Push Back, Move Forward: A Feminist Theory of the Master's Golf

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Abstract
My soon to be completed book, Push Back, Move Forward: The National Council of Women's Organizations and Women's Lobbying, discusses what happens when women raise their voices in American politics and ask to be fully included as complete citizens. Backlash, ad hominem attacks, belittlement, and personality frames are common results. My SEWA paper looks at the experiences the National Council of Women's Organizations (NCWO) had when requesting that the Master's Golf Tournament, particularly the Augusta National Golf Club the host of the Master's, not be segregated by gender. This action was in 2003. My study is based on my personal observations at the NCWO protest in Augusta, interviews conducted with key leaders of the NCWO, and examination of NCWO archives and records as relates to the Master's Golf Tournament conflict. Using feminist theory to explore what is considered normal in politics and what is special treatment, charity, or concessions, I explain the reaction to the NCWO's actions in terms of social class, race, gender, sexuality and the intersectional matrixes thereof. Key scholars referenced are Allison Jaggar, Martha Fineman, Sylvia Walby, and Cynthia Enloe. Please do not hesitate to contact me if you need any further information or have any questions. Thank you, Laura R. Woliver