conception" attitude about Rape. Romney himself was ambiguous on

the Blunt Amendment. And then came the six seconds of silence: Huffington Post's Sam Stein, in a phone in Press conference to Romney's staff, asked the what *Christian Science Monitor* called a simple, non-hostile question, "Does Governor Romney support the Lilly Ledbetter Fair Pay Act?" Six seconds of silence went by. Then, the "Sam, we'll get back to you on that" was perhaps more devastating. Of course, before the end of the News cycle, Hilary Rosen had chimed in with her "Ann Romney has not worked a day in her life" comment. That caused Ann Romney to take to Twitter, no less.

Rosen, though her observation was accurate, took the brunt of the criticism. Ann was plunged forward into a more visible advocate for her husband, given a prime spot at the convention, and hailed as the most important factor since Elizabeth Dole paraded up and down the dais steps, hand held microphone in hand, to support her husband during the 1996 Republican Convention. The Ledbetter non answer might have faded into background noise by the time the second debate rolled around.

But I saw it differently. I live in the same college town and some few blocks away from the modest home where Charles and Lilly Ledbetter raised their children and spent all their married life. Going past her house is the only way into town for us. Coming home on the night of Wednesday April 11, 2012, or *the day of the Huffington Post / Sam Stein question*, a large cable tv truck

hung out of her driveway and into the street. Something bigger was up. It turned out that Ed Schultz had a live hookup to her house. The very next night she was at the local public Library in Jacksonville, the middle one of her three local appearances related to her book release and not sponsored by the Democratic Party. She had had an important interview with Rachel Maddow. (On the same show, Connie Shultz was picked up by satellite to respond to the awfulness of attacks on Sandra Fluke.) Chris Matthews had her on shortly after, and the two issues, contraceptive rights and rights for equality in the workplace again dovetailed. At a rainy night in March, the week of her book release, she had been at the Oxford Alabama Books a Million. At the end of May, she and her co-author Lanier Scott Isom would be recorded by C-Span's book TV at Gadsden Alabama. (The Agnes Scott College appearance was also scouted, but there was trouble with the sound quality.) In the middle of all this, a family crisis I am not at liberty to discuss erupted, taking her off her book tour for a few weeks. She kept her commitment to return to the Women's Leadership Forum at Auburn Alabama [where she is currently on the leadership board]. What was supposed to be a book touring season, however, turned into yet another campaign volunteering whirlwind. Claire McCaskill actually had a chance to regain her seat. Lilly had flown in to North Carolina from Hawaii, overlaying only briefly in Jacksonville, to make it to the Democratic Convention in Charlotte NC. She was

required to rehearse her speech before her delivery and was told to give it more pep. With a large coffee and the receptive audience, she wowed the not yet prime-time hour gathered inside in the convention center. It was supposed to have been the "most tweeted" of the non-primetime speakers. She managed another local appearance at the County Writers group in late September. By late October she was in New York, just as Super Storm Sandy hit, for her pre-arranged slot on Steven Colbert. October 31 was the first the show airing to have gone live after the storm, and the first few minutes of Colbert's interview were occupied with Lilly's account of the awkward hotel moves she had because the fallen crane created a no-go zone; then the second hotel had no heat or water.

I guess it should not be a surprise to me that there was not a wider swing of female voters away from Romney. Occasionally, a poster to Avery binders will chime in and wonder what the fuss was all about, and another will remind the shopper for real binders that the debate remark did indeed stir some passions. I wonder, of course, did all the micro-targeting that the geek squads inside the Obama re-election campaign tap into the 300,000 likers at Facebook? I would not be surprised. I am not even on Facebook, but from what I hear, mostly through Daily Kos, the political jabs are tiresome and largely libertarian and right wing.

[In retrospect, we might examine how effectively this right wing has captured the persuadable and even turned them into believers of their own truths. Amazon has wised up about Customer Reviews. With the exception of the "How to Avoid Huge Ships" postings, most of the satire has disappeared or is buried. "Verified purchase" tags see required, and the BIC pen and Avery binder models have so proliferated that in some cases, posters complain that the product is altered. There are suspiciously higher numbers of posts on some models, but it is now [editing in 2022] almost impossible to relocate the details of the satiric phenomena. The Tumblr site can be located, <https://bindersfullofwomen.tumblr.com/>. But it is a shell of its original site.

More significantly, the hiring of qualified women continues to advance. As evidence from the honors to Lilly Ledbetter, there are important reasons not to forget the flurries around what some took occasion to satirize.]

Updates on Lilly Ledbetter

This presentation, though dated, captures a moment in time when even the *Wall Street Journal* notices the satirical use of Product Reviews at Amazon. Although the Avery Binders posts were available for long after the paper was presented, it now appears, nearly ten years on, that they are buried within the altered product listing.

Unlike other postings of presentations, this is not accompanied by a list of sources as concluding reference page. Where links are still active, they are embedded within the text.

In addition to a slide show of some of the most engaging "memes" of Binders full of Women, as recorded at Veronica de Souza's Tumblr account, the presentation for PCAS/ACAS was accompanied by a PowerPoint featuring Lilly Ledbetter's achievement. This PowerPoint was also used in classes where teaching Social Justice issues with local resources made it pertinent. (Another Digital Commons presentation records my photographs of the Bus Murals of Anniston, https://digitalcommons.jsu.edu/fac_pres/6/) Both were supported by a JSU Faculty Research Grant, awarded for 2013-2014.)

A Friends of Houston Cole Library spring presentation Lilly Ledbetter. March 16, 2015. HQ 1237.5.U6 L432x 2015.

Link to record; <http://jaxcat.jsu.edu/vwebv/holdingsInfo?bibId=1068134>

JSU News Archive and local media including *Anniston Star* and the *Jacksonville News*, now the *Journal Record*, have reported on Lilly Ledbetter.

On April 25, 2018, Lilly Ledbetter was honored at a Women in Philanthropy brunch and fundraiser. JSU news item announcing the event, <https://www.jsu.edu/news/articles/2017/11/jsu-to-present-first-women-in-philanthropy-brunch-.html>

Interviewed by Gail Collins, who spoke at a JSU Ayers Lecture. Her detail of the Court cases appears in *When Everything Changed: The Amazing Journey of American Women from 1960 to the Present*, pp. 354-358.

The paperback edition of *Grace and Grit* has Ruth Bader Ginsberg's forward, and Ledbetter appears in the Ruth Bader Ginsberg documentary

Raising Lilly Ledbetter: Women Poets Occupy the Workspace is a collection of poems co-edited by Carolyne Wright, M. L. Lyons & Eugenia Toledo. Lost Horse Press, 2015.

(Each of the above book titles are in the HCL circulating collection.)

Chicago Ideas posted a talk Ledbetter gave in 2018

<https://www.youtube.com/watch?app=desktop&v=APeem8JEHVk>

(This works in the class room or as an assigned viewing, much like a TedTalk.)

As detailed near the end of the revised PowerPoint, Lilly Ledbetter was JSU Commencement Speaker in Spring 2014 (University-wide, all Colleges) and was awarded an Honorary Doctorate in December 2021 (1:00 program), where she also spoke from the podium. The University Photographer recorded still photos. In addition, Lilly was a featured panelist at the 2017 Women's History Month event. She was honored at a Women in Philanthropy brunch and fundraiser at The Club in Birmingham.

Ms. Magazine published a record of the film project directed by Rachel Feldman and featuring Patricia Clarkson, *Lilly*,

<https://msmagazine.com/2021/03/23/equal-pay-day-pay-equity-lilly-ledbetter-film-rachel-feldman/>

Selected Links reproduced from the accompanying PowerPoint:

Ruth Bader Ginsburg's dissent of the Alito Supreme Court decision:

<http://www.law.cornell.edu/supct/html/05-1074.ZD.html>

Lilly on BookTV.org,

<http://www.c-span.org/video/?305975-1/book-discussion-grace-grit>

Links to relevant JSU photographic services galleries:

Commencement, 2021 (December, 1:00 p.m.), (images 181-188 and 242-258),
<https://jsuphoto.photoshelter.com/galleries/C0000ZmxlrGQFwhE/G0000JTpoTX88rM0/Fall>

[This recent commencement currently streams at
<https://www.jsu.edu/digital/gradwebcast.html>]

Still photos of the Commencement 2014 and Awards ceremony preceding,
https://jsuphoto.photoshelter.com/galleries/C0000EyAw2I_ncl0/G0000Zeolx5gDpR4/Spring

Lilly Ledbetter received the Women in Philanthropy Award at a brunch and fundraiser at The Club in Birmingham, April 25, 2018. Women in Philanthropy 2018,
https://jsuphoto.photoshelter.com/galleries/C0000ktZEjwcbT8g/G000083I9Nj_CCU/Women-in-Philanthropy

Photos of the Panel and evening Tea of Women's History Month can be searched by date, 28 March 2016.

Other archival sources at JSU:

The Alumni Magazine, *GEM of the Hills*, reported on the establishment of the Lilly Ledbetter Scholarship Fund in the Spring issue of GEM,

<https://www.jsu.edu/alumni/pdf/GEM-Spring-2016.pdf>. Buffy Lockette's article on the Lilly Ledbetter scholarship appears on pages 28-29.

JSU's student newspaper, *The Chanticleer*, reported on Lilly Ledbetter's participation as guest speaker in WISEFEST in October, 2009, <http://lib-www.jsu.edu/archives/chanticleer/2009/Chanticleer-October-22-2009.pdf>